Lecture discusses ethics in business

S.L. FULLER
Staff Writer

Dr. Rich Robinson, a professor in the department of Business Administration, is on sabbatical this semester, but he returned to give a lecture he titled, “Positive Duty in Business and its Practical Limitations?” The lecture was based on the Kantian philosophy of ethics and how it relates to the world of business.

Robinson described himself as a Kantian. Niccolo Machiavelli’s philosophy that “the end justifies the means” is the basis of the Kantian philosophy. However, unlike Machiavelli, Kantian belief is that people should be considered an end instead of a mean. This calls for all humans to be treated with dignity.

“If you treat someone as an end, you’re … using them to benefit yourself,” said Ryan Newell, a senior public accountancy major, after the lecture. Newell said he has taken many classes with Robinson and that was a theme commonly brought up in class.

The lecture started with Robinson describing two important aspects of his lecture: positive and negative duties. Going along with the idea of treating people as ends, the means should be based around positive duties, not negative ones.

“They’re absolute,” Robinson said of negative duties. “In business it means no fraud, no coercion, no theft.” Of positive duties, he said “They’re not absolute; they have practical limits. Those duties are things we should do.”

“We see business as a moral community,” continued Robinson. “And this motivates our sense of duty.”

It became clear that obligation was at the core of Robinson’s lecture. What ethical obligations do firms have to their workers, and workers to their firms? One example of the “moral community” that Robinson gave really stuck with Nikoleta Vujovic, a senior public accountancy major.

A restaurant in a casino had hired a woman named Sally who ended up committing suicide. Sally was a real asset to the business but had a troubled life.

“At what point might that company have intervened in some way to provide some help?” asked Robinson. “Is that a positive duty that they owed?”

“They obviously didn’t have the same ends,” said Vujovic after the lecture. “She was helping out the corporation, and they were doing really, really well but she ended up committing suicide because she wasn’t getting the same benefit that they were receiving.”

Vujovic and Newell said they weren’t persuaded by the lecture to become Kantians like Robinson. Newell said he needed to study Kantianism more in depth before he could say either way while Vujovic opposed it all together. But neither was sorry they attended the lecture.

“It’s nice to hear the other side,” said Vujovic. “It’s something we don’t see in day-to-day business classes either,” added Newell. “It’s not something you can read out of a book.”

“Have you been in any way enlightened tonight? Well maybe not,” said Robinson, in conclusion. “But you know what? You’re going to be walking across campus someday, and you’ll see some flash of insight because you’ll be thinking about positive duties.”

But in fact, the lecture ended with a friendly back-and-forth between Robinson and Dr. Stephen Kershnar, chair and professor in the department of philosophy. According to Vujovic, Robinson attended a lecture Kershnar recently gave and “they almost had a difference in opinion.”

“I’m not seeing your argument though,” said Kershnar from the audience as he and Robinson went back and forth about duties of stakeholders in small businesses. Robinson responded, defending his Kantian views. This continued for a majority of the last seven minutes of the lecture. Robinson and Kershnar still went at it — drawing stick figure models and diagrams on the board — as the audience left the event.

What the frack is going on?

The debate and impact of converting the NRG plant from coal to natural gas

WENDY MAHNK
Special to The Leader

What the frack is going on?

If NRG’s Dunkirk facility is repowered what the frack is going on?

A restaurant in a casino had hired a woman named Sally who ended up committing suicide. Sally was a real asset to the business but had a troubled life.

“At what point might that company have intervened in some way to provide some help?” asked Robinson. “Is that a positive duty that they owed?”

“They obviously didn’t have the same ends,” said Vujovic after the lecture. “She was helping out the corporation, and they were doing really, really well but she ended up committing suicide because she wasn’t getting the same benefit that they were receiving.”

Vujovic and Newell said they weren’t persuaded by the lecture to become Kantians like Robinson. Newell said he needed to study Kantianism more in depth before he could say either way while Vujovic opposed it all together. But neither was sorry they attended the lecture.

“It’s nice to hear the other side,” said Vujovic. “It’s something we don’t see in day-to-day business classes either,” added Newell. “It’s not something you can read out of a book.”

“Have you been in any way enlightened tonight? Well maybe not,” said Robinson, in conclusion. “But you know what? You’re going to be walking across campus someday, and you’ll see some flash of insight because you’ll be thinking about positive duties.”

But in fact, the lecture ended with a friendly back-and-forth between Robinson and Dr. Stephen Kershnar, chair and professor in the department of philosophy. According to Vujovic, Robinson attended a lecture Kershnar recently gave and “they almost had a difference in opinion.”

“I’m not seeing your argument though,” said Kershnar from the audience as he and Robinson went back and forth about duties of stakeholders in small businesses. Robinson responded, defending his Kantian views. This continued for a majority of the last seven minutes of the lecture. Robinson and Kershnar still went at it — drawing stick figure models and diagrams on the board — as the audience left the event.

Continued on page A-2

CARL LAM
Staff Writer

Often times, there are many alumni featured in these articles highlighting outstanding adjunct professors. While they were here on campus, many of them were a part of different aspects of campus media. And certainly, The Leader has quite an extensive history with a large pool of former staff members — and Stuart Shapiro happens to be one of them.

“I was a yellow journalist and did some expose type of articles and I also drew cartoons for The Leader. Any of this stuff you can do when you’re in college is great experience and it serves you well in the real world,” he said.

Shapiro, an adjunct professor of Music Industry, graduated from SUNY Fredonia with a bachelor’s degree in Music Communications. He went on to earn his Juris Doctorate (J.D.) from the University at Buffalo and began to practice law. However, this decision to go back to school came after having a career that wasn’t closely related to law at all.

“I did for a while stand up comedy, music as a solo performer and in different bands. Basically, I wrote my own material and at one point, I was combining the two,” Shapiro said. “I had a quasi-successful career but not the kind of thing I could really make a living at.”

When Shapiro says “quasi-successful” music career, that’s a bit of an understatement. He’s performed Continued on page A-2
Stuart Shapiro, adjunct professor of music industry.

Repowering Dunkirk: Continued from page A-1

Gary Lash, along with his colleagues, Dr. Terry Engelgerd and George P. Mitchell, were the individuals responsible for the discovery of the massive reserves of natural gas trapped with the Marcellus Shale. Their pioneering research was what had brought shale gas extraction to a global stage.

Lash declined an interview with The Leader.

"I have little to do with the issue of hydraulic fracturing any longer," he said. "Much of the discussion focuses on non-scientific aspects of the debate for which I have little interest."

President of Campau Climate Challenge Aaron Reslink explained there are actually a lot of different kinds of natural gas deposits. Scientists make the distinction between conventional and unconventional methods of natural gas extraction.

"Unconventional would be like deep natural gas like shale deposits, which is what you would hydrofrack because it’s so deep, but there is even areas where there are seeps, which are areas where natural gas is coming out of the ground," Reslink said. "So drilling is just one method. There are a lot of different methods to get natural gas."

Reslink shared the belief that if the Dunkirk facility does make the switch to natural gas, people in the community will probably feel a sense of relief. Reslink said, "I think people will be generally happy."

"Once you lose your integrity, it's impossible to replace it. I tell them that I see this all the time when people in the industry have a reputation. If there are two opportunities out there and somebody's going to do a little investigation of who they should be dealing with. They're always going to go to the one who's got the rep of being somebody with integrity. It can always come back to haunt you," he said. "Never lose your integrity, deal with people honestly and it always works out better in the long run."

adjunct professor at SUNY Fredonia. Shapiro has heard it all about Fredonia but has this to say about his alma mater.

"If there's one thing to be said about Fredonia, I think it's very underappreciated. It's the same with the entertainment field, where things are screwed up and that's why they're coming to me to fix the problem. Teaching is the ability to prevent the problems and to give these students the information they need."

As a graduate of Fredonia and a prominent attorney in the Western New York area, Shapiro has heard it all about Fredonia but has this to say about his alma mater.

"If there's one thing to be said about Fredonia, I think it's very underappreciated. Even the people who are here, sometimes have this sort of inferiority complex and they don't realize what a gem Fredonia really is," Shapiro said.

Junior music industry major Rachel Grant has gained valuable knowledge from Shapiro and his daily practice of entertainment law.

"Stuart Shapiro is one of the most hands-on professors I have had since I started college a little over two years ago. He makes the music industry seem less like a distant, hypothetical place, and much more like a captivating reality," Grant said. "I feel extremely fortunate to have him as a professor during my time here at SUNY Fredonia, and I know the knowledge I will take away from his class will prove valuable in the future."

Shapiro’s advice for his students and clients is a lesson that everyone can learn from.

“If you lose your integrity, it’s impossible to replace it. I tell them that I see this all the time when people in the industry have a reputation. If there are two opportunities out there and somebody’s going to do a little investigation of who they should be dealing with. They’re always going to go to the one who’s got the rep of being somebody with integrity. It can always come back to haunt you,” he said. “Never lose your integrity, deal with people honestly and it always works out better in the long run.”

Repowering Dunkirk: Continued from page A-1

For Fredonia alumnus Shapiro, three jobs is no problem

all around Buffalo, at The Troubadour and The Comedy Store in Los Angeles, The Wrecking Yard in Toronto and internationally at the 500 Club in London, England. Not to mention, he’s been the opening act for people like Paul Anka, Michael Martin, J. Geils, John Cougar Mellencamp and more.

That sure sounds like more than just a “quasi-successful” career.

Shapiro’s interest in law piqued when some of his friends were caught in a bit of a sticky situation. He saw this as an opportunity to not just help his friends but members of the music community in Buffalo.

“I had one friend prior to going to law school where some friends of mine, who were street musicians, were arrested in Buffalo. Being a street performer at the time in Buffalo was illegal and I ended up doing some research to figure out what other cities were doing,” Shapiro said. “I drafted the legislation to change and legalize street performing and lobbied the Buffalo Common Council to get it passed. Just prior to getting into law school, I had some experience with actually creating law.

Even with his busy schedule, he still finds time to perform with several different bands. He is a member of three bands and plays guitar or drums in each. One of the bands he plays in is a country western band; he also plays guitar or drums in each. One of the bands he plays in is a country western band; another can be categorized as a “hippie” band. There is one band though that may catch your attention.

“One of them is a jug band and we played at the Erie County Fair, the Elmwood Avenue Festival of The Arts and Canal Fest in Tonawanda,” Shapiro said.

Shapiro is a partner at Cohen & Lombardo, P.C., a 20-attorney law firm in Buffalo. He leases the consultant services of all the property and litigation and his specialization is in a particular field that has allowed him to carve out a niche in the Western New York area.

“There’s really only three lawyers in Western New York who do any of the real entertainment law. So that involves everything from contracts to representation. I’ve done deals with Ani DiFranco, Al Roker and Paramount Pictures, all within the last six months,” Shapiro said.

Like many college students, Shapiro changed his major many times between psychology, history and theater. Luckily for him, his music background and especially the stand up comedy. There’s a lot of different kinds of natural gas deposits.

Pennsylvania has dived headfirst into this hydraulic fracturing craze with 6,391 active wells currently according to NPR’s reporting project StateImpact. With the Pennsylvania border being just a stone’s throw away, this leaves even the most unimaginative person to question whether the Dunkirk facility will be using fracked gas if it is retrofitted for natural gas. And, if not at start, would it use fracked gas somewhere in the future if New York State eventually approves fracking?

SUNY Fredonia played a key role in the exchange of information surrounding the Marcellus Shale. Fredonia geology professor and Marcellus Shale expert Dr. Gary Lash, along with his colleagues, Dr. Terry Engelgerd and George P. Mitchell, were the individuals responsible for the discovery of the massive reserves of natural gas trapped with the Marcellus Shale. Their pioneering research was what had brought shale gas extraction to a global stage.

Lash declined an interview with The Leader.

"I have little to do with the issue of hydraulic fracturing any longer," he said. "Much of the discussion focuses on non-scientific aspects of the debate for which I have little interest."

President of Campau Climate Challenge Aaron Reslink explained there are actually a lot of different kinds of natural gas deposits. Scientists make the distinction between conventional and unconventional methods of natural gas extraction.

"Unconventional would be like deep natural gas like shale deposits, which is what you would hydrofrack because it’s so deep, but there is even areas where there are seeps, which are areas where natural gas is coming out of the ground," Reslink said. "So drilling is just one method. There are a lot of different methods to get natural gas."

Reslink shared the belief that if the Dunkirk facility does make the switch to natural gas, people in the community will probably feel a sense of relief. Reslink said, "I think people will be generally happy.”

“People think that it’s cleaner and get a sense of relief like ‘Oh I’m doing something good for the environment or that we’re doing something good here in Dunkirk’ but that’s not really the way I would personally look at it. Natural gas is not really cleaner,” he said.

See A-3 for more
Converting implications: Environmental impacts and alternative possibilities

ANNE RITZ
News Editor

Energy use is difficult to escape in daily life. From turning on a light to using computers, energy is something that has become a constant.

The community of Dunkirk is now facing the choice to re-power the NRG plant from coal to a natural gas facility. Each decision has its benefits and downsides.

Diane Hofner, co-founder of CROP Plus, has been involved in the debate of the path NRG should take.

CROP Plus stands for Concerned Residents of Portland, an activist group concerned about their communities. As they expanded to other communities, they added the Plus, which stands for “People like us.”

Hofner has dedicated much of her retired life to fighting coal ash pollution in her community. With a husband who worked in the coal industry as a welder, she understands the health impacts of coal. She has testified to the Environmental Protection Agency for the health impacts of coal. She has testified to the Environmental Protection Agency for the health impacts of coal.

She explained that the New York State Senate unanimously created a solar incentive program through 2023. According to Hofner, there are five landfills in New York already accepting waste materials, and it is being transported over New York roads. Although she is against the conversion to a natural gas facility, Hofner does not want the company to close.

“Don’t want NRG to go away, NRG is one of the biggest producers of renewable energies in other parts of the country. They are a national group. There is no reason why we can’t have more wind and solar here,” she said.

Hofner explained that the National Grid has been involved in the debate of the path Dunkirk NRG should take. She believes that the explanation of the grid.

Cutting coal: PSC to determine fate of Dunkirk NRG

ANDREW LENT
Staff Writer

The future of the Dunkirk NRG plant is currently in the hands of the Public Service Commission (PSC). The group is charged with deciding whether or not to convert the Dunkirk NRG plant, which currently burns coal, into a natural gas burning plant — or to shut it down completely.

Civic Councilwoman Stephanie Kiyak described the shutdown as a worst-case scenario that would be “too difficult to imagine.”

The massive loss in tax revenue would hit Dunkirk the hardest; the plant contributes $40 million annually to the community making up 25 percent of the city’s revenue in 2012. If the commission decides to cancel or postpone any decisions in Dunkirk, a drastic loss of funding for the public school system and public works could result.

Chautauqua county would also feel the effects of a shutdown as the taxes collected from the plant are shared between the county and the city of Dunkirk. “Without it, Dunkirk could face 45% tax hike and average Dunkirk family could see taxes go up $1,000 or more,” according to a press release from Senator Charles Schumer dated Aug. 6, 2013. According to Kiyak, “a decision from the PSC may not come until December or January.”

The potential environmental impact that the change to a partially natural gas burning power plant will have on the community is also an issue. While environmental organizations such as the Sierra Club are advocating for clean energy options such as wind or solar power, Kiyak believes that the PSC “has to be realistic,” and that the switch to natural gas is “step in the right direction.”

The controversial extraction method of fracking is another concern of environmentalists. The traditional vertical method of fracking has been used for decades and is a relatively safe way to extract natural gas; the newer horizontal method of fracking, however, is far from being understood from the environment from which it is obtained. Kiyak was told by NRG and Natural Gas that the gas that would be used “would not be fracking.”

According to NRG Communications Director David Gaier, the planned changes to the Dunkirk facility are a “better alternative,” and would provide “better reliability and jobs benefits.” Gaier stated that the current employees would be retained and approximately 500 construction jobs would be created over three years. The project is expected to be completed in 2017.

Currently the plant has a 320 megawatt (MW) capacity — the new gas powered plant would have a capacity of 420 MW - 440 MW. Gaier explained that each megawatt can power 800 average sized homes, meaning the new facility would be supplying 336,000 homes with power. The switch to natural gas also means that a pipeline would need to be constructed to transport the fuel to the plant.

Opposition to keeping the plant open has come in the form of an assessment submitted to the PSC by Joshua A. Berman of the Sierra Club. “The survey made it clear that the commission has the option of determining our natural gas needs while still meeting environmental goals,” he said.

Schumer feels that “… the repowering fix is clearly the most long-term, cost-effective solution for the city of Dunkirk and Chautauqua County.” Repowering to natural gas ensures the plant’s economic viability, is better for the environment, and would create “new jobs for the people of Dunkirk.”

According to a press release regarding NRGS on his website, Schumer feels that “… the repowering fix is clearly the most long-term, cost-effective solution for the city of Dunkirk and Chautauqua County.” Repowering to natural gas ensures the plant’s economic viability, is better for the environment, and would create “new jobs for the people of Dunkirk.”

Ultimately, Hofner feels that education people on the importance of energy and the effects of the changing economy.

“You cannot let up the effort to educate. I think more and more people — especially when we see all of the disasters happening — are beginning to pay a little more attention, but I’m afraid that’s it’s still a long way to go.”

The Dunkirk NRG plant — Continued from page A-2

NRG: Continued from page A-2
POLICE BLOTTERS

Fredonia
Thursday Nov. 21, 2013
Virag Patel, age 23, was issued an appearance ticket for noise ordinance.

Friday Nov. 22, 2013
Christopher Duke, age 20, was arrested for criminal trespassing in the 3rd degree and criminal possession of stolen property in the 5th degree.

Sunday Nov. 24, 2013
Robert Kaczor, age 19, was arrested for harassment in the 2nd degree.

All information printed in The Leader’s police blotter is a matter of open public record. No retractions or corrections will be made unless a factual error is shown. Anyone who is cleared of charges has the right to have so printed. It is the responsibility of the accused to provide notice and proof of the dropped charges.
Check out WNYF television shows on campus!

Eyewitness News at 7 p.m. on Mondays
Tea with a Side of News at 7:30 p.m. on Wednesdays
Sports Hour at 8 p.m. on Thursdays
Inside Jokes at 10 p.m. on Thursdays

Come check out our shows, it's sure to be a great time!!
Holiday gifts on a budget

As the semester winds down, this means the holidays are just around the corner. This also usually means that finances have dwindled as well for broke college students. If you are finding yourself in a similar situation, The Leader has come up with a list of holiday gifts that can be handmade or purchased on a college budget.

1. Food
   Food is always an affordable gift that few people would turn down. A simple holiday treat could be “Santa hot chocolate cones.” You only need peppermint chips, chocolate mix and marshmallows to create this festive pre-made recipe. Cookies are also easy to bake and make for a perfect gift. From gingerbread to snowball cookies, you can make them from scratch or buy an inexpensive mix for this holiday gift idea.

2. Knitting winter accessories
   If knitting is a hobby of yours, homemade winter accessories could make for great holiday presents. Hats, gloves and scarves are essential for this time of year. Making them yourself puts a personal touch on everyday items. However, if knitting is not your strength, holiday gifts on a budget

3. Photo collage / scrapbook
   This is a perfect gift to give to close friends and family. Print your favorite pictures that include some of the best memories spent with your loved ones and put them together in a scrapbook or photo collage! Write little notes next to each picture to remind that person of your times together.

4. Lotions and scrubs
   You can find ingredients to make your own lotion and body scrubs right in the grocery store. To make a simple body scrub, buy an inexpensive mix for this festive pre-made recipe. Cookies are also easy to bake and make for a perfect gift. From gingerbread to snowball cookies, you can make them from scratch or buy an inexpensive mix for this holiday gift idea.

5. Recyclable gifts
   You can reuse recyclable items, such as an empty wine bottle or a similar glass container, and paint it with chalkboard paint (usually found in craft stores). These bottles can be used as vases. Be sure to write a note to your loved one!

6. Playlist
   There are always songs that remind us of specific people. A creative gift would be to take those songs and put them together on a playlist for your loved one! Through iTunes you can create the playlist and even add a picture and a note to each specific song. The playlist can be shared so that the person can listen to the songs and look through the photos on their computers or even iPods/iPhones.

7. Ornaments
   It’s easy to get really creative while making ornaments. You can always put different types of paint inside crystal ornaments to create a marble effect, write little notes to put inside the ornaments, or simply paint the outside of the ornament to make it personal and festive.

8. Song/Poem
   If you are a creative person a good poem or song can make a great gift for someone special. It is more personal and thoughtful when it is in your own words, as opposed to a standard, mass-produced, store-bought card.
Finally a senior, it’s interesting to look back on my college career and see how much I’ve grown in the last four years; academically, physically, emotionally and mentally. It’s hard to express in one article how much I’ve grown up, and, even more prevalent, how much growing up I still have left to do.

I used to be so eager to begin my “adult” life — to graduate, get married, have a full time job, have babies. Now, all of those things seem inexplicably revolting. My sophomore year of college I was asked to write a letter to my sister, an incoming freshman in high school. It was to be filled with my advice on love, life and experience, among other things, to be opened upon graduating high school. I can’t help but think how much I’d change in that letter; it’s even scarier to think how everything I believe could change so drastically in just two short years.

After thinking about all these things, I’ve been led to believe that a few specific life events have shaped the way I currently view the world and my own life.

1. Going to Ghana.

I know it sounds cliche, but studying abroad literally changed my life. I returned to New York completely different than when I left. Living in a third world country, I realized something important. While everyone dwells on the fact that some people in Africa literally have nothing, what astonished me even more was the fact that amidst having nothing, the Ghanaians I met still found a reason to smile and be happy everyday. Most Americans have all the resources they need to conduct a normal, everyday life, yet we are all constantly miserable.

Even though I can’t count of all my fingers and toes the lessons I learned while abroad, I realized, above all, how important it is to be happy. I also learned one of the best ways to find out who you really are is to travel.

2. Engagements and babies.

I can’t believe the amount of people around me getting engaged and having babies, whether planned or not. Why are people so eager to grow up so fast? If you find the one you’re meant to be with, you’re going to be with them forever. Why do we have to get married at 21? And besides, who do we have to get married at 21? And besides, who are we going to be with them forever. Why do we have to get married at 21? And besides, who do we have to get married at 21?

3. My baby sisters growing up.

I have three younger sisters who mean the world to me. The youngest just turned nine, and it is scary. People always wonder why I go home so often on the weekends. My main reason is because I can’t bear to think of my sisters, specifically the youngest one, B, growing up not knowing who I am. It took me 21 years to realize just how important family is, and how they are the only people in the entire world that won’t abandon you.

What was wrong with me? Why couldn’t I see how stupid and temporary the situation was? It makes me mad when I think of it now, but at least I realize how I can fix my actions in the future.


I’ve had my fair share and no, they’re not fun. But they do teach you valuable lessons about yourself and what you want — and need — out of a relationship. If I’ve learned anything from my mess of a “love life” it’s that things in life, relationships included, aren’t black and white. In fact, things are usually, almost always, grey, I’ve also learned that it isn’t okay — ever — to settle.

5. People’s lack of listening.

It has been pointed out to me, which I’ve always been pretty well aware of, that I have an inability to listen. I’ve also realized that 95 percent of Americans have this same problem (so if you find someone in that bottom 5 percent, hang on to them). Instead of hearing what other people have to say and letting it soak in, most people are so ready to blurt out what they think, because obviously the only thing that matters is what they believe; their opinion. I’ve realized that so much can be learned from simply zipping your lips and hearing what the other side is all about. You might even learn something new yourself.

“I’m Orthodox, so I celebrate Christmas the 25th, but my mom will get the family together on January 7th. We all get together and have this big second Christmas dinner. So that’s pretty cool.”

Mike Kowal
junior social studies education and history

“From Syracuse, so we have Lights on the Lake on Onondaga Lake, so that’s really cool. That’s my favorite one.”

Megan Reeves
sophomore social studies adolescent education

“My favorite holiday tradition is decorating the Christmas tree and just getting the house ready for the holidays.”

Dana Neureuther
sophomore social studies adolescent education

“Going to Ghana was to be filled with my advice on love, life and experience, among other things, to be opened upon graduating high school. I can’t help but think how much I’d change in that letter; it’s even scarier to think how everything I believe could change so drastically in just two short years.”

From the desk of...

**Courtney Gfroerer**
MANAGING EDITOR
Melissa Rechin / Photo Editor

The Wellness Fair was held in preparation for the Thanksgiving holiday.

Kristen Shultis / Special to The Leader

Home schooled children utilize the Williams Center Multi-Purpose room for a drawing activity.

Kristen Shultis / Special to The Leader

Memers of a capella study from Dr. Huff, director of Women’s Chorus. See b-1 for full story.

Kristen Shultis / Special to The Leader

Students participate in the a capella workshop. See b-1 for full story.
The stage in Diers hosted some of the campus’ best a cappella groups during a workshop put on by the American Choral Directors Association and Dr. Huff. Featured groups included Premium Blend and Vocal Jazz Ensemble. Both got their chance to show the audience their talents and talk about the audition process, as well as other aspects of their group.

Vocal Jazz Ensemble started the show off. Colin Mann got up and led the group in a Psalm as a sort of warm up. He then talked about the different aspects of the music that they were singing. Mann also gave people tips on how to teach a capella groups and small choruses, including how to blend and the different voices of the singers in the group. They blended together well, and the soloists were very good. Mann was knowledgeable, and the group seemed to connect with him.

Next up was Premium Blend, led by Matt Cali and Brian Brown. Cali began by warming up the group with some typical choir warm-ups, including lips trills and scales. They sang a few songs for the audience which included a mash-up that included “Home” by Phillip Phillips and “I’ve Got The Magic In Me” by B.O.B.

“It was cool. I thought everyone rehearsed the same way,” Emma Hayes, member of Premium Blend, said of the rehearsal techniques.

They then talked about their audition process which included testing the singers’ ranges and, in the second round, how they may work in groups or use different methods to learn how to blend together. All of the singers seemed dedicated; Cali also mentioned how they practice at least three times a week.

“It’s a good educational experience for everyone, learning about the rehearsal techniques,” McConnell said.

“They then took questions from the audience. One audience member asked how many of the group’s members are non-music majors. Cali and Brown both answered with a “Quite a few” and they began to talk about how dedicated those people were.

“It’s a great experience to learn different types of music and also learn about the techniques,” said Hackman.

The last thing Premium Blend did was perform as Guinea pigs for Rusty Ritzel’s arrangement of “All of Me” by John Legend. The group looked terrified, but they did very well for sight reading the melodies and blends.

“If you want to arrange for a group like this you need to know how many voices their are and their range,” Ritzel said to the group.

For the very last event, Dr. Huff, director of women’s chorus, called everyone that was left on stage where he taught a capella versions of “Blackbird,” “My Funny Valentine” and other classics.

“It was a cool experience, and I didn’t know what to expect,” Emma Hayes said when asked what she thought of the the the experience.

“It was fun to perform and a great experience for me,” Whitney Hackman, member of Premium Blend, said.

The workshop proved beneficial for audience members as well.

“As someone who is not a music major, it was a great experience,” audience member Ryan McConnell said.
A concert remembered, a legend immortalized

PJ GERLACH AND EILEEN MOWREY
Special to The Leader and Assistant Reverb Editor

On Oct. 27, 2013, the rock world collectively felt the pangs of searing loss as it said goodbye to one of its most treasured and iconic frontmen. Lou Reed of the Velvet Underground died from liver disease at 71.

On Sept. 22, 1984, Reed paid a visit to Fredonia’s Rockefeller Arts Center. He played a live concert in King Concert Hall, the year’s first concert event. While there are few people still at Fredonia who remember the event, the Leader articles written at the time provide a window into the past.

John Tripp, the Fredonia alumnus who wrote the article, said that King Concert Hall was filled almost to capacity for the three hours and that Reed “cranked out some old, some new and sometimes boring rock, showing why he is the legend that he is.”

Reed is a rock legend, but not all the students at Fredonia were familiar with his music at the time when he came to campus. While some students greatly enjoyed the event, Tripp wrote that others found the concert to be a waste of time and money. In fact, his opening number, “The Swimming Pool Q’s from Atlanta,” received higher praise from The Leader journalists at the time than Reed himself.

Reed’s performance was described as being without the frills of rock and roll — it was all about the music. Tripp described him as, “...an average guy. He looks pretty average, he acts pretty average. He lets his music do the talking. It, too, is pretty average.”

Opinion writer for The Leader, Chris Heyer, said that Reed was even willing to make fun of himself, though he seemed to think Reed was getting the last laugh because people were still paying to see his “average” concerts.

Reed even admitted his averageness and the averageness of his music. He was even quoted as saying, “I understand this is a music school. Well, at no time do these songs contain more than three chords.”

As for the setlist, Reed opened up with an electrified “Sweet Jane” and played a few songs from his new LP, “New Sensations” as well as his better known Velvet Underground songs. He played “Take a Walk on the Wild Side,” “Street Hassle,” “Turn out the Light” and radio hit “I Love You Suzanne.” His set consisted of almost 20 songs and a half-hour encore that was, according to Tripp, excessive.

Around the time of his visit, he had been working with several innovative guitarists including Chuck Hammer and Robert Quine. It was Quine who accompanied Reed to Fredonia, along with drummer Kenny Arata, bassist Fernando Saunders and Peter Ward on accordion.

While some people had less than positive things to say about the performance, Tripp made an excellent point at the end of his article. His sentiments were that Reed is special because people were still paying to see his music at the time when he came to campus.

Reed was a brilliant musician who, while he was never as widely known as many rock idols, made enough of an impact on the rock ‘n’ roll community to be inducted into the Rock and Roll Hall of Fame in 1996. He is one of the industry’s more mysterious legends.

Reed was born in Brooklyn on March 2, 1942, to Jewish parents and attended Forest Hill Country School. He later attended the High School of Industrial Arts and then the High School for Music and Art. In 1960, Reed moved to New York City.

Reed was with the Velvet Underground from 1965-1973. The band consisted of Lou Reed on vocals and guitar, John Cale on piano and vocals, Maureen Tucker on drums and Stevessie Nefertiti Nefertiti on vocals and guitar. Reed was undeniably the lead singer and songwriter of the group, and his personal life and troubles were reflected in his music. He was known for his rough exterior and his contemplative nature. He was also known for his dépresseion and addiction issues.

Reed went solo in 1972 with the release of his first solo album, “Too Much Rocket Science,” and continued to release albums and tour until his death. His final album, “Lulu,” was released in 2013 just a few months before his death. It showcased his collaboration with Metallica and included a cover of their song, “Hetfield in Velvet Years.”

In 2000, Reed was inducted into the Rock and Roll Hall of Fame. He was honored posthumously at the 2014 Rock and Roll Hall of Fame induction ceremony.

Reed’s impact on the rock music scene was immense. His music was influential not only to punk rockers, but also to many other genres. His approach to songwriting and his use of distortion set the stage for many bands to come.

Continued on page B-3
Half Animal

harvesting your eardrums

COLIN GRAY
Special to The Leader

Half Animal tore their cage open, mauled their handler and successfully sent Fredonia’s EBC into a rampage on Saturday, Nov. 16. They have a unique blend of music that keeps the listener interested while still satisfying the expectations of the human brain when it comes to music; when the crowd wanted heavy bass, it was there. When the crowd wanted to lean back into the groove, it was there. Having never seen them, and having no idea what to expect, I have to say I was pleasantly surprised. Half Animal’s songs were often varied, changing the verses or choruses to keep things new. Alex Mowrey, bass, said this was to “… keep the music interesting for the crowd and the band.”

They don’t want anyone getting bored at their shows, and, from what I saw, I don’t think that will be too much of a problem. They brought an energy that I think a lot of bands try to bring but can’t pull off without appearing cheesy or forced. Half Animal did it right and looked liked they were having a lot of fun. The crowd fed off that and had just as much, if not more, fun than the band.

I find genres as being one of the worst ways to describe music: no band fits into just one and sooner than later a band’s description becomes a grocery list of ambiguous terms. I asked the two members I sat down with for an interview, Mowrey and Christian Carlson, guitar, to give me a few words to describe their music, feel and attitude toward their band. Some of the words they chose were: “hydraulics, surf-n’-turf, feel good, vital,” and, my personal favorite, “aickle harvesting your eardrums.” Half Animal has only been together for two months, but the togetherness of the music and their chemistry with one another makes it seem like they have been together for a year.

Aside from Mowrey, Half Animal is made up of Brian Miller, vocals and keys, Christian Carlson, guitar, Gary Weinstein, and Adam Shroeder, drums. They are also on the latter end of recording an EP which should be out within one to two months, so look for that in the future, and get your face eaten off by Half Animal at Dooms on Dec. 7.

A concert remembered:
Continued from B-2

Three cities:
Continued from B-2

parents, though when asked about his religious affiliation he said, “My God is rock ‘n’ roll. It’s an obscure power that can change your life. The most important part of my religion is to play guitar.”

Though the Velvet Underground was deemed a commercial failure in the 1960s, they have since developed a strong cult following. Brian Eno famously said about the impact the band had that, “While the Velvet Underground’s debut album only sold 30,000 copies, everyone who bought one of those 30,000 copies started a band.”

A gifted songwriter and poet, Reed attended Syracuse University in 1960, studying journalism, film directing and creative writing. He graduated with honors in 1964 and moved back to New York City to work as an in-house writer for Pickwick Records.

It was during a recording session for one of the songs he had written that he developed a unique method of tuning. The other session musicians for the recording of “The Ostrich” were surprised to find that Reed had tuned all of the strings on his guitar to the same note in order to create a drone effect. In homage to the song it was developed in, this method of tuning became known as “ostrich guitar” tuning.

Also developed during the recording sessions for “The Ostrich” was a partnership between Reed and soon-to-be member of the Velvet Underground John Cale. With Andy Warhol functioning as their mentor and manager they recorded their debut album, “The Velvet Underground & Nico” in 1966. By the time they began recording their second album, “White Light/White Heat,” Nico had quit and Warhol had fired this. Created a strain between Cale and Reed, and their partnership, like all good things, did not last. Cale left the group in 1968, and Reed followed shortly after in 1970.

After brief retirement, Reed continued his musical career as a solo artist. Already a living rock legend, Reed continued to hone his songwriting craft and worked with dozens of musicians and poets over the next several decades, including David Bowie and Mick Ronson.

When Reed came to Fredonia in 1984, The Leader covered the event with enthusiasm. Even though not everyone was thrilled with the performance, they still exhibited great respect for the musical legend. The articles can still be found in the Reed Library archives today. It seemed only fitting that Reed’s death be covered with equal respect. His body will never play another note or sing another lyric, but the legend of Reed will live on, immortalized by his performances for students like those at Fredonia.

Three cities:
Continued from B-2

is that the scene is ever-changing. People, musicians included, come and go, but in the “winner-takes-all” industry that exists today, staying put in the city could help you climb the ladder of success. In this market, the majority of the economic success of musicians is in only a small number of the top performers. It might take a long while to get to that point but, in NYC, you won’t have to search too hard for opportunities.

Whether it be at an open mic event at a local coffee shop, a talent search event or a formal performance in a venue in the city, talent is sought and found on a regular basis. Nashville has become a hub for pop, rock, bluegrass, jazz, classical, blues and soul music. Voted best music scene in 2011 by Rolling Stone magazine, Nashville has come home to Kings of Leon, Sheryl Crow, the Black Keys, Ke$ha and Taylor Swift.

The city is also home to United Record Pressing, which is North America’s largest volume producing vinyl record plant. Since opening in 1949, it has pressed records for artists from Miles Davis, Bob Dylan and the Beatles, to Beyonce, Justin Timberlake and Ludacris.

With more than 130 music venues located right in Nashville, live music can be seen and heard every day, and every night, of the week. Ranging from large arenas and concert halls to smalls clubs, it’s easy to see why Nashville is the city that “music calls home.”
Vance Joy:

We’ve all had that moment when a friend or acquaintance said, “Hey, listen to this song I like.” If we’re being honest with ourselves, we usually just listen half-heartedly, make some off-hand comment about it being “pretty cool” and then forget all about it.

At least, I know this is what I used to do before I realized how much good music was missing out on by not being a more attentive listener. That’s why last week when I was approached with a “Hey, listen to this” song, I paid close attention. And that was how I was introduced to Vance Joy.

Vance Joy, whose real name is James Keogh, is a singer-songwriter from Melbourne, Australia. Influenced by bands like The Pogues, Vance Joy is both intricate and easy to listen to. His webpage describes it as folk with pop influences. The music is light, his voice is intriguing and the melodies beg your feet to dance.

The ballad “From Afar” could make any girl wish she was a secret admirer. His single “Riptide” has experienced the most commercial success to date and is light, his voice is intriguing and the melodies beg your feet to dance. His webpage describes it as folk with pop influences. The music is light, his voice is intriguing and the melodies beg your feet to dance. The album, “The Heist,” is both intricate and easy to listen to.

Macklemore and Ryan Lewis:

On Saturday, Nov. 9, I was one of approximately 5,000 people in Buffalo’s Niagara Center for the Macklemore and Ryan Lewis concert. That is, I was one of 5,000 people who had the time of their life.

There is no denying that Macklemore and Lewis have become a huge success both within and outside of the rap community. Their songs are catchy, driven by undeniable energy and ring true with so many young people. What I did not know was that a rapper could, in the span of two hours, give me chills and have me jumping up and down with the beat.

While most rappers have more production and guest artists than they can recreate or bring on the road, Macklemore’s live concert was like experiencing his album unfold before my eyes.

It was all there: the energy, the backing vocals, the production, the strings, the brass. Then add fire-works, bursting flames, confetti, beach balls, dancers, and a little girl with pink earmuffs and a toy trumpet and you can begin to imagine the sheer awesomeness of this concert. Macklemore and Lewis also surprised the audience with a guest appearance by Ed Sheeran who joined in on “Same Love.”

Macklemore and Lewis performed a song from his latest album, “The Heist.”

TOP 10: The A-Tracks Top Ten combines the top ten singles lists of Billboard Magazine, iTunes, Spotify, Top 10 Songs and Buffalo’s KISS 98.5. This week we had ties for both 7th and 8th place so we just eliminated places 9 and 10.

1) Royals – Lorde
2) Timber – Pitbull ft. Ke$ha
3) Counting Stars – OneRepublic
4) Wrecking Ball – Miley Cyrus
5) Story Of My Life – One Direction
6) Wake Me Up – Avicii
7) Demons – Imagine Dragons
8) Let Her Go – Passenger
9) The Monster – Eminem
10) Hold On, We’re Going Home – Drake
‘Once More, With Feeling!’ aims to entertain nostalgic audience

JORDYN HOLKA
Staff Writer

What happens when a few college students who want to be productive with their downtime combine that ambition with their interest in ‘90s supernatural comedic dramas? On the SUNY Fredonia campus, the result is the upcoming production of “Once More, With Feeling!”

This musical, based on an installment in the life of everybody’s favorite vampire slayer, follows said young slayer, to be played by Jamie Young, a freshman early childhood education major, on her quest to face a demon who has taken over Sunnydale, California. This demon works in a rather unorthodox way, however, compelling all townspeople to sing and dance their feelings, often singing and dancing themselves to death.

Planning for the show began over the summer, when Joshua Harris, a junior BA theater arts major, and Shelby Ebeling, a sophomore BFA acting major, decided that they wanted to create their own work, an objective Harris describes as “proactive” and highly necessary in the theater industry. After getting the go-ahead from Tom Loughlin, the chair of the Theatre department, the production process was set in motion. Auditions were held in September, and rehearsals began in October. Counting individuals in both the production crew and the cast, 21 students are involved in the show overall.

Harris and Madison Sedlor, the production’s director, agree that it takes a dedicated cast and crew in order to bring such an iconic set of characters to life, and “Once More, With Feeling!” has just that. “The cast has been so great in rehearsals and preparing outside of rehearsals; they have made my job super easy,” said Sedlor, a junior BA theatre arts major for whom this is her first endeavor into directing. “They’re an amazing group of people, and I am so happy to work with all of them.”

Another challenge the “Once More, With Feeling!” cast and crew has needed to address has been the unique space they will be performing in. The show’s two performances will take place in a Fenton Hall classroom, and, to adjust to this small space, the show has been aesthetically scaled-down; for example, it will utilize minimal sets and lighting. But Harris maintains that this in no way diminishes the theatrical quality of the show. “While simple, it is very entertaining,” said Harris.

In addition to Harris, Ebeling and Sedlor, “Once More, With Feeling!” is also choreographed by Beth Koetz; other members of the production team include Jeff Taylor, musical director, Hannah Roccisano, fight choreographer, Zoe Kiriazis, stage manager, and Jessica Ames, assistant stage manager.

The show will take place in Fenton Hall, room 105, on Saturday, Dec. 7 at 8 p.m. and Sunday, Dec. 8 at 3 p.m. Admission is free to all.

Web: www.fredoniabirchwood.com
Watch Video: www.youtube.com/watch?v=v3wbtrcDr8A

Birchwood Student Housing

Features:
+ 5 Minute Walk to Thompson Hall. Next door to campus and Rite Aid, Tim Horton’s and Blasdell Pizza.
+ Fully furnished with desks, dressers, dining table, sofa, and large double, queen, and king size beds.
+ On-site parking and laundry
+ Included Utilities: heat, cable & internet, water, and waste
  + Ample backyard and outdoor space

Layouts:
2 Bedroom – 850 sq. ft.
3 Bedroom – 1500 sq. ft.

School Year Rental Prices:
2 Bedroom $2850/person/semester
2 Bed for 3 people $2000/person/semester
3 Bedroom $3000/person/semester
5 Bedroom $2900/person/semester
5 Bed for 6 people $2500/person/semester
6 Bedroom $3000/person/semester
8 Bedroom $2950/person/semester
8 Bed for 9 people $2650/person/semester
9 Bedroom $3000/person/semester
10 Bedroom $2950/person/semester

Summer Rental Prices:
2 Bedroom $350/person/month
3 Bedroom $250/person/month

Online Edition:
- Tyler’s Take: Post-Thanksgiving
- December movie preview

Phone: 917.617.9484
E-mail: rk@kkpartnership.com

fredonialeader.org
Rental 2014-15

3 Bed up and 4 bed low
37 Norton Place, downtown

$295/semester includes:
- All electric, gas, water and garbage collection.
- Older home, totally renovated to offer good clean safe
- housing at a minimum of $1,000 earning per student/semester over cheapest University housing.
- Paved off-street parking for 7 cars.
- Barbeque grill and picnic table.
- Good Fair responsible landlord looking for same in tenants.

Call Bill @ 716-688-0664

Students • Musicians • Athletes

Improve your performance with Fredonia Massage Therapy

- Myofascial Release
- Cranio-Sacral Therapy
- Swedish Medical Massage

*Show student ID for $10 off

Bill Kuwik L.M.T.
Neuromuscular Therapist

33 East Main • Fredonia, NY • (716) 672-5299 • Fredoniamassage@abmp.com

M-F 8am.-5pm  Thurs. 8am.-7pm

Accepting New Patients

Flu Shots • Immunizations • Physicals
STD Testing • PAP Smears • Birth Control-Acute Care Services
Pre-Employment Physicals

The Chautauqua Center
Our Family Caring for your Family

www.thechautauquacenter.org
319 Central Ave., Suite B, Dunkirk, NY
716-363-6050

OPEN HOUSE

Wednesday, December 4
5:30-7:00 p.m.

New enrolling for February & August 2014

GRADUATE PROGRAMS
CRIMINAL JUSTICE ADMINISTRATION
PUBLIC ADMINISTRATION
MPA: HEALTH ADMINISTRATION

- Designed for working professionals
- Challenging small classes
- Individual research mentor
- Easy admissions/registration
- Neither the GMAT nor GRE required

HILBERT COLLEGE
3509 South Park Avenue
Hamburg, NY 14075
716-886-6300
www.hilbert.edu/BAAD

Join Your Friends and Plow Ahead with J-Term!

January 6-17, 2014

J-Term helps you maximize your time. SUNY Fredonia’s faculty are offering a unique blend of courses – most of which begin and end within two weeks.

Visit www.fredonia.edu/jterm to view the complete schedule and to register for courses.

Lifelong Learning and Special Programs 716.673.3177
Fredonia students show your I.D. and save 10% off your order

Order now pizzahut.com

Study Break!
Get a Large Pan 1-topping pizza for just $8 after 8 p.m.
Expires 12/31/13 Valid only at the Fredonia Pizza Hut. Not valid in combination with any other offer or for online orders. 2013 Pizza Hut.

Medium Madness!
Get Medium 1-topping pizzas for only $5.99 when you purchase at least two.
Expires 12/31/13 Valid only at the Fredonia Pizza Hut. Not valid in combination with any other offer or for online orders. 2013 Pizza Hut.

FREE Wednesday Night Buffet
When you purchase a Wednesday Night Buffet at regular menu price.
Expires 12/31/13 Valid only at the Fredonia Pizza Hut. Not valid in combination with any other offer or for online orders. 2013 Pizza Hut.

Apartments and Townhouses

GREAT NEWS FOR YOU IF:

Tired of Commuting?
Need affordable housing?
Need a roomier apartment?
Need a roommate you like?
Need a change for the better?

Included FREE with rent:
- Cable, internet, water, trash, and heat
- Call Jackie today to set up an appointment 716-672-2485
- Also taking applications for the upcoming Spring Semester and 2014/2015 school year
- www.campusedgeatbrigham.com
New vending machines located in UC & the dark corners of the library. A student-run business.

A BEAUTIFUL BEGINNING TO A DEEP-SEATED AND LIFE-LONG FEAR.

NO WORRIES, WE JUST FED THE CLOWNS THIS MORNING.

SUCH IS LIFE.