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The Lander Chronicle Volume III Issue II

Lander College for Men

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Lander College For Men

The Lander Chronicle

VOLUME III, ISSUE II

FEBRUARY, 2003

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Message From The Dean

Most students believe that the key to career success is mastery of the disciplines in which they major. While this is not entirely false, it is also not the whole truth. The difference between a business student who graduates from the Wharton School, and one who graduates from Podunk State University, is not necessarily a matter of technical knowledge. Both graduates may be equally adept at analyzing a corporate balance sheet, but they are probably not equal in the general intellectual sophistication they bring to the business challenges they will confront throughout their careers.

Critical thinking, range of general knowledge, intellectual curiosity, depth of analysis and the capacity to see old problems in fresh ways, are crucial for professional success in a world undergoing rapid and constant change. The Lander College for Men Core Curriculum is designed to cultivate exactly this intellectual matrix.

But even this is not the whole of it.

For you may have the best new ideas in your company, but if you lack the ability to communicate those ideas effectively, they will in the end make very little difference. Your ability to achieve your career goals will thus eventually be stunted. For this reason the College is developing an innovative new program we have dubbed "Writing and Speaking Across the Core".

Almost half a year ago I asked Professor Arthur Budick to chair a faculty committee to study the possibility of standardizing the writing requirements across the six humanities courses in the Core Curriculum, and to introduce an oral presentation component to each. After considerable research he discovered that while such writing programs were not uncommon at colleges and universities around the country, to his knowledge no "speaking across the curriculum" program existed anywhere else. We would be breaking exciting and important new ground in

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Faculty Perspective

What Have You Done to Make Yourself Special?

Often students ask how to make a positive impression during a job interview. The question really is, "What is so special about me that sets me apart from all the other applicants for this position at this company?"

My last column dealt with just one aspect. Here's another. What have you done to make yourself special? The jobs you've held, the internships you've had, the charitable volunteer work you've done, your GPA, your newly revised resume, etc.; everyone else has also. But, how many recent undergraduates have co-authored a peer reviewed published paper in a professional or academic journal?

While teaching at another university, a colleague and I decided to help build students' credentials via helping to publish and present their senior research papers. A necessary component of the students' degree requirement at that university was writing a

senior research paper. My colleague and I took it to the next step, that is, editing, amending, and turning the students' basic initial effort into an article worthy of being presented at a professional or academic conference and published in that organization's journal. The following is an excerpt of the article, which was accepted for presentation and publication. Because of space limitations, the bibliography was eliminated from this excerpt.

A VALS 2 Examination of World Wrestling Federation Fan Loyalty

During the 1990's, wrestling in general and the World Wrestling Federation in particular enjoyed sustained popularity and growth. As a vehicle for connecting viewers to corporate sponsors, the sport of wrestling

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Status Economicus

As I write this article, the "Standard and Poor's 500" index sits at 834. This is approximately 44% lower than its peak, which was reached in March 2000. Some other indices have performed even more badly. Are we really in such bad shape? Does the market truly reflect our "status economicus"?

The S&P 500 is the most widely watched stock market indicator among large institutional investors because it captures a broad measure of stocks, including - for the worse - many formerly bloated technology companies. However, no matter which market measure you choose, the picture is not pretty. And, of course the stock market reflects the "status economicus"; it quantifies consensus expectations about our future economic performance! Having said all this, you are probably waiting with bated breath to read a scientific explanation of why we are in this situation. No doubt you are also waiting for a sage antidote to our predicament.

In the immortal words of Tom Wolfe: "fuhgeddabowdit"! (That's from *Bonfire of the Vanities*, if you were not sure.) I mean, the White House hasn't returned my calls because even *they* know we are in this for the long haul. So, in the true spirit of self-Tikkun (one must fix oneself before we can fix the world), I think it is best to first understand what the nature of the situation is and what we may do to first halt the bleeding. So, what's really so terrible?

Well, again, as indicated, the market is way off. Way, way off. I know people who are postponing their retirement because they now have less funds than they had before. The truth is that we are back to where we were in the late 90s. Market types may refer to that as "a correction of an overbought situation." Wonderful. In between, we were living in techno, dot com la-la land. Remember the book, *Been Down so Long it Looks Like up to Me?* Well, we were up so much for so long, that it now seems really bad to us - especially to those who got in late and got hurt the most. Get this one: with the recent collapse of the AOL and Time Warner *shidduch*, Ted Turner has lost about 90% of his wealth. Where he was once worth \$7-8 billion, he has now been reduced to a mere few hundred million dollars. Can times get any worse?

Still, it is more than just a matter of "correcting the excesses" of the marketplace. The techno bubble has effected a real loss in wealth and hence in the "wealth effect," which once encouraged consumers to borrow against their wealth and especially their portfolios; this, in turn, fueled spending, and thereby provided a great deal of economic stimulus. Well, times have changed. Just ask yourself, are you spending like you did before?

Unemployment is up to between 5.7% and 6%, depending on whom you believe, from its low of 3.9% in the height of the rollin' good times. Bob Herbert of *The*

New York Times recently claimed that the figures are very much understated. Perhaps. Wall Street has cut back severely on staff and has virtually eliminated new hiring. I know about this one; my friends told me so. Job growth in most industries is on the skids.

Oh, let's not forget 9/11. For a good while, Manhattan was empty. I remember driving into the city on a *motzaei shabbos* a few weeks after the tragedy and finding a whole city block empty for me to park my gas-guzzler in! (Speaking of subsidizing our enemies, while poisoning the air!) Saturday night in the city! OK, OK you have had enough; times are tough. I won't get gorier. Let's talk about what we are *doing* wrong.

We have a serious crisis in corporate governance and accounting. I used to teach a course in "Financial Statements Analysis," which was intended to train current and future security analysts in the art of interpreting companies' financial reports in order to render opinions about their future performance. Recently, in casually picking up a statement, I thought to myself "Why bother reading this"? Uh, oh! That's a very bad sign, especially since a financial statement is to me better reading than, er, Rudyard Kipling! Gotta fix that one.

Then there is this ludicrous business about tax cuts, which are - incidentally - unfair to many Americans. Whom are we kidding? Nothing in the Bush tax plan is stimulative. Little of it provides any benefit in the here and now, with much effect deferred until later. Lower taxation must be fair, stimulative, and take effect immediately.

Our Clintonian budget surplus has disappeared and we are now talking about a \$300 billion deficit, accumulating to \$1 trillion over the years! That bodes ill for the future course of interest rates (they should go up in time, if so). States are hurting too. Further, the administration has not dealt with the economic and budgetary impact of the virtually certain impending war against our cousin Saddam. (In case you are wondering, there is no doubt in my mind that he, his sweet little son, and their quaint friends must be removed by force if necessary.)

This week, I shall go out and buy bottled water, some extra canned food, duct tape, and plastic wrap just in case - *chas v'chalilah* - we shall need it. Before I walk into shul, I shall look to see if there are any suspicious vehicles around. Yes, fixing the world starts with one's own *bayis*.

Dr. Kenneth S. Bigel
Chairman, Business Department

(Cont. Message From The Dean)

U.S. higher education, while giving our graduates a considerable advantage in today's highly competitive job market.

Professor Budick was joined by Professor Ross Zucker and myself. We met numerous times to hammer out a program that would cultivate the kind of written and verbal sophistication our students need, without unduly adding to their already heavy schedules. Our labors were sweetened by the gourmet teas Professor Budick frequently treated us to, but they were labors nonetheless.

We finally settled on a model that we are testing this semester in several courses, before bringing it to the entire faculty for final adoption. Essentially, students are asked to write two 5-page papers per course, at least one of which must be rewritten in response to the professor's comments. Thus every graduate of the Lander College for Men over the course of his college education will have written a minimum of twelve papers for the Core Curriculum, and rewritten six of those, quite apart from the papers he will have written for his major, and the many writing exercises required for the two-semester English Composition sequence. We believe this will provide our graduates with exactly the kind of writing experience they will need to reach the top of their chosen professions. Cognizant of the time required to complete these assignments, the Committee recommended that in these courses no mid-term examinations be administered.

The oral component of the program presented an even greater challenge to devise, precisely because it is so novel, and because we were concerned about adding to the already heavy burden our students bear. The Committee recommended that students be required to make one 15-20 minute oral presentation, singly or in pairs, in each of the six humanities core courses. So as to ease the burden on students, we recommended that the presentation should address material students must prepare for class in any case. In those presentations, however, students will not merely summarize assigned reading material, but will critically reflect upon it, or contribute in some meaningful way to its exposition. Other students in the class will formally comment on the presentation in writing, and will be encouraged to react to the presentation in class as well, thus cultivating in presenters who must respond to those comments the verbal and intellectual agility to handle themselves in a public setting.

These proposals are experimental in nature, and we expect to learn from our pilot experience this semester before finalizing the program in time for Fall, 2003. Through both the written and oral components of this innovative program, the Lander College for Men seeks to realize its core mission -- providing students the superb education that will help propel them into the upper tiers of their chosen professions, while remaining deeply grounded in the eternal *kedusha* of the *beis ha-medrash*.

Dr. Moshe Sokol
Dean, Lander College for Men

Management and the NY Rangers

The research in this article is based on "Leadership in a Professional Baseball Organization Through Communication," a research paper by Moshe Ornstein.

On January 29, Glen Sather, the president and general manager of the New York Rangers, fired head coach Bryan Trottier whose Rangers posted a record of 21-26-6-1 in 54 games this season. The following day he announced that he would be assuming the head coaching responsibilities of the hockey team, effective immediately. "The main reason for this decision [is that] I am responsible for this organization. I want them to be accountable to me. We've got to win and I think we can win. The accountability has to be there, though, and the discipline has to be there as well," Sather told the media at a news conference. Right wing Sandy McCarthy agreed, saying: "We have to win...that's the bot-

(Cont. on Page 4)

From the Admissions Department

In January 2003, we welcomed a new class of outstanding students. The added *ruach* they bring to the Beis Medrash is perceptible and carries through to the entire day! Moreover, the academic quality of the incoming students underscores our position in the top tier of American colleges. I wish them continued success in their studies here.

We have recently proposed developing a program with the English Speaking division of Machon Lev, Jerusalem College of Technology. This program is designed for students who have spent at least a year studying in a post high-school yeshiva and who wish to spend another year in Israel - learning in the mornings and taking college classes in the afternoon.

Many courses in Machon Lev satisfy the Lander College for Men requirements, and are transferable to LCM. In order to ultimately attain the Lander College for Men diploma, students must satisfy all LCM academic requirements, including having taken a minimum of 45 credits at our New York campus. Additionally, applicants must have high school averages of 85 or better, and SAT scores of 1100 or better. In order to earn college transfer credit, only grades of 3.0 or better will be recognized. An interview with a representative of Beis Medrash L'Talmud, an affiliate of LCM will also be required.

Students who enroll in the LCM-Machon Lev joint program receive up to 36 credits for their Machon Lev studies and full credit for their prior yeshiva study. Students who have a full year of post-high school yeshiva may transfer up to 68 credits to the Lander College for Men. These programs provide substantial incoming standing towards the full 120-credit requirement for the baccalaureate degree.

Questions concerning the Lander College for Men or the joint program should be addressed to Rabbi Sruli Safran, Director of Recruitment, at 718.820.4884 or by e-mail at srulis@touro.edu. In Israel, one may contact Lavey Freedman, Israel Representative, at 02-579-1058 or 053-466-595 or by e-mail at Lfreedman@touro.edu.
Rabbi Sruli Safran, Director of Recruitment

(Cont. Management and the NY Rangers)

tom line. Having Glen as the General Manager and Head Coach will certainly bring accountability to this team."

Nobody can doubt Glen Sather's qualifications as head coach. His track record is outstanding. As the engineer of the Edmonton Oilers' five Stanley Cup Championships, Sather supervised the development of a team that played on a different level as well as some of the greatest talents to ever play the game. On September 9, 1997, he became the first member of the Edmonton Oilers organization to be selected to the Hockey Hall of Fame. However, from a management perspective, Sather is making a mistake that may ultimately lead to the downfall of the team with the highest payroll in the National Hockey League.

One of the most essential skills of effective leadership is the ability to communicate. Communication has many ramifications and is not merely conversation and dialogue. In "Leading through communication, conversation and dialogue," Kurt A. April elaborates on the various skills and guidelines for leadership through communication. One important skill is the ability to suspend judgment. A manager or anybody else in a leadership position must be able and willing to put aside his judgment and ideas, and recognize alternative views. The reason is simple. Everyone is biased when it comes to his or her own suggestions. However, when a person suspends judgment and acknowledges other opinions, an impartial plan can be revealed. If Glen Sather would be the general manager, hire someone else as president, and allow another member of the organization to assume the role of president, there would always be two people overseeing every decision Sather would make. This would eliminate any partiality Sather may have toward a particular player, coach, etc. However, being the main decision-maker, one may wonder if there is any bias in Sather's choices.

There are other problems Glen Sather will face as president, general manager, and coach. In Maznevski's communication model (as quoted by Dreachslin, Sprainer et al, 2002), he states that an essential component of effective leadership is the leader's ability to decenter. This is the ability to remove the spotlight from the center and focus it on other members of the organization as well. In a typical hockey organization, the responsibilities of the president, general manager, and coach rest on the shoulders of three different people. As a result, the attention is on each one separately, so that neither of them gets all the pressure from the media and/or peers. However, with Glen Sather occupying all three positions, one may ask: is he capable of handling the stress he will face, and will it affect the team's performance?

Though it is true that the Rangers "have to win," the step their management is taking is flawed. It is impossible for one person, Glen Sather, to bear the responsibilities of three jobs that are usually held by three different people. While it may prove to be effective in the short run, in the long run the organization will suffer. The owners of the Rangers must ask themselves: With Glen Sather acting as president and general manager of the organization, and coach of the team, is this multimillion-dollar empire at risk of collapsing?

Moshe Ornstein, Editor

Reflections

As I approach graduation, I find myself not only asking where I will be in the years to come, but how far I've journeyed in the past few years. Reflecting on my college career brings memories of mixed emotions. From fond to traumatic, from humorous to arduous – college has been a rollercoaster of sensations. It is through it all that I have become the person that I am.

I started college much like many students across the nation – clueless and UNDECIDED. Before long, I became familiar with my surroundings and realized the potential opportunities that lay before me. Because everything and everyone in Lander College was dubbed "the first ____," or "the founding ____," respectively, I had the unique opportunity to shape the policies and direction of student life and its organizations.

I made it my mission to take full advantage of the college's young age and the possibilities that came with it. It was in these efforts that I became the first Chief Investment Officer (CIO) of the Lander College Investment Club (LCIC) and the first treasurer of the Lander College Student Government. (For more information on programs implemented in these organizations, please see back issues of *The Chronicle* and visit the LCIC's website at <http://landercollege.net/lcic>).

As college life progressed, concrete plans started to take shape. First, I discovered that I had an interest in corporate finance (bonds rules!). Second, I developed a strong relationship with my professor, Dr. Kenneth Bigel. Under his guidance, I developed a passion for financial markets and instruments.

For three years, I dedicated myself toward realizing my academic and career-oriented goals. I continued my work with the LCIC, the Student Government, and took on other extracurricular activities. In January of 2003, these efforts were recognized when I was inducted into the Touro College Chapter of Sigma Beta Delta, a prestigious international honor society for business, management, and administration. Recognized as an elite member of Touro's business program and being placed in the company of top business students in the nation, has been a source of pride for myself and undoubtedly benefits my chances of landing the job of my choice.

Now that I'm wrapping up my college requirements and prepare to head into the "real world," I feel that I am leaving a big part of me behind. The warmth, the faces, and the familiarity will all be gone. And yet I know that these things will never be too far away. The lessons I've learned in and out of the classroom have left an indelible impression on me. So too, the friends I've made have and will continue to remain an important part of my life.

Steven Hornung,
Graduate, Class of 2003



The Lander College ACM Chapter

Windows.NET

Early last year, Microsoft announced its .NET initiative (previously code-named Next Generation Windows Services), a comprehensive distributed, Internet-based computing platform comprised of new development tools, runtime services, operating system features, servers, and Internet protocols. The primary .NET goals are to enable simplified development and delivery of distributed Web-based services, allow creation of powerful new B2B and B2C transactional capabilities, and enrich the user computing experience both locally and across the Web.

In Microsoft's words, .NET is "a shift in focus from individual Web sites or devices connected to the Internet, to constellations of computers, devices and services that work together to deliver broader, richer solutions".

With these lofty words, Microsoft has joined with companies like IBM, HP, and others in the belief that business applications are headed for a distributed architecture based on the Internet and industry-standard protocols.

The .NET environment is designed to permit standardized, platform independent Website-to-Website communications, and allow Web servers, PCs,

and a multitude of disparate devices to exchange and share information easily across the Internet. In fact, users will one day be able to access their data and applications from anywhere using any device per Microsoft, and applications will be able to adapt to varying device capabilities and present users with appropriate interfaces and outputs.

These and other features of .NET are powerful concepts indeed. Microsoft claims ".NET extends the ideas of both the Internet and operating systems by making the Internet itself the basis of a new operating system". Well, Sun knew all along that the "The Network is the Computer" with their 18-year old trademarked tagline. Even AT&T had a clue with their old "Networked Computing" advertising more than a decade ago--but of course those slogans meant something entirely different years ago before the World Wide Web emerged, and they likely focused on networked computing within an enterprise. Well, the heck with history, make no mistake that .NET is critical to Microsoft's future.

Josh Berman
President, Lander College ACM Chapter

Lander Football League

In its second season, the Lander College Football League has once again provided its participants with a fun loving and intense season. This year there are six teams, which is one more than last year. Every Sunday there are two games and there are two teams that have an off week. Each team represents a Teak, and if that team wins the Superbowl, the money will be donated to their Tzedaka. The team that loses the Superbowl will also have some of the money donated to its Tzedaka.

As of Week 11 this is how it stands. The Aniyim (Yerushalayim) Defenders are in first place. Boasting a record of 6-1, they have proven to be almost unstoppable. Moishie Abramson who is the Captain and Quarterback of the Defenders has developed an offense that has plowed through all defensive strategies. They certainly are the team to beat. The Kollal Supporters are in second place. They are the expansion team, although they are not playing like one. The Supporters are likewise almost certainly headed for the playoffs. With their well balanced offense led by Captain Yoni Weiden and their extremely quick defense led by top cornerback Ari Lasker, this team will certainly make a serious bid for the championship. In third place with the same record of 4-3 is the (Tomchei) Shabbos Packers. They trail the Supporters because in their two matches the Supporters have been victorious. However, Captain Yair Daar seems to be leading his

team to the playoffs despite the recent season ending injury of last years M.V.P. Jon Zahtz. Naphtali ("Suds") Sudwerts is the Captain of the Hatzoloh Fireballs. This week with their 24-21 victory over the Chevron Wildcats they have improved their record to 3-4 and now have sole possession of the last playoff spot. However, both the Chevron Wildcats (2-5) led by Yoni Greenberg and the HASC Pounders (2-5) led by Avi Horowitz certainly has a chance of snatching that final spot in the playoffs.

There are 16 weeks in the regular season. Each team plays 10 games. The top four teams make the playoffs. #1 plays #4 and #2 plays #3. The winners of those games face each other in the Superbowl.

For those of you who are reading this and are thinking that this is nothing but a football league, you are wrong! This league has played a critical role in uniting our Yeshiva together. Many of the Kollal members also play in the league. Many of the Talmidim have made friends just by playing in this league. Although this league is intense it also provides for relaxation so that the Talmidim can learn seriously with Hasmada Rabba for the rest of the week. It also gives them the opportunity to get some much needed exercise which is extremely important for everyone.

Daniel Glanz, Commissioner
Lander Football League

Smashing Success

The 2002-2003 Lander College Student Government has been spectacularly successful. Among our biggest achievements was inaugurating a work out room after years of negotiations, increasing the student government's budget and inviting high positioned figures to deliver speeches to the students.

The student government meets twice a month to discuss current issues within the student body and to organize events. Some of the events organized by the student government are the following: Every Thursday night there is a *Mishmar* program where students learn for an hour followed by words of wisdom from the *parsha* around a table of cakes, soda, and one of the best *cholents* in Queens cooked by our culinary expert and secretary John Zahts. The *Mishmar* gives an opportunity for students to cover ground on material they may not have had time during the rest of the week and it encourages them to stay in the *Beis Medrash* more then the required schedule. It is a very pleasant atmosphere and a great learning experience.

The student government also organizes *Rosh Chodesh* breakfasts. Every *Rosh Chodesh* after *Shacharis*, Avi Horowitz, President of Student Government, buys fresh bagels, cream cheese and orange juice for the students to enjoy over sweet words of Torah delivered by very reputable Rabbeim. We have had the honor to host Rabbi Berzon, Rosh Yeshiva of Mevaseret Zion and Rabbi Milstein, a great Kabbalist, just to name a few. Hosting Rabbis conveys to students an opportunity to ask questions and receive advice from great Rabbis, for example many students chatted with Rabbi Milstein about important life issues and the like when he spoke last month.

It would be a crime not to mention the smashing Chanukah Party. We invited the Gary Waldman band, had a Chinese buffet table, boxes of doughnuts, joyful and *leybadik* dancing led by John Zahts beautiful singing performance. We also had the honor to participate in the *siyum* of *Masseches Shabbos* during the Chanukah party by Avi Block, a freshman at Lander College.

The student government is presently organizing the upcoming Purim party, and we look forward to a great party with music, dancing, skits, and perhaps even a magic show. The student government has been creating a Lander College website. The plan is in its early stages but the website will consist of links to the administration, courses, pictures, upcoming events, student activities, Lander Football League standings, weekly Dvaar Torahs, and more.

As aforementioned the student body together with the Dean has organized a series of lectures on business and realities in the workforce. The title of the series is "Reality 101: From Classroom to Boardroom" and the first lecture was delivered by Stephen Brown, CFO of IDT. He spoke about the qualities and traits that are important to succeed in the business world. It was followed by a question and

A New Look and A New Strategy

With new management and a new semester The Lander College Investment Club was looking for new recruits and a new investment strategy. Both expectations seem to have succeeded so far. New recruits and old personnel are poised to make this semester a very productive one.

Before any new strategy could have been implemented an education needed to take place. Not everyone is so well versed in the intricacies of the stock market, and so with the help of senior members a learning process took its course. The learning process will not only help the members of the club for the present, but will also help those members understand the stock and bond markets in the future, when they are ready to invest with real money.

So what is this new strategy that everyone is talking about? We like to call it the Lander College Investment Strategy (as read in on the Club's web site). This strategy is based on the CAN SLIM model designed by a very successful investor, William J. O'Neill. We took his model and modified it to fit our needs.

This model consists of examining the past, current, and future earning of every company that we consider investing in. The earnings, or better know as, the Earnings Per Share that we examine in the Club gives us insight into the company's future growth potential. For Example, imagine XYZ Company was earning \$1 per share in 2000, \$2/Share in 2001, and \$3/Share in 2002, we the club would look at this as a positive sign for profit growth.

The only concern in the above example would be the decrease in growth rate for XYZ Company. From 2000-2001 XYZ had growth of 100%, but from 2001-2002 they only had 66% growth. So would the decrease in the growth rate be a concern to us in our decision to invest in XYZ? This would lead us to the next part of the strategy. The Club would then determine whether XYZ was a leader or laggard of the industry and also look at the products that XYZ produces. If we find that XYZ is both a leader of their industry and produces products that are used by everyone, then we would strongly consider investing in them despite the decrease in earnings growth rate (of course keep in mind that 66% is still good, and that this is just an extreme example).

The last part of the strategy is on the macro level, where we take a look at the market as a whole. The questions we ask ourselves are, is this a stable economic market that we want to invest in, and is this an industry that we would like to invest in? Both of these questions are crucial to the investment process. And so with this strategy we hope to educate our members to understanding both the economic markets and the way of the stock market.

Avi Horowitz, President
Lander College Investment Club

(Continued on page 7)

(Cont. What Have You Done to Make Yourself Special?)

Consumer behavior includes all of the influencers on a consumer's life including culture, lifestyle, friends etc. One of the most respected methods to understanding consumer behavior is through the Values Attitudes and Life Styles Survey (VALS) created by the Stanford Research Institute (SRI). VALS categorizes consumers by life style and develops psychographic profiles of like-minded individuals and their buying motives.

The WWF's product specifically appeals to the right side of the VALS 2 chart, those consumers who are referred to as "action oriented." Experiencers are "young, vital, enthusiastic, impulsive and rebellious" (www.sric-bi.com). The fans that attend events are very enthusiastic. They cheer wildly for their favorite performers and boo fervently for those disliked.

The rebellious nature of Experiencers is most prevalent in WWF fans. Experiencers "seek variety and excitement, savoring the new, offbeat, and the risky." (www.sric-bi.com) The WWF attempts to stay very much in tune with this need. During The WWF's peak in popularity, television programming routinely featured new outrageous stunts, offbeat characters and story lines.

Experiencers are young; they become enthusiastic about new ideas but are also quick to become bored about the same idea. (www.sric-bi.com) It is so important for the WWF to maintain compelling television programming. What is interesting and exciting to a VALS 2 Experiencer one moment, can quickly become a boring product the next moment.

Experiencers are known as avid consumers and spend most of their income on movies, videos, fast food and clothing. (www.sric-bi.com) The WWF understands this well. Many of the revenue drivers of their business fall into these categories. The WWF produces many videos featuring their performers. Clothing and apparel, including T-shirts, are readily available to consumers via the Internet, available at the sports arena shows and by mail order.

Experiencers are always looking for variety. The WWF's key demographic segment is teenagers. The teenage television audience is highly involved in variety seeking. They are always channel surfing searching for the next interesting program. Wrestling fits into television's entertainment/sports programming, which is geared to a younger demographic. The WWF is constantly trying to be #1 and entice viewers to switch their programs. There are also two other categorized along the VALS 2 action oriented pyramid that WWF fans can be grouped into; Makers and Strugglers.

Evidence does not exist that the WWF, recently renamed the WWE, actually employs VALS 2 as a foundation in planning a marketing campaign. However, the use of VALS 2 in analyzing each targeted group of customers holds promise to assist a company in crafting marketing strategies customized to each customer grouping. Clearly, any organization can benefit from a better understanding of the underlying purchase motives of its current and potential buyers. The WWF, for this article, was used merely as a hypothetical academic exercise exploring the possible application of an interpretive and predictive tool.

Dr. Ira Teich, Department of Marketing/Management

Cont. (Smashing Success)

answer session where the students received an opportunity to learn about realities in the work force.

So far in the short yet fulfilled years of the Lander College for Men every student government has left a distinct imprint on the college that carries its uniqueness to this very day. Our imprints will hopefully remain deeply engraved on this college and will be carried on by future student governments to extend, improve and aggrandize the student activities and events to eventually join the caliber of student activities of a major established college.

Meir Rabkin, Vice President
Lander College Student Government

Campus News

- Mazal Tov to Avi Horowitz on his engagement to Stacey Teller.
 - Mazal Tov to David "Shmelky" Moskowitz on his engagement to Chavi Perry.
 - Mazal Tov to Shmuel Auman on his engagement to Chedva Herskovics.
 - Mazal Tov to Eli Slomnicki on his engagement to Elissa Kalinsky.
 - Mazal Tov to Josh Hartman on his engagement to Brocha Prager.
 - Mazal Tov to Naphtali (Suds) Sudwerts on his engagement to Dani Lantor.
 - Mazal Tov to Leor Moshe on his engagement to Emunah Goldbaum.
 - Mazal Tov to Jake and Shelia Steinhof on the *bris* of their son Eliyahu Tzvi.
 - Mazal Tov to Rabbi and Mrs. Bamberger on the birth of a baby girl.
 - Our condolences to Mikey Assouline on the loss of his father Chaim Refael.
 - Congratulations to Dr. Sokol on the publication of *Tolerance, Descent, and Democracy* (written by Jason Aronson, 2002)
 - Congratulations to Suchi Hornung and Natan Fink on their induction to *Sigma Beta Delta*, International Business Honors Society.
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Student Government News

Congratulations to Ari Lasker on being elected Treasurer of the Lander College Student Government. The student government has an email address for comments or suggestions: lcmstudents@hotmail.com

For comments please contact us at:
thelanderchronicle@hotmail.com
 Or you can send your letter to:
The Lander Chronicle
 75-31 150th Street