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## The Parthenon, February 13, 2014

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# THE PARTHENON

THURSDAY, FEBRUARY 13, 2014 | VOL. 117 NO. 79 | MARSHALL UNIVERSITY'S STUDENT NEWSPAPER | marshallparthenon.com



## MARSHALL DAY AT THE WEST VIRGINIA CAPITOL

PHOTOS COURTESY OF PERRY BENNETT

### Organizations from MU head to Charleston

By JESSICA STARKEY  
THE PARTHENON

A sea of green filled the state capitol Wednesday for Marshall Day as legislators honored Marshall University by recognizing its 177th anniversary.

Legislators spoke about the new Weisburg Engineering Building, the Visual Arts Center and congratulated coach Doc Holliday for his recent Military Bowl win.

Forty organizations were also in attendance to show the state officials what they had to offer.

Del. Evan Jenkins has represented Marshall in the legislature for the past 18 years. He was born in Huntington and taught business law at Marshall.

"This is a big day for me each year," Jenkins said. "The organizations at Marshall take this day to inform and educate the legislators at the capitol about what Marshall offers."

Dean of Students Steven Hensley said this lets the state government know how important Marshall is to the state.

"It's important for the legislators to see the array of academic programs that are affiliated with Marshall," Hensley said. "These programs illustrate the fact that we are a comprehensive institution."

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West Virginia Senate President Jeff Kessler (D-Marshall), left, presents Marshall University President Stephen J. Kopp with a special senate resolution Wednesday at the West Virginia Legislature in Charleston.

PHOTOS COURTESY OF MARTIN VALENT

### Capitol bleeds kelly green for the Herd

By MALAK KHADER  
THE PARTHENON

The Thundering Herd left its mark Wednesday at the West Virginia Legislature for Marshall Day at the Capitol.

Marshall's alumni, students, staff and faculty were in attendance to help represent the university's accomplishments.

Gov. Earl Ray Tomblin was the first Marshall alumnus to be elected as governor of West Virginia.

"I'm very proud of the university," Tomblin said. "We've had some great graduates come out of Marshall, like your 35th governor."

Tomblin said everyone in his family "bleeds green." He received his masters of business administration at Marshall in 1975, his wife is a Marshall alumna as well and his son is working to finish his masters at Marshall in the spring.

President Stephen J. Kopp said this event was a great opportunity to help showcase the different aspects of the university to West Virginia's current lawmakers.

"We have a number of students who met with both delegates of the house and state senators to talk about their experience at Marshall and what it means to them," Kopp said. "It's very important for people from the legislature to hear firsthand what's going on at Marshall and the difference Marshall is making in the lives and futures of our students."

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### INTO Marshall to sponsor Valentine's Day celebration

By FRANCES LAZELL  
THE PARTHENON

Love is in the air at INTO Marshall University as it celebrates Valentine's Day with a holiday appropriate party from 5-7 p.m. Friday in the INTO MU Center.

Chloe Pasquet, an INTO MU student services assistant from France, said while many students celebrate Valentine's Day in their countries, they should also experience it in the United States as a way to learn about American culture.

"We want them to know what Valentine's Day is and how Americans celebrate it," Pasquet said. "That is going to be the first part, telling them about dating and the regular stuff that the guys do here."

In addition to informing students about American

Valentine's Day customs, students can also take a quiz to figure out their "language of love."

The 30-question quiz, based off Gary Chapman's book "The 5 Languages of Love," determines the participant's preferred way to express emotion in all types of relationships. On each question, participants are given two statements and must pick the one they agree with more.

Chapman identifies the five languages of love as words of affirmation, acts of service, receiving gifts, quality time and physical touch.

Based on the answers selected, everyone will receive a score in each language of love ranking highest to lowest and an explanation of what each language means.

As the students learn their language of love, they will have the opportunity to talk about the differences and similarities

between Valentine's Day in America and in their countries.

Tatsuya Takeuchi, an INTO MU student from Japan, said Valentine's Day in Japan is like Valentine's Day in the US, but there is a small twist.

"Normally Valentine's Day is for girls," Takeuchi said. "It's a chance for the girls to say something to the guys."

Then on White Day, March 14, the guys give chocolate, candy, cards and presents to the girls.

Takeuchi said there is a certain protocol for White Day.

"If I also like her, I need to give something back," Takeuchi said. "If I don't like her, I don't need to."

All students are invited to the INTO MU Valentine's Day celebration. Food and refreshments will also be provided.

Frances Lazell can be contacted at lazell2@marshall.edu.

### Secret Service seeking Marshall applicants Thursday evening

By CHAZZ THOMAS  
THE PARTHENON

A recruiter from the U.S. Secret Service will be on campus to speak with students about a possible job opportunity 5 p.m. Thursday in the Drinko Library Room 402.

Isaiah Haskins, a junior criminal justice major at Marshall, said the Secret Service is a big deal and he is looking forward to learning about what they do.

"Everyone knows who the Secret Service is but you don't really know exactly what they do," Haskins said. "I was immediately interested in going because I want to know exactly what they do to try and see if I am interested."

The Secret Service will promote and provide information about a job opportunity for their uniformed division.

Since the job will be with the

federal government, students are required to apply on the USA Jobs website.

"Everyone knows who the secret service is but you don't really know exactly what they do."

-Isaiah Haskins, junior criminal justice major

Recruiters will also go over how to navigate and apply on the website but the job posting will not be available on the website until March.

Deborah Stoler, the assistant director for development and outreach at Marshall Career Services, said this opportunity will be very beneficial to students for many reasons.

"It gives students a chance to really learn about not only jobs with the federal government but the process they go through," Stoler said. "They do a very thorough background check and there is a lot more to it than just applying for a job. There are very strict and stringent tests that go on."

This is not the time that the Secret Service has been on campus in the last six years, and Stoler said a good turnout would be beneficial in helping to build a strong relationship with them.

The information session is open to students of all majors. It will be about an hour long and refreshments will be provided.

Chazz Thomas can be contacted at thomas448@marshall.edu.

# Love-A-Donor Day gives students a chance to give thanks for scholarships

By **KYLEE McMULLEN**  
THE PARTHENON

Marshall scholarship recipients are invited to Love-A-Donor day 10 a.m. to 3 p.m. Thursday and Friday in the Memorial Student Center lobby.

This event gives students the opportunity to fill out thank you cards to the donors that have contributed to scholarships they have received.

"I always thank my scholarship donors because without

them I wouldn't be able to be at Marshall," Paige Dodrill junior business management major from Huntington said. "I wouldn't be able to experience the opportunities that I have been given at Marshall, such as studying abroad."

Krystle Davis, programs director of scholarships and donor relations, said most students want to be able to thank their donor and tell them how much it means to them and

how the scholarships change a student's experience.

"This allows students to touch base with the donors and get a feeling, not only are they thankful for that but also sometimes

**"They are willing to give their personal finances with hopes of watching you succeed."**

**-Jessica Mcghee, sophomore political science major**

used," Davis said. "When the donor hears from the student and how they are doing, not only are they thankful for that but also sometimes

inspired to give additional funds."

Jessica Mcghee, sophomore political science major from Ohio, plans to attend the event and said it is important to thank the donor because they realize all the expenses in college.

"They are willing to give their personal finances with the hopes of watching you succeed," Mcghee said.

Scholarships are still being awarded to Marshall students.

Last year about 1,200 scholarships were given out to 900 students.

Davis said they plan to exceed last year's numbers and offer more scholarships to students.

Marshall University Foundation will mail the thank you cards to each scholarship donor.

**Kylee McMullen can be contacted at [mcmullen11@marshall.edu](mailto:mcmullen11@marshall.edu).**

## Disney on Ice brings 'Princesses and Heros' to Charleston

By **RACHAEL ROBERSON**  
THE PARTHENON

Families, children and Disney lovers will flock to the Charleston Civic Center Thursday through Sunday for the performance of the Disney on Ice show, Princesses and Heroes.

Evening performances will be at 7 p.m. Thursday through Saturday. Disney on Ice will present morning shows 10:30 a.m. Friday and 11 a.m. Saturday. The final two exhibitions of the show will be 1 p.m. and 5 p.m. Sunday.

The show features professional ice skaters dressed as Disney princesses and heroes. The ice skaters dance, jump and attempt bold acrobatic combinations in the presentation of these storybook tales.

Prince Charming will turn Cinderella from a maid to a princess, while Prince Eric rescues Ariel from under the sea. Snow White will escape the grasp of the evil witch with the help of the seven dwarfs and Princesses Belle, Rapunzel, Tiana and Jasmine will skate and dance as they reenact their tales on the ice. Disney's original characters Mickey and Mini Mouse will also appear in the performance.

As in each fairy tale, the show will bring to life not only the princesses and heroes of each story, but the villains as well. Ursula and the fire-breathing dragon that challenges Prince Philip in saving Sleeping Beauty, will wreak havoc across the ice.

Field Entertainment's production of Disney on Ice's Princesses and Heroes performance has drawn parents and children to arenas since 2006. However, with this year's performance falling on Valentine's Day weekend, tickets are expected to go quickly with couples joining in to see this magical presentation.

Tickets can be purchased by visiting the Charleston Civic Center's box office or online on the Ticketmaster's website. Ticket prices begin at \$15 and increase based on the seating section. Discount tickets will be available for \$13 on opening night in designated sections. Rink side and VIP tickets range in price from \$30-52. Souvenirs and keepsakes will be available for purchase outside of the auditorium.

The Civic Center will open its doors one hour before the show time of each performance.

**Rachael Roberson can be contacted at [roberson14@marshall.edu](mailto:roberson14@marshall.edu).**

## Award-winning author Eula Biss takes Marshall to 'No Man's Land'



By **BRECKIN WELLS**  
THE PARTHENON

Author Eula Biss had a public reading Wednesday evening in the Marshall Student Center to read excerpts from her award-winning book of American essays, "Notes from No Man's Land," as a part of the 2014 Birke Fine Arts Festival.

Students and faculty members filled the Shawkey Room of the MSC eager to listen to multiple readings from Biss.

One of those students was Heather Miles, a student in the English department. Even though this was a requirement for Miles, she was happy she came to the event.

"Notes from No Man's Land," is a book of essays that takes readers on an honest and captivating exploration of race and racial identity.

The book moves across the country from New York to California, with a timeline streaming from the biblical Babylon to the freedman's schools of reconstruction, to a Jim Crow mining town.

Biss teaches creative writing at Northwestern University and is working on a new book about myth and metaphor in medicine.

More events from the 2014 Birke Fine Arts Festival will continue until March 6.

**Breckin Wells can be contacted at [wells134@marshall.edu](mailto:wells134@marshall.edu).**

## -Spring Film Festival-

# 'War Witch' gives a glimpse into Africa

By **RACHAEL ROBERSON**  
THE PARTHENON

The Canadian film, "War Witch" will be shown at 5:30 p.m. Thursday at the Keith-Albee Performing Arts Center as part of the Spring Film Festival.

The film depicts the life of 12-year-old Kamona who was kidnapped by rebel soldiers and forced to fight against the government in the African jungle. It hit the big screen at the Keith-Albee for the first time Saturday.

The rebels consider Kamona a "War Witch" after ghostly visions guide her safely through battle after battle. The

film gives viewers insight into true events through a fictional story.

The movie is presented in French with English subtitles, and keeps the attention of the audience with easy to follow dialogue and acting that breeches any language barrier.

The story of this young girl is brought to life through emotional scenes that draw the viewer into a personal connection with her and each character as they seek refuge. Kamona is forced to commit unspeakable acts and submits to torture, which gives her maturity beyond the scope of her age and allows

audience members of all ages to relate to the message of this film.

As she searches for freedom from her captors and her nightmares, a fellow soldier shares in her tribulations and they form a bond that gives viewers hope for Kamona's future.

This foreign film is well produced and speaks volume to the actual events that occur everyday in Africa. "War Witch" is filled with action, emotion and truth.

**Rachael Roberson can be contacted at [roberson14@marshall.edu](mailto:roberson14@marshall.edu).**

## World-renowned drummer set to perform at the Jomie Jazz Center

By **MARK WILLIAMS**  
THE PARTHENON

World-renowned drummer Jeff Sipe brings his new jazz-fusion trio to the Jomie Jazz Center Forum Thursday at 8 p.m. as part of Marshall University's Jazz Guest Artist Series.

The two-time Grammy nominee has collaborated with some of the biggest names in contemporary music, including Waylon Jennings, Bela Fleck and Phil Lesh. Known for fearless innovation and his versatile style, Sipe has been a fixture on the jazz and jam band scene for decades.

Sipe studied at the prestigious Berklee College of Music in Boston in the late 1970s. He then moved to Atlanta where he began playing and teaching at the Atlanta Institute for Music.

Along with musicians Bruce Hampton, Oteil Burbridge and Jimmy Herring, he formed the Aquarium Rescue Unit. The band would go on to become one of the most influential and revered acts in the jam band and fusion scenes throughout the 80s and 90s.

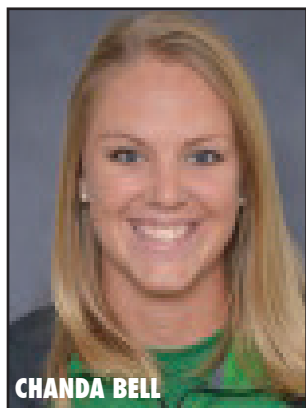
After years of non-stop touring in Aquarium Rescue Unit and jam-grass favorites Leftover Salmon, Sipe turned his focus to his own creation, the Zambiland Orchestra. The experimental big band, led by Sipe and the late multi-instrumentalist Ricky Keller, performed charity events in Atlanta annually at Christmas and quickly grew into one of the south's biggest musical events. The orchestra routinely featured members of popular jam bands Phish and Widespread Panic, but also included bluegrass legends Sam Bush and John Cowan, among countless others.

His latest venture finds Sipe leading two virtuosic young musicians, bassist Taylor Lee and guitarist Mike Seal. Lee won the Outstanding Bassist Award during his tenure at the Berklee College of Music. Seal is one of the Southeast's rising stars and collaborators. Together, the trio meld rhythm and heavy funk with impressive jazz intricacies to produce a playful, danceable brand of jam-fusion.

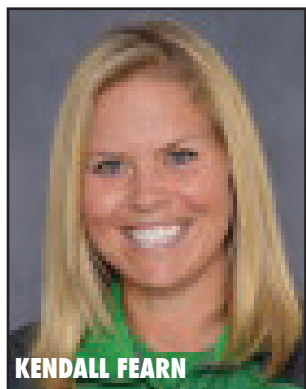
**Mark Williams can be contacted at [williams788@marshall.edu](mailto:williams788@marshall.edu).**

## SPORTS

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CHANDA BELL



KENDALL FEARN

## Softball welcomes two new coaches to staff

By SARAH CONNERS  
THE PARTHENON

The Thundering Herd's softball team added two new names to its coaching roster for the 2013-2014 season.

Kendall Fearn has been brought on as the new assistant coach and Chanda Bell as the new pitching coach.

Fearn had three years of Division I coaching experience before coming to Marshall University. She served as a volunteer assistant coach at the University of Nevada Las Vegas, where she attended school and earned a masters degree in athletic administration. While being a student athlete at UNLV, Fearn

was a four-time letter winner, a two time Mountain West All-Conference Team selection and earned the Mountain West Conference Player of the Week honors twice. She then accepted a position on the coaching staff at UNLV in 2011. Fearn spent last season at Georgia Southern University, where she helped lead the eagles to an NCAA Gainesville Regional appearance after they won the 2013 Southern Conference Tournament title.

Fearn said she was drawn to Marshall by the great reputation of its softball program.

"When I was playing we played Marshall," Fearn said. "I knew that it was a great program with great

traditions so the transition has been great. I'm very grateful to be here."

Fearn also has goals set for the team at the Conference USA championship.

"At conference we were looking to win it," Fearn said. "We've been in the championship game the last couple years and the expectation is to get back there."

Bell enters her first season at Marshall after a successful softball career at the University of Kentucky. During her time at UK she made history as a freshman pitching UK's first no hitter against Western Kentucky University as well as breaking the schools record for strikeouts in a season. She also broke the

UK single-game record with 15 strikeouts on three occasions.

Her pitching records only continued from there, as a sophomore she broke her own single season strike out record with 288 strikeouts. During her junior season she became the first UK player to earn more than 700 strikeouts in a college career, and as a senior, became the first player in UK history to throw more than 200 strike outs in four seasons.

Bell had a desire to come to Marshall after playing against them during her own college career.

"Playing at UK we played

Marshall," Bell said. "Just getting to play against Marshall I could see the competitiveness and the enthusiasm they played with and that is what attracted me here."

As the new pitching coach, Bell is looking for a pitcher to step up and surprise her.

"Right now were probably going to be pitching by comity were all four of our pitchers are going to get most of the time," Bell Said "I'd like to see one of them break away from the pack"

Fearn and Bell will travel with the team to their season opener Friday in Auburn, Ala.

Sarah Connors can be contacted at [conners2@marshall.edu](mailto:conners2@marshall.edu).

## A look behind the creation of the US team bobsled

BRIAN VAN DER BRUG | LOS ANGELES TIMES | MCT  
MICHAEL SCULLY WORKS ON HIS DESIGN FOR THE U.S. BOBSLED TEAMBy DAVID WHARTON  
LOS ANGELES TIMES (MCT)

There were no direct flights from Los Angeles, so Michael Scully took two planes and a ferry, then drove through upstate New York in the rain.

Tired and hungry, he stopped at a convenience store for coffee and whatever could be found to eat — in this case, he said, "a peanut-butter ice cream thing."

When Scully finally arrived at the U.S. Olympic training center in Lake Placid, two racers greeted him at the top of the hill with their bobsled.

"Glad you could make it," one of them said. "Now get in."

The next minute or so ranked among the most terrifying experiences of Scully's life. Scrunched between the bobsledders, he whistled down an icy, twisting track at more than 70 miles an hour; his body thrown from side to side, G-forces pressing on his shoulders.

"It just destroyed me," he recalled. "Halfway down, I really didn't know if I'd pass out."

Extricating himself from the sled, a bit shaken, he had all the inspiration he needed.

The 42-year-old is a creative director at BMW Group DesignworksUSA in Newbury Park, Calif. After spending much of his life building race cars, he has devoted the last two years to improving U.S. medal hopes at the 2014 Sochi Olympics.

The frightening ride with American pilot Steven Holcomb and brakeman Curt Tomasevicz represented a first step.

"That, for me, was jumping into the deep end," Scully said. "It's important to understand context."

The designer wanted to create a better bobsled.

Fluid dynamics. Vertical force. Turbulence and kinematics.

Any conversation on the topic of industrial design is

bound to include technical jargon. Beneath all the physics and math resides a simple question that Scully calls "the designer's search for meaning."

"Why is something shaped the way it is?" he says.

His involvement with the bobsled team began in 2011, not long after BMW became a corporate sponsor for the U.S. Olympic Committee and several national federations that govern sports such as swimming and speedskating.

Though the agreement involved financial support, the German automaker also offered its expertise. That sounded great to American sliders competing against European sleds built by the likes of Ferrari and McLaren.

"You're looking to gain hundredths of a second," Holcomb said. "That's all it takes to win."

Working in a bright, modern studio just north of Los Angeles — hundreds of miles from the nearest bobsled track — Scully began with rough pencil sketches. Inspiration struck at odd times.

"I don't sleep well," he said. "I have my clearest realizations when I'm having one of those middle-of-the-night episodes."

Early attempts focused on creating a sleeker profile with a lower center of gravity, deviating from the traditional bullet-nosed shape. He had to be mindful of international bobsled federation rules — lots of them.

Starting at the front of the sled and moving back, the federation sets interior and exterior measurements that must fall within a limited range. Scully said: "There are times when it feels claustrophobic from a design standpoint."

He began sketching on top of federation diagrams to stay close to the requirements. Next came a more refined drawing and, after that, an array of 3-dimensional designs, each slightly different.

These virtual sleds were subjected to computational fluid dynamics — a sort of digital wind tunnel. The computer showed which one moved through the air most efficiently.

The BMW crew, which grew to include a modeler and engineers, took the winning shape and began to tinker.

Each slightly modified design required about a day to produce on the computer; test results would be ready by morning. The crew worked its way through 69 iterations.

"This has been the most intensive project of my career," Scully said. "I will confess, I loved it."

Speed always intrigued him.

As a teenager growing up in New Hampshire, Scully switched from skiing to snowboarding. Unlike most kids fascinated by the halfpipe and aerial tricks, he gravitated toward slalom racing.

His talents earned him a sponsorship, but when he looked ahead — snowboarding

was not yet an Olympic sport — the future seemed limited.

There followed a listless year at two colleges. Schoolwork proved far less interesting than his new hobby, modifying and racing sports cars.

This did not thrill his family. His father was an architect and his grandfather was the noted Yale professor and architectural historian Vincent Scully.

In the fall of 1992, Scully found a way to combine academics with his need for speed. He enrolled at Carnegie Mellon University in Pittsburgh to study industrial design and the art of making cars go faster.

"There is a clarity with any type of racing project," he said. "The purpose is very defined."

For the bobsled project, BMW concentrated on the two-man sled, which seemed a good fit for a sports car maker. Besides, the four-man version was already being produced by former NASCAR star Geoff

See BOBSLED | Page 5

## New NBA commissioner looking to increase age requirements for league

By COURTNEY SEALEY  
ASSISTANT SPORTS EDITOR

Over the past few years, ex-NBA commissioner David Stern has tried to increase the age requirement for the NBA to 20-years-old. He last tried in 2012 with the collective bargaining agreement with players, however he was turned down.

Adam Silver took over Stern's position in 2014 and has a long history with the NBA. He previously held five positions with the NBA and served as NBA Deputy Commissioner and Chief Operating Officer, otherwise known as second in Command, from 2006 to 2014. The NBA has not seen a new commissioner for 30 years and many are hoping Silver will be a much more laid back commissioner compared to Stern.

After he was appointed commissioner Feb. 1, Silver said he believes the players would now be open to making a two-and-thru rule. While the players association turned it down just two seasons ago, the players were focused on trying to get back on the court rather than talk about the one-and-done rule. Silver will talk about it with the players over the summer after the season is over.

Not many people agree with the one-and-done rule David Stern implemented in 2006. Before 2006, players could go straight from high school to the NBA if they wanted. However, since the rule was created, players must be one year out of high school before they can join the NBA.

The reason David Stern felt the need for a one-year started with Kevin Garnett in 1995. Garnett became the first player in almost 20 years to be selected in the NBA Draft right out of high school. His draft inspired other high school students to follow in his footsteps. While some, like Kobe Bryant and Lebron James were successful, there was also an influx of busts.

After a decade of taking their chances on high-school students going pro, team owners and general managers were negatively affected by prospects turning into busts. This encouraged the NBA to enact the age rule.

The rule can be seen as both a blessing and troublesome for college basketball. While it allows college basketball to be graced by some of the best players the country has to offer, it also affects the coaches' ability to mold and develop teams over team.

The age rule will not change for a few years, but it will change the way college basketball is ran. While Marshall does not have a history of players who only stay for a year, several universities such as the University of Kentucky, Kansas and Duke all mold their programs around players who only plan on staying with the school for a year. These coaches will have to re-think the way they run their programs, which might be difficult for some to adapt to the new way things will be ran.

Courtney Sealey can be contacted at [sealey3@marshall.edu](mailto:sealey3@marshall.edu).

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# OPINION

THURSDAY, FEBRUARY 13, 2014 | THE PARTHENON | MARSHALLPARTHENON.COM

EDITORIAL

## Mammograms may not be worth it

For both men and women, going to the doctor is both the thing we hate the most, yet it can save our lives. For women in particular, the doctor is not always a pleasant experience, yet what makes them the most uncomfortable, such as mammograms, give the only chance at a comfortable life.

A study published Tuesday in The British Medical Journal, however, has added doubts about the value of mammograms for women at any age.

The researchers sought to determine whether there was any advantage to finding breast cancers when they were too small to feel. The study found that the death rates from breast cancer were the same in women who got mammograms and those who did not.

The study found that the screening

actually had harms. One in five cancers found with mammography that were treated were not a threat to the woman's health. That means that the woman did not need to go through treatment such as chemotherapy, surgery or radiation.

The research is being called the largest and most meticulous studies of mammography ever done.

This single study will not change guidelines for mammography, but it does open a new discussion women should be having: Is it worth it?

The consensus previously has been early detection of any cancer is key. Many breast cancer survivors credit their success to early detection from their annual mammogram.

Switzerland is the only country that has suggested mammography be stopped in

order to reduce the overall death rate from breast cancer and reduce over diagnosis that leads to false positives and biopsies.

The U.S. Preventative Services Task Force said in 2009 women should not start routine mammograms until age 50 because of the high false positive rate.

According The New York Times, about 37 million mammograms are performed in the United States annually, with nearly three-quarters of women age 40 and over saying they have had a mammogram in the past year.

While the average college woman may not need to worry about mammography now, it is important to be aware of the changing playing field. In the end, it is up to each individual to decide what is best for his or her body.

Online Polls

## YOU CAN BE HERD

What is your favorite Valentine's Day gift to give and/or receive?

Flowers  
Candy  
Stuffed animals

What is your favorite Philip Seymour Hoffman film?

"Capote" 31%  
"Charlie Wilson's War" 8%  
"The Big Lebowski" 62%

Voice your opinion. It is your right. Answer our poll at [www.marshallparthenon.com](http://www.marshallparthenon.com) or tweet us your answer at @MUParthenon.

COLUMN

## Medical care in a real-world marketplace

By LANE FILLER

NEWSDAY (MCT)

When Super Bowl ads featuring hybrid dogs and half-naked celebrities hype the affordability of \$49 X-rays and the convenience of 24/7 angioplasty clinics, we'll know we're on the way to conquering spiraling health care costs.

We live in a free-market nation. Competition forces companies to extol their advantages with frequency and volume. Five-dollar Footlong, anyone? Two-for-one pizza? Or a car that's way better (cheaper, more reliable, better mileage) than that seemingly similar other make of car?

But when was the last time you saw doctors advertise their prices as unbeatable, their hours as ultraconvenient, or their heart catheterizations as likely to attract hotties?

Within individual industries, too, products are touted to people who want to spend different amounts. A Kia meets one person's needs while another must have a Mercedes-Benz.

But you never see that guy in a 10-gallon hat on a commercial screaming, "If you need a reliable MRI at the lowest prices around, come on down to Eddie's House of Imaging!" Nor do you see, for high-end folks, beautiful people in ads touting "the ultimate in spa surgery, in the lap of sterile luxury."

It's impossible to watch TV for 15 minutes without seeing car insurance companies proclaim how their prices trump the competitors'. When was the last time you saw a health insurance plan advertised on the basis of price?

You do not see doctors or procedures or health insurance advertised in this way, with a couple of notable exceptions, because the medical market is neither free nor competitive.

Employer-provided health insurance became the norm after World War II when companies looked for cheap ways to please employees. Medicine at that time consisted mostly of dispensing drugs, cutting off body parts, mopping damp brows and saying, "You have written a will, right?" It was cheap. But then

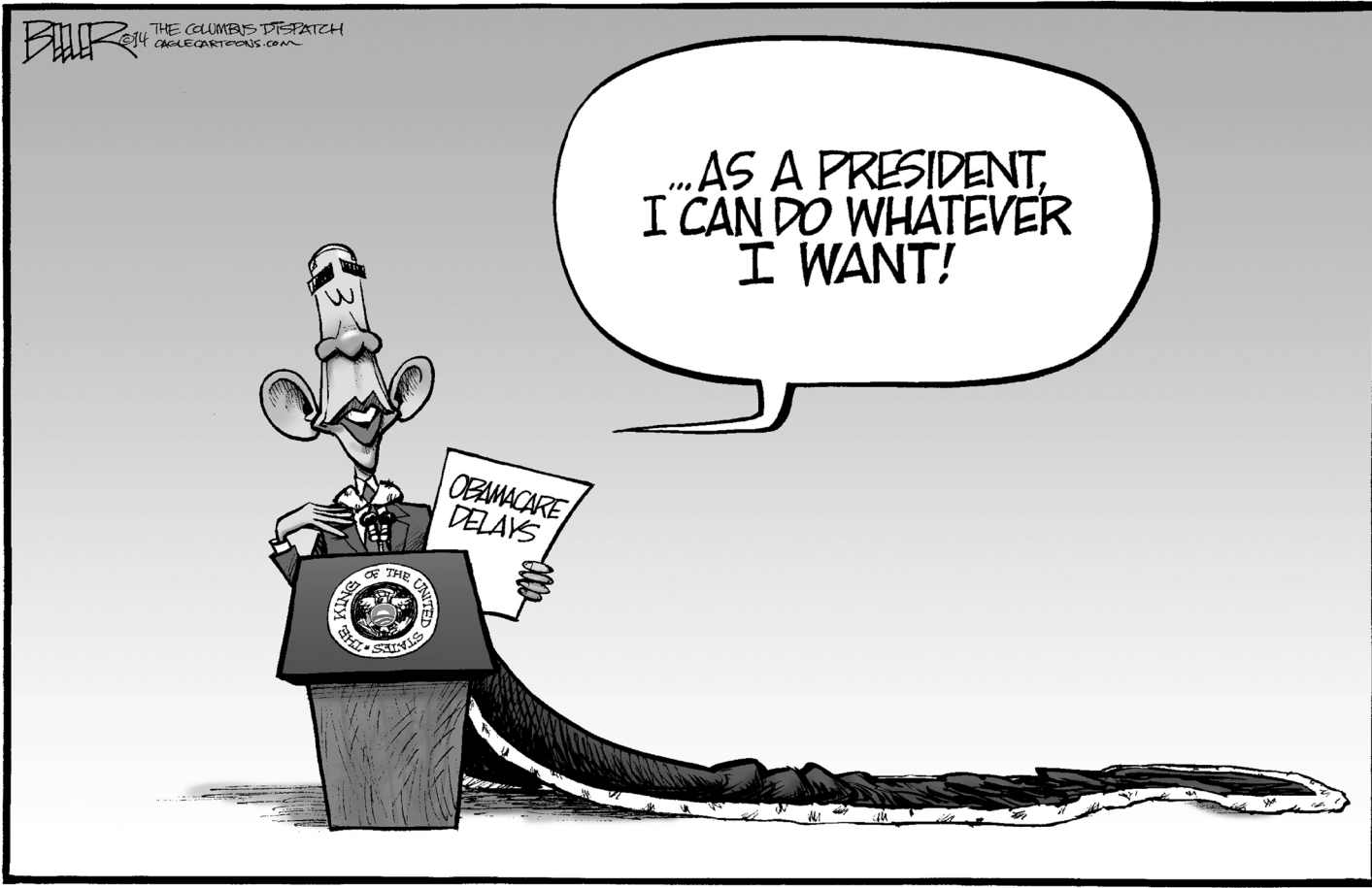
we went and invented modern medicine, with all its bother and expense and healing. Thanks to employer-provided insurance and Medicare, Medicaid and even privately purchased health insurance, we hadn't learned to shop for medical needs on the basis of price, quality and convenience.

If most of the charge is paid by someone else, who cares how much it costs? And if those who are paying give us little or no choice about insurance policies or care providers, who cares how good they are?

So health care costs grew 36 percent faster than inflation from 1999 to 2010, but not in the few slivers of health care where the insurance generally doesn't cover the procedures and the consumer picks and pays. One of those is Lasik corrective eye surgery. Another is cosmetic surgery. Both declined in cost, in inflation-adjusted dollars, by more than 20 percent between 1999 and 2010, according to the National Center for Policy Analysis, a free market-supporting think tank. Those services declined in cost because consumers cared about the price.

We are on a path to curbing cost increases, now. Employers have moved to higher-deductible plans and health savings accounts to cover expenses funded by both employers and employees. This guarantees we will be covered for big costs but makes us much more price conscious about that extra CT scan. High deductibles are also a feature of many plans being offered on the Affordable Care Act exchanges. Finding a way to structure Medicare so that recipients become cost-conscious without busting their budgets would help even more.

The development of American health care as something outside of free-market principles has made it inefficient and uncompetitive. Applying those principles by making consumers conscious of price and quality can address it. And we'll know it's working when we see a Super Bowl ad for cheap vasectomies that promises to make us a real hit with the ladies.



MCT CAMPUS

NATIONAL EDITORIAL

## How safe is your credit card, and how safe should be it?

LOS ANGELES TIMES (MCT)

The blockbuster theft of credit card data from Target during the holiday shopping rush was just one example of the way outdated cards are leaving Americans more vulnerable to fraud and identity theft than shoppers are in other developed countries. The good news is that the credit card industry is in the process of fixing part of the problem. The bad news is that squabbling among retailers, banks and payment processors is getting in the way of a more complete solution.

The United States is one of the few remaining places where credit and debit cards rely on a magnetic stripe, rather than a microchip, to store and transmit account information. Magnetic stripes are easy to steal information from and to counterfeit, but that's next to impossible with chips. That's why, as other countries switched to chip-based "smart cards," hackers shifted their attention to U.S. targets.

Belatedly, the companies that process credit card transactions (such as Visa and MasterCard) have given banks and retailers until October 2015 to adopt smart cards. If a bank issues the new cards but a retailer doesn't equip itself to read them, liability for any losses caused by fraud will shift from the bank to the retailer. That's as far as banks and credit card companies want to go; thus far they're refusing to require consumers to use personal identification numbers with smart cards, arguing that many retailers don't have the necessary PIN pads. But requiring PIN use would help combat the unauthorized use of legitimate cards, which seems worth the cost that the added equipment would impose on some retailers.

Unfortunately, even more sophisticated cards can't stop fraud in online shopping, where there are no smart-card readers or PIN pads. The key there is to prevent hackers from stealing account information in the first place, which means that any

company storing such data must keep it encrypted.

Several Senate Democrats have called for federal regulators to set minimum standards for protecting stored data. As tempting as this may be, however, the federal government should not be telling companies which technologies to use. Such mandates can't possibly keep pace with the techniques being developed by hackers and the security companies trying to stop them. Instead, lawmakers should make it more expensive for companies that lose credit card data by requiring them to do more to protect customers in the event of a breach. For starters, companies could be required to cover the cost of issuing new cards and, in the case of stolen debit card data, new checks. Today, too many retailers behave as if it's costlier to protect credit card numbers than to lose them. It's time to flip that equation around.

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## THE PARTHENON

The Parthenon, Marshall University's student newspaper, is published by students Monday through Friday during the regular semester and Thursday during the summer. The editorial staff is responsible for news and editorial content.

THE FIRST AMENDMENT | The Constitution of the United States of America

Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people to peaceably assemble; and to petition the Government for a redress of grievances.

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# Fierce ice storm paralyzes the South

By **MICHAEL MUSKAL**  
LOS ANGELES TIMES (MCT)

Much of the South on Wednesday again awoke again to the nastiness of a winter storm, needle-like freezing rain, growing piles of snow and biting temperatures that turned roads into a deadly, slippery mess and cut off power to tens of thousands of people.

The storm, which spread from Texas to the Carolinas, was described in near-apocalyptic terms by the National Weather Service, which in a morning memorandum labeled the weather "an event of historical proportions." The service went on to use phrases such as "catastrophic ... crippling ... paralyzing" in describing the potential dangers.

At least six deaths have been reported in Texas and Mississippi. The storm will head north throughout the day, bringing from between six inches to more than a foot of snow as it moves through Washington, D.C., squeezing the New York metropolitan area and into New England.

"A major winter storm is affecting parts of the Southeast with dangerous ice and snow and is expected to intensify Wednesday evening as it moves up the Eastern Seaboard, affecting locations across the mid-Atlantic and Northeast. More than one inch of ice accumulation is possible from central Georgia into South Carolina through Thursday morning," the weather service warned.

By Wednesday morning, Georgia Power reported more than 85,000 customers were without electricity in 471 separate outages. Outages in other states brought the tally to more than 175,000 customers without power.

Just two weeks ago, a storm stunned Atlanta, stranding thousands in vehicles in a region generally not accustomed to dealing with such adversity. This time, officials positioned equipment and spread salt on roads as a precaution. Roads were generally empty Wednesday morning as most people heeded the advice of their elected officials to stay off of the roads and out of the muck.

This season has already been the winter of discontent and it appears likely to get worse before spring breaks through the frozen ground. The Northeast has had a series of major storms, including two just days apart.

But the current storm is slightly different for the South. It has brought sleet, freezing rain and an ice storm, defined by the weather service as "damaging accumulations of ice ... expected during freezing rain situations. Significant accumulations of ice pull down trees and utility lines resulting in loss of power and communication."

The difference between the two is of size and impact: Sleet is like a cold, but an ice storm is like the flu. The usual rule is that when more than a quarter of an inch of ice accumulates, it is an ice storm. It is often made worse by strong winds such as the gusts of more than 30 miles an hour recorded in parts of Georgia on Wednesday.

As the storm continued through the day, officials were bracing for results as bad as in 2000 when more than 500,000 homes and businesses were without power. Damage estimates were as high as \$35 million.

The storms this year have



KENT D. JOHNSON | ATLANTA JOURNAL-CONSTITUTION | MCT  
ABOVE: Griffin Power employees work on downed power lines during the winter storm on Maple Drive in Griffin, Ga., Wednesday.

RIGHT: Independence Boulevard in Charlotte, N.C., was a parking lot due to ice and snow near Hawthorne Lane Wednesday afternoon.



DAVIE HINSHAW | CHARLOTTE OBSERVER | MCT

already taken a bite out of the economy, hindering sales and probably preventing some people from finding jobs. January was the worst month on years for airline delays and cancellations.

By late morning on the East Coast more than 3,000 flights had been canceled Wednesday, according to Flightaware.com. Feeling the pain most was Atlanta's Hartsfield-Jackson International Airport, which had more than 65 percent of its flights canceled. The Charlotte, N.C., airport had half of its flights canceled.

As the storm moves north, so will the airline delays.

Airports in Washington, Philadelphia, New York and Boston already have canceled more than 1,000 flights for Thursday.

The weather brought slick roads to North Texas where at least four people died in traffic accidents. An accident involving about 20 vehicles was reported Tuesday along an icy highway overpass in Round Rock, just north of Austin.

In Mississippi, officials announced two weather-related traffic deaths.

In northeastern Alabama, two National Guard wreckers were dispatched to help clear 18-wheelers on Interstate 65.

## ORGANIZATIONS Continued from Page 1

Organizations such as the recreation center, the study abroad program, the student resource center and the sustainability department were there to promote themselves.

Director of Marshall Recruitment Beth Wolfe talked about the upcoming events such as Green and White Day

and Preview Day for incoming freshman. She said Marshall Day gives legislators a different view of the institution.

"There is always so much conversation about funding for higher education in the state," Wolfe said. "This highlights the fact that we are a group of people as well as an institution. We are trying to make a difference in the young people in our state and our region."

Manager of Marshall's Sustainability Department Margie Philips said they are working on several projects such as a campus wide shredding program and events for Earth Day.

"This is the fifth year that we've come to Marshall Day at the capitol," Philips said. "The sustainability department looks at all of the green initiatives that we can come up with on campus and we are now

reaching off campus. Marshall Day is a way of telling everyone about our goals for the department."

Each organization set up tables in the upper rotunda of the capitol from 9 a.m. to 1 p.m. The legislators received promotional items and were able to visit each table.

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## CAPITOL Continued from Page 1

To officially recognize Feb. 12, 2014 as Marshall University Day at the Capitol, the legislature issued a citation from the House of Delegates and

adopted Senate Resolution 26, which celebrated the event.

Sen. Ron Stollings of Boone County is an alumnus of Marshall University's School of Medicine. He was a part of the second graduating class of the school in 1982, which focused

on internal medicine.

"I'm a very proud graduate and Charleston is pro-Marshall region," said Stollings. "It was really nice to have some reunions with some of my friends and talk about the importance issues to Marshall including

the forensics, the school of medicine and funding issues, especially with the upcoming budget cuts. It's a bad time for higher education, but it's really good to have everyone up here."

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## BOBSLED Continued from Page 3

former NASCAR star Geoff Bodine, who had helped the U.S. win medals in that event.

Super-light carbon fiber allowed Scully to play with weight distribution for better handling. Having experienced the violent shaking and thunderous roar of a bobsled run, he also sought to make the new sled run smoother and quieter so pilots could drive more precisely.

The first prototype arrived at the Olympic track in Park City, Utah, in March 2012.

The sled had a sharp nose, slim body and swept-back tail. BMW has never divulged the dimensions, but international rules mandate a minimum wheelbase of 5.5 feet and a maximum weight of 860 pounds with both athletes aboard, the driver sitting low with the brakeman ducking behind him.

As the racers gathered around, Scully looked at the 6-foot-3, 205-pound John Napier and wondered if he had made the interior too narrow.

"I thought there was no way he could fit into this thing," Scully recalled. "He hopped in and said he'd never been more comfortable."

The athletes were keen for better equipment. Though Holcomb won the four-man at the 2010 Vancouver Games, American men hadn't earned gold in the two-man since 1936.

U.S. Coach Brian Shimer explained to Scully: "If the sled's fast, they'll find a way to fit."

The time had come for a test run, and now it was Holcomb's turn to worry.

"It's a little nerve-racking when you've got a new builder," he said. "We had to take it off the top and see if we could get to the bottom."

The clock was ticking, and the Olympics were drawing nearer.

Those initial trials presented only minor glitches — including a small bolt that vibrated loose — but Scully and his crew kept fiddling with the design.

In January 2013, they sent a new version to Austria, where the Americans were competing on the World Cup circuit. Instead

of practicing with the prototype first, an eager Holcomb raced it the next day.

On his first run, he jumped in and snagged a steering line with his foot, bouncing his sled off the wall and losing precious seconds. Scully, who had grown accustomed to waking up at 3 a.m. to watch the races online, said: "That just killed me."

His economic design left scant interior room. After the push start, the pilots and brakemen had to align themselves perfectly while jumping in.

None of them complained. They were more interested in the steering mechanism, which can be surprisingly complex despite the fact that pilots turn by tugging on D-rings connected to ropes. Holcomb kept pestering for a linkage that would improve feel and response.

"The way it handles through the curves, the way the back end rides," he said. "I appreciated that Michael didn't punch me in the face every once in a while."

In fact, the designers wanted all the feedback they could get for last-minute alterations.

BMW will say only that it made a "significant investment" in delivering the final six sleds — three for the men, three for the women — to the U.S. team trials last October.

Elana Meyers, a top pilot, survived a dicey moment while banking too high on a turn in practice. Later, she posted the fastest time for the women and recalls thinking: "I love this sled." She and Holcomb medaled at a World Cup race in Calgary the next month. The American men and women swept the podium at separate events in December.

"Last year, I'd get to the bottom (of a run) and think there was no way I could have driven any better but my times weren't fast," Meyers said. "Now, I can make mistakes and still win."

The U.S. team will get more practice at Sanki Sliding Center in the mountains above Sochi. When its Olympic competition begins on Feb. 16, bobsledders will be gambling on equipment that still feels relatively new.

Scully plans to travel to Russia to watch his babies — the sleds, not the athletes — in action.

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# the PERFECT BLEND

By TYLER PRALLEY | THE PARTHENON

*"It doesn't matter where you're from or how you feel . . . There's always **peace** in a strong cup of **coffee**."*

*Gabriel Ba, "Daytripper"*



PHOTOS BY ANDREA STEELE | THE PARTHENON  
Old Village Roaster co-owner Pete Cooper pours a cup of signature coffee at the shop on Fourth Avenue.

For 19 years, the Old Village Roaster coffee shop has provided peace in a strong cup of coffee for the people of Huntington and beyond.

The shop has a steady stream of clientele each and every day, some of which have been coming since day one.

Pete and Vicky Cooper have owned and operated their quaint shop, located at 919 Fourth Ave. next to the Keith-Albee Performing Arts Center since May 1, 1995. The Coopers said they used to roast peanuts and sell coffee at local fairs, festivals and Marshall University football games, from 1990 to the early 2000s. However, the coffee is what they became known for and would eventually lead to the start of their business.

"It really developed a surprising demand," Vicky Cooper said. "People started buying it from us [at festivals and games] so we really began to develop a following. Pete searched for a building and here we are 19 years later."

Upon entrance, visitors are met with a nostalgic ambiance, highlighted by a plethora of antiques including a large bean roaster dating back to 1892 which Pete Cooper said still features the original motor. Other pieces of machinery and trinkets in the shop date back to over 75 years.

"My husband's love of antiques is what got us into the whole thing," Vicky Cooper said. "Most of the things we use are very old. It brings a little nostalgia to us."

When Empire Books & News in Pullman Square first opened for business, the Coopers set up a second location in the bookstore. The Cooper's partnered with Empire Books & News because the bookstore had hoped to have a small coffee kiosk in the store. The partnership did not last long and the Coopers closed down the kiosk and focused on their one location on Fourth Avenue.

Upon tasting a cup of their coffee, the Coopers said most coffee drinkers, whether connoisseurs or novices, will be able to notice the difference in taste and smoothness from other coffees. They said their coffee is different from others in the region for two reasons.

"First, we actually roast our own beans," Pete Cooper said. "We do it the old fashion way in a slow roaster which makes our coffee tastes much smoother and richer than most other places. Second, we only buy the highest quality green beans on the market from an importer in New York. When you only buy the best beans and you slow roast them, it makes a world of difference."

With over 25 different types of coffee beans to choose from, the Coopers also add another interesting twist to their coffee. They mix flavoring oils in with the beans once they've been roasted with flavors like S'mores, Crème Brulee and Kentucky Bourbon.

"We develop the flavors ourselves by just mixing and seeing what we get," Vicky Cooper said. "We call ourselves 'mixologists'. Most places your choices are limited, but because we flavor our own beans, we can flavor the beans however our customers want. We can even flavor decaf coffee for you if you need decaf."

The Coopers said they ship coffee everywhere. From Florida to California and Canada to Scotland, they ship their specially roasted beans wherever there's a demand. Pete Cooper said they have pictures of U.S. soldiers in Afghanistan and Iraq holding bags of their coffee.

"If you want our coffee, we'll ship to wherever you are," Vicky Cooper said. "Many customers that we ship to are former Marshall students and Huntington residents in need of their Old Village Roaster fix."

The shop also has a cash-only policy. Many visitors have unknowingly entered the shop with only a credit card on hand to purchase the coffee. However, the Coopers have never turned a patron away by way of their "Pay Us Back Later" policy, something almost unheard of in the business world. If someone doesn't have cash, the Coopers ask that they pay the next time they come in.

"We haven't graduated into the 21st century yet," Vicky Cooper said. "I probably could count on one hand the number of people that didn't come back and bring me their money. That kind of thing really spreads the word about us too."

The Coopers have enjoyed being a main stay of downtown Huntington since the very beginning. They said it's more about the relationships they've created with their customers over the years rather than just some other business out to make money. Vicky Cooper said things like having customers who have children and then watching those same children graduate high school is a real joy.

"You develop these unique relationships with customers," Vicky Cooper said. "They look forward to seeing us every morning and we look forward to seeing them. We look forward to doing this for years to come."

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