



## NU launches new logo design with fanfare, prizes

By **Matthew Poitras**  
*Norwich Guidon Staff Writer*

After more than three years of planning and development, the Internal Branding Committee was ready for a celebration.

At 1 p.m. on April 8, hundreds of Norwich employees and students packed into the Rook dining hall for the official launch and celebration of Norwich's new logo, which the committee was responsible for creating.

The logo was placed all over the hall, from balloons floating on the ceiling, to the table-sized cake.

As promised, souvenir T-shirts, mouse pads, mugs, baseball caps, key chains, and notepads, all emblazoned with the new logo, were handed out to all who attended.

Tony Venti, Director of Public Affairs and Branding Committee member gave the opening remarks.

"We are glad to be able to share with so many of you this afternoon," Venti said. "This is a very important part of the

branding campaign."

Norwich President Richard Schneider elaborated the importance of the logo to the school's NU2019 plan.

"A major component of this branding is to bring a 50 percent increase to our application rates in about three or four year's time," Schneider said. "Branding is actually essential to our succeeding in the year 2019."

Schneider and Fred Snow, Vice President and Dean of Online Graduate Programs and Director of the Branding Campaign, thanked the alumni on the External Branding Committee, and heaped praise on Internal Branding Committee members Laurette Brady, Karen McGrath, Gail Poitras, Josh Turner, Tony Venti, Dave Wheley and Mike Kelley.

"As hard as they did work, it did not come close to matching the significant input we had from all of you," Snow said, citing over 1,400 different people who

See LOGO pg. 7



Students were part of the capacity crowd who attended the ceremonies officially launching the new Norwich University logo April 8 in the dining hall. (Plourde photo)

*In an effort to make the university better known:*

## New NU website design complements branding campaign

By **Arthur Joia**  
*Norwich Guidon Staff Writer*

Featuring moving images of cadet and civilian lifestyles on campus, the new Norwich University website went live in February.

But university branding campaign experts say the new site will continue to evolve, with the goal of making it user-friendly and appealing to prospective students.

"It's not a huge page of links with the important themes buried within tag strip news or things that don't really convey to a prospective student what we're about," said Joshua Turner, Norwich Branding Implementation Manager.

"When you get to the new home page you know exactly where to find the information that you need," he said.

Turner is the project manager for the redesign of the new website.

"The old web site had a bunch of problems with it," Turner said, explaining that "it wasn't organized enough, the architecture of the site was hard to navigate, and it didn't really convey any of the themes of the school."

It didn't convey Norwich well to the external audience, Turner said, adding that "we wanted to treat it more like a digital view book and an admissions tool."

The Vendor that was chosen to design the new site was Big Bad, an interactive agency, consulting

about and implementing solutions to business problems of marketing, workflow and communications.

Turner, who has been with Norwich for over two years, works with branding initiatives and served on the committee who chose the template for the new site.

"We had three vendors to choose from and we chose Big Bad because of their experience with higher end sites," he said. "Their portfolio was great and they worked with places like MIT, Harvard, Providence College, Curry College and many more."

Turner said "the site is looking more like our other marketing materials, such as the view book."

The new website went live on Feb. 16, 2005.

The site's estimated cost was around \$150,000, Turner said. "It's finally an accurate portrayal of Norwich on the internet, which we've never had before."

"We want to get this perfect by mid-April, but there is always something to update or something to do," Turner said.

Turner said there were several changes incorporated into the new website.

"The Clic icon is much smaller. This is part of the external branding part of the website," Turner said, explaining that prospective students "can't even get into Clic, so it's not a major feature on the new site."

"We had the problem with one person updating a website of over a thousand pages," Turner said. "She had to support the whole university and update everything, and it's just a bottle neck."

Turner said the new website is "our gateway to the world, how people find us."

"Norwich isn't really that well-known of a university and that is why we are going through the branding process; to get Norwich out there more," Turner said, adding that the changes don't stop with what has been launched to date.

"We are going to launch in April a new section called XNU."

See SITE pg.7



## Letters to the Editor

Letters from the Norwich Community

Dear Editor:

Almost four years ago the Town of Northfield hired me as their new Chief of Police. I was an elected Sheriff in Colorado and was attending the National FBI Academy when the position came open. I did an extensive search on Northfield wanting to know just what kind of community they were before I would accept the position. I found that back in 1994 the police department let down the Northfield Community and the trust of police was lost. I also found that Northfield was faced with many challenges concerning drugs, alcohol and thefts. The challenges I found were ones that I was anxious to take on. I was pleased to learn that Norwich University was part of Northfield. During our 26 years of marriage, Cindy and I have been blessed with many opportunities to work with young people. Norwich offered yet another avenue for us to become involved.

I read the March 31<sup>st</sup>, 2005 Guidon article regarding "students who continue to complain about police profiling". I was bewildered to the fact that I have not received any complaints of late regarding this issue. Upon my arrival in Northfield, I found some of the same complaints; so after settling into my new position, I put in place a policy regarding the stopping of any vehicle. My policy is simple; if an officer pulls over a vehicle

then that officer has two choices, write a warning or write a ticket. This policy has worked well in my other departments giving the party pulled over evidence as to why they were pulled over. I also put into place a way of keeping statistics. I feel that if we can identify a problem, substantiate the problem with facts, then we can fix the problem. I have been presented with a variety of problems, for example; we were picking on Athletes, or we were pulling people over for no reason. In each of the cases presented to me through documentation, video tapes and witnesses, I have found that in most cases the police were correct in their actions. In the few cases where I found that the officer did not use good common sense, then action was taken to correct the problem.

In the two cases presented in your article, I was able to find their information. I did this so that I could report the facts. In Sean's case, I found the following; \*warning issued 10/19/2001 by the Orange County Sheriff's Office for no tail light, \*warning issued 08/31/2004 by Barre Town Police, for speeding, \*ticket on 01/22/2004 for speeding 65 mph in posted 50 mph zone issued by the Northfield Police, \*tickets on 11/01/2004 for speeding 43 mph in posted 30 mph zone and for expired registration \*tickets on 02/26/2005 for two

registration violations, plates not assigned and not on file.

Looking at Sean situation two other departments have stopped him for some of the same reasons which he complains about, not just Northfield. I will point out that when Sean says "It was frustrating in that I wasn't doing anything wrong," it is a violation of title 23 of the Vermont State Statues to operate a motor vehicle that is defective, that is why you will get pulled over. In this case we found other violations, speeding and misuse of plates, which are against the law. Sean has Vermont plates and in most all of his cases he was stopped in the evening when it was dark and none of the violations occurred near the campus. In this case ask yourself these questions; how did the police know that Sean was a student prior to the stop? Given Sean's history, do you think that just maybe he is bringing attention to himself? Yes we are looking for a variety of things, one of which is drunk drivers. Drunk driving is a serious offense and deserves attention. In 2004 we arrested 65 drunk drivers, most of the time they were pulled over for other violations, tail lights, license plate lights,

speeding, expired plates and others. Is it reasonable to believe that the police are only targeting students when out of the 65 drunk drivers, only fourteen were related to Norwich? As to the fines imposed, these fines are set by the State not the Town of Northfield. Yes we will tow your vehicle, especially when the plates do not belong on that vehicle.

In "Wayne's" case we have a little different story, if I have the right anonymous "Wayne". \*Warning issued 01/23/05 by Northfield Police for a right turn on Red.

\*Warning issued 02/26/2005 by Northfield Police for passenger's side fog light out and a ticket for No Proof of Insurance, which was later dismissed when proof was provided. This case was at 0110 hrs in the morning and again was not near campus.

In closing, I would encourage anyone who has a complaint regarding the police department to bring your concerns to me. If a problem is found we will work together to fix it.

Jeffrey L. Shaw  
Northfield Chief of Police

Dear Editor:

After spending at about 50 dollars on quarters for laundry last semester, I started to wonder, why?

Why am I paying \$1.25 for one laundry load or one dryer load? Several schools I know of pay less, and some schools, such as SUNY Plattsburg by a \$20 dollar fee for one semester, and get unlimited laundry and dryer machine use.

Other students at other schools are paying half as much as I do, and are receiving more bang for their buck.

I suggest that Norwich buys their own machine's and maintains them, rather than renting through a service that cost too much. Increasing the amount of washers and dryers might not be a bad idea either, seeing as how I've had to go to different building's at times, just to do my laundry.

From what I've gathered many students agree that the laundry situation isn't so could here at Norwich.

Mark Zinderman

I have just returned from the 10<sup>th</sup> edition of the annual Ambassador William E. Colby Symposium. To say that it was thought provoking, is an understatement. It was very obvious that the passion, the interest, the disagreement, the various points of view, the moral and ethical dilemmas were both exhilarating and draining all at the same time. I know that after I left the Symposium, I had even more questions than I had answers before I walked in.

You saw the best of what a university has to offer today. Reason, discourse, argument, and debate all done in a respectful manner with passion and balance. Our University objective in essence is to make you think. That is exactly what this Symposium is meant to do. And our panelists and our student and faculty question presenters all served us well on that mission. To Dr. Reina Pennington, to Trustees Pritzker and Segal and our other sponsors, to Ed Tracy, the Executive Director – thank you for all the time and energy you put into preparing and developing these Colby Symposiums for our student body. It is one of the intellectual highlights of our academic year and it is certainly relevant to all of us in America as we face the war on terror knowing that so many of our students will be serving in the uniform of our United States military. Well done to all.

## The President's Corner



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# NU student recounts experiences as EMT

By Mark Zinderman  
Norwich Guidon Staff Writer

Residents are awakened to a siren's whine in the early morning, when the rest of the world is a sleep.

Motorists quickly steer onto the shoulder as the lights, which are flashing, fly by.

The word "ambulance" is also visible in the rearview mirror, but actually printed backwards on the hood of the vehicle.

Those who see and hear these events secretly hope that no one they know or love will need the assistance of the men and women who serve our communities aboard these ambulances.

But for Mike Kelley, an Emergency Medical Technician (EMT) who has worked as a volunteer on the Northfield Ambulance department, and is also a student at Norwich University, these sights and sounds are a common occurrence.

An EMT is the step above a first responder and below an EMT Intermediate.

An EMT is responsible for giving care or sustaining the life of a person, before or during transport to a hospital or healthcare facility.

Kelley has been working with Northfield since his freshman year at Norwich.

"It's an awesome experience to have people call you, to come to them, and help them," said Kelley, 20, a junior criminal justice major, from Sagamore Beach, Mass.

During his first year at Norwich, Kelley decided to get together with a few of his rook buddies, and take a first responder course.

To earn the resulting certification takes about three to six months to achieve, depending on how many times a week it is offered.

Toward the end of this certification, the chance to act as an observer on the local Northfield ambulance was offered to Kelley.

"All I wanted was a certification, and then I decided to go on some

ride-along trips with the ambulance. I went on one call and knew I wanted to do this," Kelley said.

Not long after, Kelley started actively running on the ambulance as a first responder. Most of the calls were routine, but the idea of helping people appealed to him.

The calls were not major until one particular night, a call that solidified his dedication to the cause.

"One time as a first responder, we saved a 19-year-old girl who

serious health crisis, and knowing he contributed to saving them, that made him decide to continue with the ambulance service, Kelley said.

Since then, Kelley has continued to run with the ambulance. His activity with the department steadily increased.

Now he has been on-call several days and nights a week.

After his sophomore year at NU and second year running with the ambulance, there was an EMT Basic (EMT B), certification course offered, Kelley said.

apply inhalers, Kelley said, adding that at this level, however, he still was not able to start intravenous fluids.

Kelley said he has performed countless calls including a cardiac arrest this past fall.

He was breathing for the patient and was in the ambulance for about 20 minutes.

"That was the second time I've seen someone die," Kelley said, adding that he had witnessed another effort at CPR while still in training.

"Seeing (the patient) come in,

He explained that car accidents are prevalent, and usually they occur in "three's." This semester he has been on three accident calls.

Kelley said the most serious of those accidents involved getting the woman "out of the car and maintaining cervical support. For the most part I was trying to calm her down and perform psychological first aid.

"She was upset because her boyfriend was hurt pretty bad," Kelley said.

Kelley is planning to take his Emergency Medical Service (EMS) career all the way up to paramedic, which is the highest certification there is in the EMS. EMT-I (intermediate) is required before reaching the paramedic certification.

Since serving on the ambulance department, Kelley has had second thoughts about his college major.

Although currently a criminal justice major, Kelley explained that he plans to switch to nursing.

Although the change will mean an extra three years at Norwich, Kelley still plans to earn a minor in criminal justice.

After serving with Northfield ambulance for the past couple of years, Kelley decided he doesn't want a career in law enforcement, and would rather have one in a medical profession.

He still might join the military, he said, explaining that he could go into what the Army calls Medical Services.

Through the military, Kelley plans to become a physician's assistant, he said, adding that eventually he would like to open a medical flight service in places that could use it but don't have it, such as upstate New Hampshire.

He responds to on-campus calls, as a SSG medic in the Corps of Cadets Medical Platoon.

"It's very rewarding," Kelley said. "But I don't do it for the compliments."

*"One time as a first responder, we saved a 19-year-old girl who had overdosed, and we saved her on the way to the hospital."  
-Kelley-*



had overdosed, and we saved her on the way to the hospital," Kelley said, explaining that after she was lifted into the ambulance, they "were enroute to the hospital, my current roommate Rob Fabich (an EMT who also works with the ambulance) and I were actually breathing for her."

Kelley explained that they used a BVM (Bag Valve Mask) resuscitation tool, to keep the young woman oxygenated. The device has a manual air pump attached to it, which passes air into the patient's lungs.

It was seeing this ability to bring people back from the brink of

After completing that course, he applied for reciprocity, in the state of Vermont, which means that he was requesting a certification to work in this state based on his successful completion of the course in Massachusetts.

Kelley could now practice as an EMT in Vermont as well.

An EMT-B performs many of the functions that a first responder does, but depending on the state, they may also be able to assist with or administer six different drugs, including oxygen, serum of ipecac, aspirin, activated charcoal and nitroglycerin.

In addition, this higher qualification enables the EMT to

the drugs being pushed, and the CPR, it was an experience that I don't think I'll forget," Kelley said.

Kelley explained that such experiences, when he is physically involved in saving another person's life, leaves him knowing he did everything he could to save another human being.

"There is no way you can really tell if you saved a life or not," Kelley said. "You never really know, but even something like aiding a lady we picked up for a broken hip at the nursing home, could potentially sustained her life a little longer."

*In keeping with last year's policy:*

## Freshmen, sophomores restricted to campus Junior Ring weekend

**By Aaron Ward**

*Norwich Guidon Staff Writer*

Justin Collins will have plenty of things to do on campus this year for Junior Ring weekend.

Because this year, as last, Collins will have to spend Junior Ring weekend, on campus, along with all the other freshman.

"It is a little disappointing not being able to leave because I would like to enjoy a nice relaxing weekend off-campus with some of my rook buddies," said Collins, 18, a freshman business major from Manchester, Mass.

For the second consecutive year, all of the Norwich University Corps of Cadets freshman and sophomores will not be allowed to leave campus for the highly anticipated Junior Ring weekend.

In a letter passed throughout the Corps of Cadets from the Regimental Commander last month, students learned who would and who would not be allowed to leave campus that weekend.

The letter stated that "beginning at 1pm Friday, April 22, all freshmen and sophomores must remain on campus until 7a.m. Sunday morning, April 24."

The letter continued that "this was not a punishment; it is to ensure proper accountability for all personnel for the duration of the activities."

Also in the letter the leave policy for juniors and seniors was clarified.

"All juniors are authorized general leave for Junior Ring weekend following the Junior Ring Ceremony. All seniors are authorized general leave for the weekend," it said.

"I am not sure about the whole leave policy for the weekend, Collins said. "I think that it should be as it was in the past and the entire Corps should be allowed general leave."

"I know that the school is going to put on activities for us to keep the weekend fun, but it would be nice to hang out with my friends that just earned the rings, off-

campus," said Nick Wilson, 19, a mechanical engineer, from Wilkes-Barre, Penn.

Last year the university provided activities on campus for students who were confined there.

Events included live music from Norwich students, a mechanical bull, along with Rocket J's, and a beer tent for those students on of legal drinking age.

"I know the school set up fun activities like this last year, but it doesn't give me my \$60 back last year that each person from my company had to give to reserve a condo," said Mike Nardini, 20, a communications major from South Glens Falls, N.Y.

This year Norwich has activities scheduled for students who must remain on campus as well, such as the band *Drop Kick Murphys*, who are scheduled to perform Saturday night. The beer tent will be back as well for students of age.

"I don't know why people are complaining so much, just be-

cause we can't leave, doesn't mean that we can't have fun," said David Meaney, 20, a sports medicine major from Medfield, Mass.

"I know students want to leave campus and have a good time, but I think that if students want to they can have just as much fun on campus as they do off," Meaney said.

One of the students' main gripes with the leave policy is that they have girlfriends and dates coming up for the ball.

They then face the problem of what to do afterward.

"The one main problem that I have, is that I have a date coming up for the Junior Ring Ball, and if we are stuck on campus, it will be hard for me to entertain her," Collins said. "I am not sure she is into bull riding or blow up activities."

"I have a date coming up for the ball also, and we are going to have a good time during the dance and going to the *Drop Kick Murphys* concert on Saturday," Meaney

said.

Paul Mitchell, 21, a junior history major from Grants Pass, Ore., will be getting his ring this month.

"I am excited that I will be getting my ring, but I don't think that it is fair for younger students to be forced to remain on campus," Mitchell said. "This is not only a special time for the juniors, but for the whole school and we should enjoy it together."

"I think that the school is just trying to protect us, some students like to have a good time and a lot of the time that includes alcohol," said Justin Kang, 19, a sophomore international studies major from Bridgewater, N.H. "I think that the school is just trying to make sure that its students are safe."

"All and all, there is not much we can do to about the leave policy, so I guess other students and myself will just have to find a way to have good time on campus," Collins said.

## Six AFROTC cadets earn pilot, navigator slots

**By Mark Zinderman**

*Norwich Guidon Staff Writer*

For Air Force ROTC cadet Jerrilynn Harper, dreams really do come true.

Ever since she was a child growing up in Brigham city, Utah, she dreamed of becoming an astronaut or an actress.

Harper is now 20 years old and a junior electrical engineering major at Norwich. She might not be an astronaut, but recently she found out she is going to be a pilot in the United States Air Force.

"I've dreamed of it ever since I was a little girl. Now that its come true, I can hardly believe it," Harper said.

Like Harper, March was a very important month for six other Norwich Air Force cadets.

Recently, three AFROTC third-year cadets received pilot slots,

and three received navigator slots, Harper said.

Cadets going for pilot and navigator slots find out early if they get them, compared to cadets going for other occupations in the Air Force, said Anders Hedberg said, 21, a junior history major from Victorville, Calif.

Anders received a pilot slot, and explained that the shock of receiving something so amazing has not set in yet.

"There were about 550 pilot slots and about half as many navigator slots given this year," Harper said, adding that is out of "about 3,000 third-year AFROTC cadets in the nation."

Anders explained this is because applying and working toward pilot and navigator slots takes a lot of work, and as a reward they are told early if they have gotten a slot or not.

Additionally, Anders said that it

also allows more time to begin the rest of the process after receiving a slot.

Brian Nickerson, a 20-year-old junior, physics major, from Newburgh, N.Y., said that one part of the process still to come is the medical examination.

"I'm thrilled about getting a pilot slot and I've dreamed of it since my uncle used to take me to air shows as a kid, however it's not set in stone yet," Nickerson said. "Failing the medical exam can knock you out of a slot."

Nickerson recalled one cadet who had a slot taken away because the medical exam found one eye stuck out slightly further than the other.

He explained that finally achieving the goal of receiving a pilot slot is a relief, however the medical exam is still a stressor because it is so indepth.

For pilots the medical exam is three days long, and for navigators the medical exam is one day long, said Matt Diamond, a junior from Texas majoring in studies in war and peace.

Diamond would have preferred being a pilot but is nevertheless eager about receiving a navigator slot.

Being a pilot or navigator is something diamond has thought about since he came to Norwich, and he also had hopes to become a para-rescuer in the Air Force, a position he might still apply for during senior year. But Diamond explained it is extremely rare to receive that assignment.

Once navigator training is started, there isn't anyway to become a Para-rescuer, Diamond said.

Danielle Tomasello, 21, a junior physics major from Newburgh, N.Y., also received a navigator

slot.

Tomasello said there are several factors which go into receiving the most competitive occupation in the Air Force.

The first step is to take the AFOQT (Air Force Officer Qualification Test), Tomasello said, adding that this "was a tough test" and she had to take it two times in order to score high enough to be considered for pilot or navigator.

Hedberg said that he had to do the same thing and went to the learning support center just to get help on taking standardized tests.

Hedberg described the AFOQT as a cross between the SAT's and the ASVAB (Armed Services Vocational Aptitude Battery).

Tomasello said that after the AFOQT, comes field training be-

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AFROTC from pg. 4

tween the sophomore and junior year.

Hedberg explained that this is where cadets get a chance to lead other cadets from around the nation. Each cadet is evaluated on technical skills, and is supposed to know a 150-page manual from cover to cover.

Most of all, field training is an evaluation of your leadership potential, Hedberg said.

After field training comes a simulator test of coordination and

flight skills. Harper and Nickerson both described this as very similar to an Atari game.

Grades and physical training performance also go into determining who gets these slots, but most important is the commander's evaluation. Hedberg said the commander's evaluation is about 50 percent of what determines whether a person receives a pilot or navigator slot.

Col. Van Splunder is the com-

mander who gives the evaluations for the third-year AFROTC cadets, Nickerson said.

The commander's evaluation is based on physical training, grades, and the overall attitude of the cadet, Harper explained, adding that a cadet has to be motivated, prepared, and always ready to go for the entire time they are at Norwich.

She explained attitude is a big part of the commander's evaluation.

Tomasello shared that the commander also takes into consideration a cadet's major when looking at GPA.

Tomasello and Harper both explained that their grades might not have been as high as some

other cadets, but the difficulty of their major was factored in.

According to Hedberg, the process to receive a pilot or navigator slot takes a lot of hard work and determination.

After the medical exam, every pilot or navigator will earn a private pilot's license with a contractor paid by the government.

After this comes flight school.

Harper explained that flight school would determine what aircraft a person ultimately flies.

Once pilots and navigators are

trained with the type of aircraft they are assigned to fly, they are then assigned to a military base.

This year's number of Norwich pilots and navigators is three each. Last year it was only one per slot.

"I came to this school to find people who wanted what I wanted, because back home no one seemed to get it," Harper said. "I had to break a mold. It makes it all the better that I'm receiving it along side of my best friends."

# Career Corner

It's your future we're talking about....



"Practice makes perfect!" That old adage applies to rehearsing for plays and recitals, and also to practicing for employment interviews. Are you prepared to answer these common types of interview questions? If you need more information or would like a FREE list of 50 commonly asked questions, visit the Career Development Center on the top floor of Harmon Hall, 485-2125.

Commonly asked interview questions tend to fall into one of seven categories:

- 1) **Personal Assessment and Career Direction** - includes questions such as, "What specific goals, other than those related to your occupation, have you set for yourself for the next ten years?"
- 2) **Work Attitudes** - includes questions such as, "What criteria are you using to evaluate the company for which you hope to work?"
- 3) **Academic Assessment** questions include examples like, "What changes would you make in your university and why?" (Be careful to keep your answer positive - there is no room in an interview for deriding anything or anyone!)
- 4) Questions about **Knowledge of the Employer** are also common, such as; "What contributions do you think you could make to this organization and why?"
- 5) **Sensitive Issues** can also crop up, such as, "How did you get along with your last boss?" The interviewer may probe deeper and ask how a conflict between you and someone else was resolved.
- 6) There are **Situational Questions**, those that describe a situation and ask you to project how you would handle it. For example, "How would you handle a situation where your supervisor asked you to do something inconsistent with your professional judgment?"
- 7) Lastly, **Analytical Questions** are most often asked during Case Interviews. The question might be something like, "How many ping pong balls can you put inside an airplane?" The interviewer is not looking for the right answer. She is looking for you to ask questions and show how you would analyze the situation, apply knowledge you have, acquire new knowledge and then solve the problem.

In most interviews you have 30 - 60 minutes to exchange information and make a lasting, positive impression. Rehearsing your answers to potential questions will provide you the opportunity to "steer" your answers to highlight your specific skills, strengths and potential. Practice makes perfect!

## Advertisement

## Advertisement

# The 2005 William E. Colby Military Writers' Symposium

**Panel discussion  
proves to be lively  
exchange between  
authors**



**Author Sean Naylor autographs a copy of his book.**



**Edward Coffman signs a book after the panel discussion.**

**By Arthur Joia**  
*Norwich Guidon Staff Writer*

The Norwich Plumley Armory was at near capacity Thursday April 7, 2005 during a lively panel discussion, which was part of the 10th annual William E. Colby Military Writers' Symposium.

The day started with open class sessions with the authors in Webb Hall followed by a luncheon with students and participants in Harmon Hall.

The public session followed the Corps Of Cadets Ceremony in honor of the authors, which took place from 1:30 p.m. to 3 p.m.

The open panel discussion was titled *The Rules of War*, which covered issues concerning war conduct, torture, rules of warfare and the military.

The discussion was moderated by John Callaway, and featured six writer panelists: Tomas B. Allan, Edward M. Coffman, Sean Naylor, Ralph Peters, Bryan Mark Rigg, and Maj. Gen. Sid Shachnow USMC (ret.).

Prior to the public session, which was taped for rebroadcast, the first-time panelists were presented Rook Covers (Norwich freshman corps hats) to symbolize a welcome to Norwich University. Returning authors received a "private rank" to represent their second involvement in the symposium.

The public session generated a large audience consisting of nearly the entire Corps of Cadets, as well as faculty and civilian students.

"Anything short of death is fair game," said Shachnow who is a retired USMC major general, during the panel discussion. Students applauded his comment. Shachnow also stated that he would cut off an enemy's fingers if that were the case in interrogation.

Col. Anderson, who has been head of Norwich Marine ROTC, expressed opposition to Shachnow's comment adding that young men and women of the corps who are going to be officers should not be misled by what Shachnow believes.

There were many other students and faculty which participated in the question & answer portion of the program.

Refreshments were available after the program and authors were on hand to autograph books.

**Sean Naylor and Ralph Peters participate in the panel discussion held in Plumley Armory.**



**Authors Thomas Allen, John Callaway and Edward Coffman receive honorary rook covers.**



**Ralph Peters, left, and Bryan Rigg, center, listen as another panelist makes a point during the panel discussion.**



LOGO from pg. 1

responded to the logo feedback survey.

The logo, which contains five elements, are important to the university, Snow said.

“The significance of this image is the process that it started and what is going to happen in the next four or five years to really launch Norwich University to the next generation, into it’s third century,” Snow said.

“Nobody knows about Norwich University, and that’s a crime,” Snow said. “What we hope to do for past generations, for ourselves, and for future generations of Norwich is to change that.”

“We are actually, in this event, launching all of our plans for NU2019,” Schneider said. “You’re witnessing history today.”

Schneider said this was the first of two major events this spring under NU2019, citing the formal ground breaking and Norwich’s Gen. Gordon R. Sullivan museum as the other.



The new official NU logo (left) was the central element to the celebration April 8.

NU Sports Information Director Scott Miller (above) draws a raffle winner as President Richard Schneider and public relations representative Mark Albury look on.

Students (above right) wait to get a piece of the cake especially decorated for the event.

Professor Fred Snow, Dean of Online Graduate Programs and Director of the Branding Campaign (right) addresses the capacity crowd.

(Plourde photos)



SITE from pg. 1

The new Norwich website (below) has been live since mid-February. Site designers say it will continue to be updated and changed as need arises. The new site is part of the branding campaign to attract prospective students and to illustrate what the university is.

(eXperience Norwich University) which will have videos the Norwich communications program has created.

Another aspect of the project to

be launched in April is the (CMS) Content Management system.

“Through CMS, the admissions office will be able to update their section of the site. You won’t need to know how to use html, an everyday user can go in and update their section of the site,” Turner said. “That probably goes back to why the old website wasn’t that good.”

“Clic (Connected Learning Communities) is going to be up-

dated next year,” Turner said. “Luminus is the next version of Clic. It will be much more robust. What is great about Luminus is that it will be more customized to each student.”

Turner explained that the “next project we are embarking on is a new athletics logo, which will be something that is throughout the teams on the basketball court on the rink and so on. It’s a really exciting project.”



*In Memoriam*

Cpt. Todd Bracy USAF, Norwich class of 1992, died on April 1 in a plane crash in Albania while participating in joint military exercises.

Bracy's C-130 military transport was assigned to the 352nd Special Operations Group based in Mildenhall, England.

Bracy is survived by his wife, Tina, and family.



*Different types of entertainment will be featured:*

## Students to see variety of activities for Junior Ring weekend

By Jessielynn Bagnas  
Norwich Guidon Entertainment Editor

As the snow finally begins to melt and signs of green grass and sunshine peak out on campus, a rite of passage and a weekend of celebration and entertainment is eagerly awaited by students all over school.

"Junior Ring weekend is something that I've looked forward to since freshman year," said junior computer information systems major Kristian del Rosario, 21 "it's just a great feeling that I've made it this far and I finally have a ring."

Junior ring weekend is not only entertaining for the juniors receiving their rings it's a celebration for the whole campus. It all starts on Friday, April 22<sup>nd</sup>, with the junior ring ceremony for civilian and

corps followed by the junior ring ball.

"I'm looking forward to having my girlfriend up here for the ball,"



**Dropkick Murphys will perform during Junior Ring Weekend festivities at Norwich University.**

said del Rosario, "it's going to be great walking in under the swords with her at the ball, I'll have my ring and my girlfriend

on my arm, nothing can be better than that."

Saturday, April 23 festivities will be focused around campus.

There will be a BBQ on the lower UP, a carnival on the UP, a dunk tank at the Jackman Hall steps, and midnight breakfast at

Harmon Hall to cap off the night.

"This year, the school is using the UP much like last year," said junior nursing major Camille Betito from Upper Marlboro, MD who is serving on the junior ring committee this year, "there's going to be concerts, games, food, and a beer tent, it's gonna be off the hook!"

This year's concert will feature popular punk band Dropkick Murphys from Boston, MA.

"I am excited about the Dropkick Murphys concert," said junior communications Kevin Michel, 21 from Avon, NY, "they're awesome and it's cool that we are gonna have a popular band like them perform for us that weekend, good times."

Norwich will also be represented at the concert with the band Old City Sound featuring Norwich students Eric

Beauregard, Mike Carchedi, Phil Corey, Justin Murphy, and Luke Nabonzy. They will be the opening act for Dropkick Murphys during the concert on Saturday Night. They will be performing their own original songs as well as their renditions of other popular songs.

"Overall, I think the concert is going to be really great," said Michel, "the atmosphere should be really cool with the music and everything going on in one place."

Junior Ring weekend will be held on April 22<sup>nd</sup>-23<sup>rd</sup> starting on that Friday afternoon. From dancing, eating, musical entertainment and games, Junior Ring should have plenty to offer to everyone.

"It's going to be a great weekend, definitely one to remember," said del Rosario.

### What's happening at NU?

Activities sponsored by NUAC and S5

April 16	Open House
April 16	Comedian-Dan Ahdoot Dole 7:30 p.m.
April 20	USAA Financial Fair The Mill 8 a.m.- 5 p.m.
April 21	Drunk Driving Simulator The Mill 8 a.m.- 5 p.m.
April 21	USAA Financial Fair The Mill 8 a.m.- 5 p.m.
April 22-24	Junior Weekend
April 26	Awards Ceremony
April 29-30	Movie: <i>Spanglish</i>
May 14	Reading Day
May 15	Graduation

### Movies on Campus

Dole Auditorium 7:30 p.m.  
may occasionally be delayed because of previous performers



April 15-16



April 22-23

### Dropkick Murphys Fun Facts

1. The band was formed in 1996 in Boston, Mass.
2. The band blends punk rock, Irish folk, rock and hardcore to form their style of music.
3. They started playing in the basement of a friend's barbershop.
4. Dropkick Murphys will be playing the *Warped Tour* this summer.

Visit

[www.dropkickmurphys.com](http://www.dropkickmurphys.com)  
for more!



# Seniors lead Lady Cadets to record-breaking season

**Dana Harris**  
*Norwich Guidon Staff Writer*

The Norwich women's basketball team has recorded a successful season, by breaking records in the 2004-05 basketball season, including setting the most wins at 25 in school history.

"It's really great to be a part of that," said Miranda Perras, 21, a senior sports medicine major from Mooers, N.Y.

"Our 25 wins set an all-time record for most wins by a lady cadet basketball team in the history of the program," said Steve Lanpher, Head Coach of Women's Basketball Team.

"We also had the best start in school history as well at 8-0 and the next highest regular season wins was 23, which the same team accomplished in 2003-04 season," Lanpher said. "It was also done 1990-91 season as well.

"We scored 121 points (in a game); the most scored by a Norwich women's basketball team ever; the most by a GNAC conference team; and our 45.1 points per game allowed, ranked us second nationally this year," Lanpher said.

Over the past few years Lanpher has had an above-average winning percentage.

In the 2002-03 season the team finished a 20-11 mark (65 percent), 2003-04, it was a 23-7 mark (77 percent), and the 2004-05 season, there was a 25-5 mark (75 percent), according to the NCAA website (<http://web1.ncaa.org/stats/StatsSrv/careercoach>).

Lanpher has a totaled 68-23 mark overall at (75 percent) in his third season as head coach.

In addition to having a successful year and good players on the team, the team also has an alumna who became part of school's history by scoring 1,000 points: Kim Sweeney.

"She will be remembered as one of the top players to have participated here at Norwich," said Tony Mariano, Athletic Director.

When she first got hurt in 2001,

Sweeney was on the verge of becoming the best player for the NU women's basketball team.

Playing basketball at the age of eight was just the beginning for someone who would later leave a mark in history of the university's women's basketball team.

"I don't know if I knew it, but I hoped that I would leave a mark within the university and players on the girls' team," Sweeney said.

"Freshmen year I was injured, but I'm happy that I was able to play my sophomore year and so forth," said Kim Sweeney, 22, a senior criminal justice major from Fair Haven, Vt.

Even though she was happy to play, she thought she would have reached the 1,000 mark in an earlier game.

"It was fun playing," she said, explaining that there were "a few ups and downs because I thought I had gotten 1,000 points in an earlier game and then I found out that I still needed a couple of points more.

"So it was kind of fun, it's something that I'm proud of, an accomplishment," she said.

For other members of the team, it's not regular for someone to score that number of points in only three seasons.

"Kim scoring 1,000 points this year was great," Perras said. "For someone to score that many points in only three years is amazing. She's an amazing player."

Despite a tough journey from the beginning of Sweeney's career with injuries, she has still accomplished a remarkable goal, Mariano said.

"Kim has come a long way from her freshman year and to score 1,000 points is a tremendous accomplishment for her," Mariano said. "She worked hard to overcome injuries and changed her style of play to not only help her improve, but help the team succeed."

"They are a special group of ladies who came together to accomplish greatness," Lanpher said.

According to Alicia Crismale, 22,



**The Norwich Women's Basketball Team ends the season with 25 wins, a university record. Team members say they will miss graduating seniors. (Ploude photo)**

a senior English major from Guilford, Conn., the team family is important for success and there's a mixture of kids for success in the team's future.

"My team is like my family. They're very important to my life at Norwich," Crismale said. "Our chemistry and team bonding helps us to be successful because we all get along very well.

"I'll miss being in college and every individual on the team because we have a great mix of kids that will and can succeed because this was the best year that I've played for Norwich," she said.

"It's important to have the team around because they're like your best friends regardless of the ups and downs," Perras said.

"Over the four years you get to be like a family and it's important to have the team around, they're like your best friends and we've had tough times, but we pick each other up when we need to," Perras said.

Sweeney said that "it will be hard to be without the friendship of friends that has been

developed over the years with the other seniors on the team.

"I'll miss the other seniors because we've been around together for four years, it'll be hard to be without them next year," Sweeney said.

Although the team had a lot to do with what went on in the course of the game to win, they agree that they wouldn't have done it without their coach.

"Lanpher is the eighth women's basketball coach since we've moved the women's athletic teams over to Norwich from Vermont College in 1976-77," Mariano said.

Lanpher has taken the women to two ECAC playoff bids, which hasn't been done before, and it's because his teams are very well coached and he has earned the respect of his players, Mariano explained.

"As a college coach, I strive to help players not only to improve and mature as basketball players, but as campus leaders, students and human beings," Lanpher said.

As the four years pass, Marino said, "I have gotten to know

these seniors, more so than other senior athletes this year. They were the heart and soul of this program and deserve a great deal of credit for their leadership this season."

Though Sweeney and Crismale are former players now, they are still like Lanpher's own children.

"I look at Kim and Alicia as daughters to me," Lanpher said. "I appreciate all they have done and will forever be grateful for their dedication and hard work."

"I have nothing, but admiration and love for them," he said. "They're like my glue and leaders of the program and for that, they will be truly missed next season."

The women players graduating will miss Lanpher because "he's more than a coach; he's a friend as well," Sweeney said. "He's one of the best (coaches) I've had."

"With the beginning of the post-season workouts already in affect, we also continue to run fundraising events to bolster our program," Lanpher said, adding that the team's banquet is April 16 at 3 p.m.

# NU baseball team spends spring break playing games in Fla

By **Kate Drumme**  
*Norwich Guidon Staff Writer*

For the 23 members of the Norwich University baseball team, spring break consisted of tropical weather, lots of fun, and time with friends; however, most of it took place on a baseball diamond.

The team, along with five of their coaches left from Burlington International Airport early on Saturday morning to start off the season in Port Charlotte, Fla.

“The flight to get there took roughly about four hours and we flew into the Tampa airport,” said Kyle Jolin, an 18-year-old freshman from Williamstown, Mass.

The team stayed at a “really run-down Motel 6” for their first night in Florida and then moved to the Veranda Inn in Port Charlotte for the remainder of the week because it was closer to the field, according to Hunter Bartlett, the 19-year-old freshman right fielder.

On Monday night the Cadets

took on Elms College in their first game of the season.

“We played in the stadium under the lights, we ended up losing but it was still very good game,” Bartlett explained. The final score of the game was 8-7 with Elms College taking the victory.

Several factors the team attributes to the loss was that it was the first time they had played as a team and also the first time they’d played outside on actual grass, Jolin explained.

“We’ve been practicing inside in

Shapiro field house since February, so we’re used to the ball taking consistent hops, outside nothings consistent so it takes some adjustment,” Bartlett said,

Along with adjusting to the environment, 13 freshmen had to adjust to the pressures of playing in their first college baseball game.

“There was a lot more pressure in this game than what I’d gotten used to in high school, that team was kind of lackadaisical while this team is much more intense,” Bartlett explained.

“My first college game was phenomenal,” Jolin said. “My very first hit was a home run so for me the game was awesome. I had a lot of fun.”

The second and third games were both against Westfield State College in a double header match-up, according to the 2005 schedule posted on the Norwich University website.

The team ended up losing both games, both in “blowout” situations. The score of the first game was 15-1 and the second

game, an 11-1 loss was “not much better,” Jolin said.

“I just don’t think we played well, that’s really all there is to it,” Jolin said. “We’ll just have to up our play a little bit for next time.”

Aside from playing baseball, the players also got to have some recreation time during their vacation. Hanging out by the hotel pool was the most common activity when the baseball gloves came off.

“It was great to hang out with the guys and get to know them off the field,” Bartlett said. “Plus you can’t complain about lounging by the pool in the sun.”

A round of miniature golf, a trip to nearby Clearwater, Fla., and riding around on electric scooters were also highlights of the week, Jolin said.

The team arrived back in Vermont on Saturday night after an “awesome” week. “We pulled an all-nighter in the airport so it was a long end to the week,” Bartlett said. “I don’t really remember the flight back because I slept through most of it like the rest of the guys.”

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# Men's basketball team sees bitter-sweet end to season

By Eric Murphy  
Norwich Guidon Staff Writer

Norwich University's Men's basketball team had a bitter-sweet ending to their successful season after they won the GNAC finals, and got a bid to the NCAA (National College Athletic Association) tournament for the first time since 1986.

In recent years the Cadets have had a hard time making it past the conference playoffs. Last year they finished third in the conference and didn't make it past the conference semi final game, but was invited the ECAC (Eastern College Atlantic Conference) tournament.

The Cadets finished this season with a 21-7 overall record, and a 15-3 record in the conference which was good enough to give them the top spot in the GNAC conference.

"It went as well as it possibly could go, we certainly became a very, very good basketball team," said Paul Booth, Norwich University's men's head basketball coach.

The Cadets got off to a fast start and continued that trend into the second half of the season winning 13 of their last 14 games.

Going into the GNAC playoffs the Cadets were confident being the number one seed in the conference.

"Being number one, it was sort of like having a target on our back, we were always the hunters, now we are the hunted," Booth said.

In the conference quarter finals the Cadets were victorious over Daniel Webster 83-60, and went on to host Johnson and Wales in the semi-final game.

"The Johnson and Wales game was a big game because they

beat us once in the regular season," said Geoff Hensley, 21, a junior international studies major from Cincinnati, Ohio.

After beating Johnson and Wales 60-45, the Cadets played Emerson in the conference finals who were the number two team in the conference, so going into the game Norwich knew that it was going to be a dog fight, Hensley said.

"I was excited, because the school and the kids had the opportunity to experience the moment. I knew it was going to be tough for us to win the conference," Booth said.

After winning the conference 69-0, the Cadets had to prepare for the NCAA tournament. They were not going to settle for just making the tournament, they wanted to exceed their expectations.

"We felt good. We came off a

six or seven game winning streak and we were really confident going into the tournament," Hensley said.

In the first round of the tournament, the Cadets faced Springfield College, who beat Norwich in the beginning of the season 63-72, a game the Cadets thought they should have won.

"We opened our season against them and we didn't perform the way we know we could," said Derrick Montiero, 18, a freshman criminal justice major from Mamaroneck, New York.

"We were excited, maybe a little too excited because we didn't play the best game that we possibly could, but I don't think that takes anything away from how we composed ourselves throughout the game and the season," said Adrian Ackles, 21, a senior communications major from Woodbridge, Virginia.

Even though the two teams were evenly matched, Springfield ended beating Norwich 56-71.

"I was crushed, but after I realized that we had such a great season, and now looking at the seniors that came in with me, we wanted to make basketball known here at Norwich," Ackles said.

Playing for the first time in the NCAA tournament, the players experienced the feeling of making it to the "big dance," something that they will carry with them forever, Ackles said.

"It was unbelievable," Booth said, adding that he was "very, very happy for the kids, and seeing those kids celebrate with the students here on Saturday afternoon was a sight that I will never forget."

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