Harrisonburg local starts business after inspiration from creating diaper bag for daughter

CULTURE

Carrie Domenic
Harrisonburg local starts business after inspiration from creating diaper bag for daughter

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Open doors, full hearts
Local shelter provides warmth during winter months

Members of the local homeless community often stay outside during winter months. Open Doors, a local thermal shelter, provides them warmth. Churches volunteer their time to the shelter and its temporary residents.

By MATTHEW SASSER
The Breeze

Open Doors, a thermal homeless shelter in downtown Harrisonburg, provides food, shelter and safety for up to 40 occupants each night during the winter months for those over the age of 18. It operates for 22 weeks, from November to March, alternating through different churches that host the shelter each week.

In 2007, members of the Interfaith Association recognized a need for a homeless shelter that could be widely available to Rockingham County. According to Point and Time Count, there are 99 homeless adults in shelters in Harrisonburg City and Rockingham County for 2017. This was a 9 percent decrease from 2016.

“We obviously have enough people in our community who don’t have a place to sleep,” Rachel Lewis, the shelter resource manager, said. “During the winter months, it gets really hard.”

Open Doors is currently finishing up at First Presbyterian Church, and moving into Ashby United Methodist Church for the next week. Open Doors operates from 6:30 p.m. to 6:00 a.m. — members of the homeless community can’t stay at the facility during the day, but are guaranteed a bed for the next night.

“The guests that you meet here, they’re not really different from you or me,” Lewis said. “It’s people who have fallen on hard times, not bad people. They don’t have somewhere else to go.”

One of its current residents is Nicole Nicklas, who’s the second youngest person at Open Doors at 19 years old. She’s been coming to Open Doors since November.

“A lot of people think that it’s just like, ‘Oh people come and stay and it’s just for people who are lazy and don’t want jobs,’” Nicklas said. “A lot of us in here are actually trying to go out and get jobs or an apartment. I would much rather be in an apartment right now, but it’s when you have those setbacks, you need that extra push to say, ‘Get out in the community and get yourself together.’

Nicklas and her husband lost their apartment after a relative couldn’t pay the rent anymore, and it’s taken some time to get back on their feet. Now that Nicklas has a job at a Burger King, they’re looking to find a place outside Open Doors to call home, but appreciate their time using their program.

“You start to create your own little family within Open Doors — once you create that bond with certain people, they have your back throughout everything,” Nicklas said. “We created a bond with people where I can say, ‘Hey that’s my friend, that’s our family.’”

Pat Haden, a member of First Presbyterian Church, has volunteered many times whenever Open Doors has visited. Whether it’s assisting in food preparation or talking with guests, she says that her experience volunteering has in turn helped her.

“We feel like it’s part of our church’s mission and it’s amazing the number of people that pass through here in a year’s time,” Haden said. “Many people aren’t aware of the number of people who don’t have homes.”

Open Doors attempts to provide a welcoming space for anyone trying to regain that footing, whether for a few nights or a few years. For many residents, Open Doors has become a place to feel secure from the outside conditions they could potentially face in the winter.

“My family all but disowned me since 2003,” a resident of Open Doors who wished to stay anonymous said. “This place is a place where I can come and be safe and I really enjoy the fellowship with people. I don’t necessarily talk much, but I try to say thanks whenever I can.”

The shelter hosts 40 occupants from 6:30 p.m. to 6:00 a.m. The shelter hosts 40 occupants from 6:30 p.m. to 6:00 a.m. The shelter hosts 40 occupants from 6:30 p.m. to 6:00 a.m.
This particular resident has been a couple of times prior over the past few years. His current stay has lasted a month and a half so far.

“I’m trying, but I’m not quite there yet,” he said. “I have a warm place to sleep at night, food to eat and people that care. I’m okay for half the day.”

An issue that Open Doors hasn’t faced before is overcrowding. Since it’s limited to 40 beds, this season it’s had to turn away guests from using its facilities.

“This is a new problem for us,” Rachel Howdyshell, executive director of Open Doors, said. “This is not something we have experienced in the past.”

Since she lost her trailer in October, Angela Wine, along with her fiance, sister and dog, have been traveling church to church with Open Doors and using its facilities.

“I’ve learned that you can’t judge anyone,” Wine said. “I was in that place where I had money and I was judging the homeless. Now I’m homeless and these are the best people in the world.”

While Wine was living in a trailer along with her relatives, the trailer was sold by their landlord without their knowledge. They were told to get out in three days, and were evicted.

Despite their situation, they’re doing their best to adjust to their new life and have regarded their experience at Open Doors as a positive one.

“Believe it or not, it’s a breath of fresh air,” Wine said. “You get close with people, you learn a lot about people.”

For guests who don’t have a place to stay after Open Doors end its current season March 1, many residents either go to other shelters or sleep outside. Howdyshell recognizes that they see an increase in mental health and drug abuse issues, but believes that Open Doors’ residents are no different than anyone else.

“I have a support system to fall on when I have issues,” Howdyshell said. “They don’t. That’s what Open Doors tries to be whenever we can.”

CONTACT Matthew Sasser at sasserma@dukes.jmu.edu. For more coverage of JMU and Harrisonburg news, follow the news desk on Twitter @BreezeNewsJMU.

Many temporary residents often follow the shelter to the different churches each week. They appreciate the volunteers who help every day.

IN BRIEF:

LOCAL: HARRISONBURG MULCH DEBATE REACHES GENERAL ASSEMBLY

On Wednesday, Harrisonburg City Fire Chief Ian Bennett lobbied against both House Bill 1595 and Senate Bill 972. Both pieces of legislation are concerned with Harrisonburg’s mulch ordinance, which restricts the material being within 18 inches from the side of certain buildings. Harrisonburg created this ordinance over fire safety concerns and both General Assembly bills favor the rights of property owners.

The Virginia Apartment Management Association is in support of both bills, as it believes Harrisonburg’s ordinance harms homeowners. Harrisonburg City Attorney Chris Brown stated the ordinance doesn’t require alterations in landscaping plans, but merely protects the lives of property owners.

NATIONAL: HIGH SCHOOL STUDENTS MARCH FOR GUN CONTROL REFORM

On Wednesday, thousands of Florida students walked out of their classrooms in solidarity with survivors of the Marjory Stoneman Douglas High School shooting that left 17 people dead. Named the #NeverAgain movement, this was the first organized demonstration aimed at pressuring legislators to ban assault-style rifles such as the AR-15.

On Tuesday, the Florida legislature rejected a ban on such weapons. President Donald Trump has expressed support to ban “bump stocks,” which is a modification that allows semi-automatic rifles to fire at the same rate as automatic weapons.

A March for Our Lives event is planned on March 24 in Washington, D.C., to push for gun reform.

WORLD: HUNDREDS DEAD IN BOMBARDMENT BY SYRIAN GOVERNMENT

At least 250 civilians have been killed after a bombardment by government forces in Eastern Ghouta, Syria. According to the Syrian Observatory for Human Rights, 106 people were killed on Tuesday, which is the second-deadliest day since 2013. The death toll included 58 children and 42 women.

Additionally, more than 1,200 individuals were wounded. The rebel-occupied suburb of Eastern Ghouta has been besieged by Syrian government forces backed by Russia and Iran for over five years.

The Syrian government is continuing its assault as it deems the various rebel groups terrorists. In 2013, Eastern Ghouta fell victim to a chemical attack by government forces and received widespread condemnation.
Student Government Association

election results

The presidency was appealed and will be announced by 7 p.m. on Feb. 22.

VICE PRESIDENT
Ben Rosenberger | 64.01% of votes

EXECUTIVE TREASURER
Cayhan Movaghari | 41.52%

STUDENT REPRESENTATIVE TO THE BOARD OF VISITORS
Desiree Edemba | 38.87%

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SGA election results appealed

The JMU Student Government Association held its election for the 2018-19 term Wednesday. According to Nicholas Williamson, the 2018 elections commissioner, the presidential election results were appealed.

This appeal has prevented the SGA from disclosing information on who won the presidential position. According to Williamson, it will be announced Thursday by 7 p.m. However, Williamson has disclosed other position results.

Ben Rosenberger was elected the 2018-19 vice president with 1,039 votes, or 64.01 percent. He was opposed by John Maiorana, who received 465 votes — 28.65 percent. There were also 119 write-ins, which made up 7.33 percent of the vote.

Cayhan Movaghari was elected executive treasurer, with 674 votes, or 41.52 percent. Movaghari was opposed by Gabriela Rudnick, who received 517 votes, making up 31.83 percent of the vote and Brian McGee, who received 353 votes — 21.74 percent. There were 79 write-ins, which made up 4.86 percent.

Desiree Edemba was elected the student representative to the board of visitors with 631 votes, or 38.87 percent. Edemba was opposed by Halle Duenkell who received 460 votes (28.34 percent), Carter Bowman with 256 votes, or 15.77 percent and Sanjida Alika, with 208 votes — 12.81 percent. There were also 68 write-ins, which made up 4.18 percent of the vote.

The Breeze will provide updates on Twitter as more information becomes available.

CONTACT the news desk at breezenews@gmail.com. For more coverage of JMU and Harrisonburg news, follow the news desk on Twitter @BreezeNewsJMU.
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By THOMAS ROBERTSON
The Breeze

Off the shore of southeast Greenland over 20 years ago, 60-foot waves crashed into an International Ocean Discovery Program research vessel. One hundred and fifteen mph winds pummeled the ship as it rocked back-and-forth amid walls of ocean water. Among those aboard the ship, which is used to collect deep-sea cores for research, was JMU geology and environmental science professor Kristen St. John.

That was St. John’s first experience doing geological research at sea. She’s now been involved with many more expeditions for core research.

When St. John started college at Furman University in 1988, she was interested in international relations and political science. After taking a geology class to fulfill her GenEd science requirement, she got hooked and moved away from her earlier political interests.

“I started thinking, ‘I don’t want to be a lawyer. I don’t want to be a politician. I really want to travel. I really like those geology classes.’ St. John said. “Just like how everybody finds their right major, sometimes it’s not what you planned, but it’s some GenEd class that really got you interested.”

After graduating from Furman in 1992, she pursued her master’s degree and a Ph.D. at Ohio State University. It was there where St. John got started with IODP with the help of an adviser who was already involved with the program.

During her time at Ohio State, St. John braved the elements on her first expedition. Even though the ship barely made it out of the storm, the experience didn’t deter her from continuing research work with the program.

“I thought, ‘Well, that could never happen twice.’ So I kept going,” St. John said. “Being new, young and naive to it, I didn’t realize how bad it was until afterwards.”

see SHORE, page 9

Kristen St. John, a geology and environmental science professor at JMU, has had ample hands-on experience studying sedimentary material. She uses her studies to teach her students about deep-sea cores.
Assistant professor creates website that evaluates sexualization in pop culture

By MEGHAN AHERN
The Breeze

Television shows and movies such as "How I Met Your Mother" and "The Big Bang Theory" often use comedy as a source for entertainment, but the jokes are seen as inappropriate rather than funny. According to an assistant professor for the School of Media Arts and Design, there’s more to be analyzed regarding pop culture in entertainment.

In November, Shelly Hokanson developed a website called NoItsNotOK.org in response to the #MeToo movement and afterward, she was inspired by a discussion she and her students participated in. This website pulls from many sources such as "Friends" and how it makes a joke about sexual abuse, "Harry Potter" and its use of a date rape drug, and "How I Met Your Mother" and how it portrays the idea that getting people drunk is the best way to engage in sexual activity.

Her website also has tabs leading to an explanation of the #MeToo movement and resources to gain more information on the subject. Each reference has an in-depth description of how pop culture has normalized sexualization.

Initially, her idea was to have the students hold up signs in front of them or over their faces, written with quotes or experiences they’ve had. However, nobody she talked to wanted to participate.

"That to me was shocking because it seemed like the #MeToo movement kind of broke that wall down and made it OK for people to share their stories, and all of a sudden, we are kind of back at the same place where nobody wanted to risk anyone finding out who they were," Hokanson said. "It became a mission to me to point these things out and maybe people will think about it and stop and think, ‘Maybe I should not laugh at these types of jokes.’"

This caused her to turn to pop culture references as a way to exemplify how pop culture often inappropriately sexualizes women and makes light of or makes fun of sexual assault and harassment. Hokanson took examples from popular TV shows such as "The Big Bang Theory," "Friends" and "American Horror Story," as well as from movies such as the Harry Potter series and "Avengers: Age of Ultron."

"[The website was] a lot more developed than I thought it would be," Paula Richards, a junior psychology major and supporter of the #MeToo movement, said. "It’s one thing to say that women experience sexual harassment ... but then promoting pop culture and all of the normalized sexualization of women in all the movies and media that we consume on a daily basis kind of drove it home."

Hokanson pressed that the voices from people in the #MeToo movement need to maintain awareness of the issue. This can come from informing oneself through social media, websites and people taking action through reactions to potentially offensive comments.

"We’re not going to get change in policy and we’re not going to get change in the way people generally behave and the environments we create by actively looking for students to contact her, her plans to expand her website to her original idea and references as a way to exemplify how pop culture becomes, this idea of a rape culture and a culture of harassment in general," Cox said. "We can make these references and jokes and not even realize we are doing it."

Hokanson additionally addressed the argument that jokes made about sexual abuse are simply comedy and shouldn’t be taken seriously. She also spoke on that argument by claiming this as a normalization of sexualization rather than the joke being taken out of context.

"I love ‘Friends,’ I love [The] Big Bang Theory, ‘Friends’ and ‘American Horror Story,’ as well as 'Avengers: Age of Ultron.‘" Hokanson said. "That to me is, sexual assault is never funny ... We should be empathetic and compassionate to other people’s experiences and what they’ve gone through."

Cox hopes to see more real-life examples relating to this topic, something Hokanson aims to finally accomplish in the future. Hokanson plans to expand her website to her original idea so she can continue this message of awareness on normalized sexualization. Hokanson hopes that by actively looking for students to contact her, her goal will be achieved.

"We have to get to the point where even if people don’t agree with even the sharing of #MeToo that they respect everybody’s right to do it," Hokanson said. "I think exposure is going to do that ... You don’t have to agree with it but you have to respect it."

CONTACT Meghan Ahern at ahernme@dukes.jmu.edu. For more coverage of JMU and Harrisonburg news, follow the news desk on Twitter @BreezeNewsJMU.
**SHORE** | JMU professor uses experience with deep-sea core research to engage with students

Now, St. John works as a sedimentologist with IODP. The program’s research vessels drill into the ocean floor, reaching depths as low as six miles beneath the ocean’s surface and retrieving cylinders of seafloor material about 9.5 meters in length. These deep-sea cores are then studied by St. John and a team of other scientists who look for information about past climate.

JMU students are now examining cores obtained on loan by St. John from IODP. She’s also obtained cores from other programs such as Science, Technology, Engineering and Math Student Experiences Aboard Ships for students to research.

Victoria Hojnacki, a junior geology major and student of St. John’s, is conducting core research for her honors thesis. Her research focuses on the “zebra interval,” or layers of alternating darkness piled on top of each other in a core. By looking at the composition of the layers and the grain sizes within each layer, Hojnacki hopes to distinguish differences in the opposing layers in the core. From there, she can start to understand where the material might have come from and how it got there — discoveries that can help map out past climate conditions.

“I get to do environmental science in a geological setting,” Hojnacki said. “I get to look back, like, however many millions of years. So it combines two of the things I really like.”

During his time taking classes and doing research with St. John, junior geology major Grant Colip has learned about the Paleocene-Eocene Thermal Maximum. The PETM occurred over 50 million years ago and caused an average increase in global temperature of five degrees Celsius over about a 15,000-year span. Today’s warming period is occurring even faster than that.

“We have not seen a warming event like this one in our history,” Colip said. “The last one that occurred that was even close was the PETM.”

Colip said that the knowledge he’s gained from St. John about past climate and how it relates to today’s conditions has changed his outlook and what he wants to do with his career. He’s now interested in outreach and policy related to climate change.

“To learn that context for me has been crucial,” Colip said. “It opens your eyes a lot.”

There’s still a lot of undiscovered information that IODP’s research vessels have yet to unearth. St. John is going on another expedition to the Arctic in a couple of years. She’s not sure what she’ll find, but with such a large, mysterious database of information to pull from, she may have to do some digging.

“The ocean gives, often, very detailed and complete stories, like an encyclopedia,” St. John said. “You just have to know how to read it.”

**CONTACT** Thomas Robertson at rober3tl@dukes.jmu.edu. For more coverage of JMU and Harrisonburg news, follow the news desk on Twitter @BreezeNewsJMU.
Hillcrest house isn’t a home for all
Honors College building isn’t accessible to disabled students

SOPHIA CABANA

Situated between Carrier Library and Madison Union is a stone house on a grassy peak. This building, with its old-fashioned charm, is called Hillcrest. The words “Honors College” are hung above the old white door in a black serifed font. Hillcrest was built in 1914 as a home for JMU presidents, last occupied by Ronald Carrier, but now serves as the heart of the JMU Honors College.

Like many old houses, Hillcrest is freezing upstairs and warm in the basement, which functions as a student lounge. The basement is so comforting that falling asleep there sometimes feels more natural than studying, especially when relaxing on the giant bean bags in the reading room. On the first floor, there’s a remarkably small bathroom that surely used to be a cupboard under the stairs. There’s a number of offices, most of which operate within the Honors College. An exception is the Office of the Provost, which can only be accessed by honor students.

Honors students due to the aforementioned “Honors College” sign above Hillcrest’s door, which was put up just prior to this school year. Despite the quirks and coziness of Hillcrest House, it lacks compliance with the American with Disabilities Act. An honor student with physical disabilities could easily feel deprived of the experiences granted to other honor students. The Mardi Gras feasts and ice cream socials provided by the Honors College would be missed by someone incapable of getting up an incline and a set of stairs to the heavy door. Even if a disabled student tried to attend, they’d find themselves stuck outside Hillcrest, cut off from the social interaction and warmth of the event.

This lack of accessibility not only has a negative impact on social encounters, but can also make academic engagement difficult. When I spoke with an Honors administrator whose office is in Hillcrest and asked about his experiences with disabled students, he said he’s had to meet students outside because they couldn’t get in.

Honor students spend countless nights studying peacefully in Hillcrest’s basement, which can only be accessed by honor students and provides a relaxing space when Carrier Library is crowded or closed. However, the basement is inaccessible to those in wheelchairs due to the dimensions of the basement door.

Furthermore, a student with disabilities who wants to meet with some of the Honors faculty on the upper level of Hillcrest wouldn’t be able to get up the tall, narrow flights of stairs to the second floor, even if they were able to get inside Hillcrest with significant effort. This problem not only applies to students with lifelong disabilities, but to students with temporary injuries.

Since Hillcrest is a historic building on campus, we can’t just shove elevators into the wall or tear out the basement door. Therefore, it’s important that the Honors experience at JMU doesn’t revolve entirely around Hillcrest. If the Honors College had consistent control of just one academic building on campus, events could take place there. Permanently and temporarily disabled honor students wouldn’t have to feel excluded and Hillcrest House could remain unharmed by the horrors of construction.

Another problem with Hillcrest House is it’s a lack of space. It’s cozy and comforting, but it doesn’t provide what the Honors College needs. Even though all the Honors offices are in Hillcrest, the closest thing to a classroom in the Honors College is a single conference room, which makes scheduling classes difficult.

“We teach a lot of classes,” an Honors College administrator said when I interviewed him. “So we have to schedule classes all over campus … and we end up kind of getting the dregs.”

Having honors classes all over campus can be beneficial to the interdisciplinary approach of the Honors College. Students on East Campus going into STEM and students on Main Campus interested in arts can both find conveniently located classes. Since honors includes all majors, this fits its structure and purpose. However, there’s certainly an issue with honors classes having inconsistent access to classrooms.

The Honors College has experienced a lot of growth recently, gaining status as an official college of the university in 2016, after enrollment in what was formerly the Honors Program grew to roughly a thousand students. No doubt about the Honors College, like JMU as a whole, will continue to grow in the future. As it grows, a single classic old house and inconsistently available spaces that may or may not be optimal for classes, won’t be enough. Quite simply, the Honors College needs more to do more.

Sophia Cabana is a freshman history major. Contact Sophia at cabanasl@dukes.jmu.edu.

DARTS & PATS

A “I-was-about-to-litter” dart to JMU parking decks for not having enough trash cans.
From a student who had a lot of trash in her car after a long weekend.

A “you’ve-got-a-new-fan” pat to the women’s basketball team for a fun-to-watch game and big win for my son’s first-ever basketball game.
From someone who loves supporting the Dukes.

A “BBQ-lover” pat to JMU for using Sweet Baby Ray’s Barbecue sauce on campus.
From someone who loves their sweet barbecue sauce.

Editorial Policies

The Breeze welcomes and encourages readers to voice their opinions through letters and guest columns. Letters must be no longer than 250 words. Guest columns must be no more than 650 words.

The Breeze reserves the right to edit submissions for length, grammar and if material is libelous, factually inaccurate or unclear. The Breeze assumes the rights to any published work. Opinions expressed in this section, with the exception of editorials, are not necessarily those of The Breeze or its staff.

Letters and guest columns should be submitted in print or via e-mail and must include name, phone number, major/year if applicable and place of residence if author is not a JMU student.
As a freshman, I’ve been exposed to quite a bit of peer pressure these past couple months. At first I was intimidated, as I was being swayed to do things I really didn’t want to do. Yet — due to my concern for my social reputation — I gave in. My morals were challenged, and I looked down upon my actions. Sometimes I was satisfied with my decision, yet most of the time I felt disgusted with myself. Hasty decision after hasty decision, I always did the same thing afterward: I reflected upon my actions to not make the same mistake again.

That was when I noticed a change in my behavior, and I can confidently say I’m a better man because of the lessons I learned. Peer pressure is a well-discussed topic that receives many mixed opinions, due to its possibly negative cognitive and social pressures. Good-hearted friends who engage in illicit activities always attempt to ensure that the “double-p phrase” isn’t present when offering to share with peers. This is all due to the connotations this word carries, as the effects of peer pressure are often considered negative.

However, the pressure itself isn’t necessarily negative. The subsequent reflection of consequences will train social skills, and may lead to social competence. No matter the decision made, consequences will commence and the individual is forced to deal and learn from their decision. This is the significance of peer pressure, as its importance lies at a crossroads for a young and developing mind.
All month long, Marvel’s new movie franchise “Black Panther” has been a prime focus of conversation. It made its appearance Friday and marked an important milestone in history as the first Marvel movie with an African-American lead. This past weekend alone, it made an estimate of $218 million.

But of course, with success there’s negativity soon to follow. It didn’t take long for people to start putting their minds together with the sheer goal of tearing it apart from the seams. Not even a full 24 hours after the event, there were reports of social media users who’d supposedly stolen images of assaulted Caucasian women from the internet and falsely claimed they’d been attacked by African-Americans during the “Black Panther” premiere.

The Twitter posts consisted of gory photos, paired with more notably unsettling captions. From a picture of a bloodied blonde to a woman with a black eye, Twitter trolls didn’t hesitate to go to extreme measures.

One of the captions read, “Went to #BlackPanther premiere tonight and my wife was assaulted. Three black women approached us and one said, “This movie ain’t for you white b----” and then attacked her. Security escorted us to the parking lot and we left. We just wanted to see a movie.”

Another troll accused a black male of smashing a glass bottle on his girlfriend’s face. The disturbing photo showed a woman with blood dripping down her face. It turns out this photo was actually an image of a 19-year-old woman from Sweden who had been assaulted by a man in a nightclub after she rejected his sexual advances.

These don’t account for the number of other photos and posts that were quickly reshared. They all had the common goal to portray African-Americans as violent and malicious individuals, while tarnishing the film’s efforts toward unity.

The fabricated posts stood out as nothing but thorns among the sea of praise for the “Black Panther” film. It’s absolutely pathetic that people would go so far to try and polarize an audience for a movie that was meant to be a positive symbol of growth.

Darnell Hunt, a dean of social sciences at the University of California, Los Angeles, voiced his disappointment. He emphasized that while these Twitter trolls didn’t completely destroy the cultural significance of “Black Panther,” in some ways, they did stink it.

“It’s very unfortunate that a film that is poised to become a cultural icon is being marred by this fake news,” Hunt said. “In the long run, it will not detract from the cultural significance of ‘Black Panther,’ but it does blunt some of the positive force it has as it opens. It is both surprising and not surprising.”

That Twitter trolls felt the need to frame African-Americans and portray them in such a negative light is rather concerning. It’s sad people felt the need to taint the milestone moment with negativity. When there are individuals who are willing to put this amount of time and effort to demean an entire race, it’s absolutely revolting and reveals the amount of contempt toward African-Americans within the U.S. I’m sick and tired of Americans’ denial when it comes to issues dealing with racism and rather than continuously dismissing it, there needs to be a work toward change.

Jazmine Otey is a sophomore writing, rhetoric and technical communication major. Contact Jazmine at oteyjl@dukes.jmu.edu.
POSITIVE | Columnist says peer pressure can be encouraging

Another major aspect of the significance of peer pressure is that of exposure. Just the pressure on the individual to make a defining decision is powerful enough. I’m sure it’s been said that decision-making is stressful for students to execute, and many refuse to make decisions immediately; sometimes they delay decisions for as long as they can manage.

This is where peer pressure differs. In a social setting that’s directed by this pressure, there’s little ability to delay your decision. The pressure forces a quick train of thought, allowing barely any contemplation. Not only will that decision certainly teach a well-needed lesson, the pressure itself engages minds, offering the exposure to quick wit that was previously neglected.

Peer pressure will always be present in an individual’s life, assuming they do burden the urge to conform. It’s a constant obstacle that many will have to overcome, even though many would be terrified to be placed in such a situation. With that said, it’s easy to want to desperately avoid such a chilling pressure — that’s justified.

However, to think of the pressure as an opportunity — one that’ll challenge and develop your decision-making and social skills — is a way to come out on top in that social situation. The pressure can be positive and you can absolutely use it to your advantage.

This is the start of the expedition of mastering peer pressure, and with an open mind, it’ll only be a matter of time until you’re completely comfortable with this discomfort.

Russel Bhamrah is an undeclared freshman. Contact Russel at bhamrags@dukes.jmu.edu.

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"To think of the pressure as an opportunity — one that’ll challenge and develop your decision-making and social skills — is a way to come out on top in that social situation.”

Russel Bhamrah
Highlights

**Self Love** JMU student promotes confidence through makeup and fitness Instagram account

By CAMRYN FINN
The Breeze

In their first semester of college, the traditional freshman wants nothing more than to blend in with the crowd. Yet for this JMU student, fitting in was the last thing on his mind.

“You come to college and this is a time in your life where you are independent and living on your own with all these people,” Tran Truong, a sophomore media arts and design and marketing double major, said. “I didn’t want to fit in. I didn’t want just to be another person or another face in the crowd.”

Over the past two years, Truong has developed a substantial social media presence, mainly on Instagram. His page predominantly focuses on lifestyle and self-love, with a specific focus on makeup and fitness.

Truong’s idea to brand himself on social media started during his freshman year when he began doing makeup. He explained that he struggled at the beginning of his freshman year after not making the cheer team, fraternities and other clubs on campus that he wanted to join.

“I was degrading myself and thinking that I wasn’t worth anything because people kept denying me, and so I wanted to be accepted. ”

Truong pursued makeup to find a community he was not able to find through JMU organizations. After practicing on a daily basis in his dorm room, Truong decided to take to social media to share what he’d learned. Following those first few posts, he knew he wanted to continue posting on social media in hopes of inspiring others due to the large amount of support he received online. He also thought it’d be a great opportunity to develop a portfolio because of his marketing and SMAD major with a concentration in creative advertising.

What started as sharing his makeup talents eventually grew into posting fitness videos and photos as well, and now he considers his Instagram account to be a general lifestyle account. He began posting fitness videos earlier this year, when he found fitness Instagram accounts to be a huge help on his physical journey. His videos show specific exercises that can be done to target parts of the body.

J.T. Massey, a senior communication studies major, assists Truong with videography. He says he enjoys doing this work because of the message that Truong sends with every post.

“Tran’s one of the nicest, most good-hearted people that I know, and I think his overall plan for his social media presence where he enters a room due to his electric personality and self-confidence. Over the past two years, he’s taken this attention and grown a strong social media presence where he helps people every day to feel confident in their own skin. He’s one of the accepting voices on social media, which helped him all those months ago.”

“Just want to be an inspiration to people,” Truong said. “Being able to inspire someone to get fit or to pick weights up or pick up a makeup brush, that’s what I wanted to do.”

**CONTACT**
Camryn Finn at finnce@dukes.jmu.edu. For more on the culture, arts and lifestyle of the JMU and Harrisonburg communities, follow the culture desk on Twitter @Breeze_Culture.

**Repurpose with a conscience**

Local artist promotes earth-friendly lifestyle in gallery

By TRACI RASDORF
The Breeze

From canvases of all sizes covered in strokes of black and pink to silver designs showcasing a zany yet organized display, Lia Ferro’s art is lively and spirited. Upon first glance, one wouldn’t know the intriguing story behind these works. Almost all the supplies used to create them are reused and recycled to emphasize a zero-waste lifestyle.

The local business, Bring Your Own, has joined the Arts Council of the Valley in participating in First Fridays Downtown. During this once-monthly event, artists have an opening show to discuss their work with attendees. This month, Bring Your Own is hosting artwork representing a less wasteful lifestyle called “New Wave. Zero Waste.” Her art show will be on display at the store downtown, opening Thursdays through Saturdays from 11 a.m. to 6 p.m. until March 1.

“The series of pieces I’m showing at Bring Your Own is all created on either thrifted or repurposed canvas and I bought no new paint or supplies to create these works,” Ferro said. “People donate canvases and perfectly good art supplies all the time and I can’t justify supporting new production of resources that are wasted all the time. I need my work to reflect my ethics, which means using what we already have in this world.”

With a solid background and zig-zag patterns, the artwork on display at Bring Your Own is colorful, modern and eye-popping. Among expressing her other styles, Ferro describes the process of creating her pieces.

“Since I use thrifted and recycled canvases, my process normally starts by covering what is already on the canvas,” Ferro said. “I choose a base color for these pieces and do one to four coats of paint until it is opaque. For the patterns on these pieces [on display], I used paint marker, something very much not environmentally friendly, but as an artist brought up by other artists, I have a lot of certain supplies lying around that need to be used before getting new, to me, supplies.”

Bring Your Own’s owner, Allie Emerick, believes Ferro’s art truly embodies everything she supports and promotes at her store, in which she sells practical, sustainable and non-disposable products.
CONSCIENCE

Bring Your Own sells work for zero-waste movement

"It's really important for me to think about how much trash and waste we are creating and Lia makes a really big effort to use old paint supplies," Emerick said. "When you look at her work, it’s not clear that it is from donated or thrifted supplies. But if people ask about it, it's really cool to tell them where it came from and how she gets her materials. I appreciate the effort she’s making to not create any additional waste in order to carry out her passion of art."

Others within the Harrisonburg community also admire Ferro and Emerick’s collaboration to advocate for living a less wasteful lifestyle.

"I think the two were a perfect fit," Brandy Somers, an art teacher at Broadway High School and photographer for a local blog, said. "I really appreciate how Allie doesn’t just simply own a business that promotes zero waste but she lives it. Lia’s work took materials that could easily be discarded and resurrected them. She saved them from the landfills, giving them new life. The values of Bring Your Own are in line with that: reduce your waste, buy products that can be reused, put your money into people, concepts and goods that value the planet."

Zero waste isn’t just confined to the art community or businesses that sell environmentally friendly products, but is a lifestyle that anyone can take advantage of. Living in Washington, D.C., zero-waste participant Kristy Halderman met Ferro through a community on Instagram that strives to lead the same lifestyle and share similar principles. She agrees the zero-waste movement can be beneficial to not only the environment, but humans and animals as well.

"I started reading a lot more on garbage and waste production," Halderman said. "It’s a never-ending rabbit hole of how that’s primarily affecting environmental, animal and human health. For example, there are PSAs that show poor little turtles or fish caught in plastic bottle rings, and because of those images, those plastics are few and far between now. People are becoming more aware of single-use plastic products because it causes so much pollution. I feel like those images were a motivating and driving factor for real change."

Ferro does her part by producing art both as a creative outlet and as a way to spread the word about reducing waste. Living in Arlington, Virginia, she also showcases her passion by working with Art Brains, an enriching program for children. In addition, she’s displayed her art at Boston University’s Center for Gender, Sexuality and Activism, Covet in Arlington, Va., and The Lab by Alchemy Coffee in Richmond, Virginia. She believes it’s important for college students to become more aware of how to reduce their waste and gives examples that they can easily follow.

"Solo cups and to-go coffee cups are almost impossible to recycle," Ferro said. "Zero-wasters bring their own reusable coffee cups and coffee shops will sometimes give you a discount or let you have a free coffee because they appreciate you not creating more trash. It’s cheaper for you and the coffee shop. Simple swaps like this are great jumping-off points to reduce waste."

By taking her own reusable cups to coffee shops or requesting other non-disposable options, Ferro reduces her footprint in the amount of waste produced every day. This is a zero-waste principle that she incorporates into her art in the hopes that others will be inspired as well.

"I’ve been a creative person forever and have been doing art for as long as I can remember," Ferro said. "In the last couple years, it’s become apparent that I have to make art that doesn’t compromise my principles. There are so many resources that already exist in the world and I would rather take advantage of those things before buying something new."

CONTACT Traci Rasdorf at rasdortl@dukes.jmu.edu. For more on the culture, arts and lifestyle of the JMU and Harrisonburg communities, follow the culture desk on Twitter @Breeze_Culture.
Lineage is located inside the Agora Downtown Market. Hansbarger hopes that more downtown businesses, including other vendors in the market, can collaborate on events and support each other.

What started as a need for a practical diaper bag eventually transformed into a passion for creating meticulously crafted leather goods. This dedication resulted in the founding of Lineage, a company that sells leather bags and wallets, all of which are handmade in Harrisonburg.

“The name Lineage was inspired by that, by family, and the idea of making something that’s well-made and built to last that can potentially be passed on,” Paul Hansbarger, owner of the company, said.

According to Hansbarger, he and his wife were far from the only ones searching for a diaper bag that wasn’t overly feminine or purse-like. Upon seeing theirs, the requests started rolling in. “I had a lot of friends who wanted one, and it just kind of snowballed into starting a business,” Hansbarger said.

After traveling around Virginia and Maryland, as well as taking a road trip to Colorado to visit craft shows and get the word out about Lineage, Hansbarger started a website and later secured a space inside Agora Downtown Market. On Feb. 1, Lineage opened its doors alongside other local artisans and vendors, some of which have been in Agora since its opening.

“So far, there’s been a lot of energy and I’ve been able to connect with people who already were aware of Lineage from following me online or seeing me at a local market,” Hansbarger said. “I’ve met a whole lot of people that are just intrigued at what I’m doing and love what I’m doing in my shop.”

Hansbarger isn’t the only one who’s pleased with his short time in the market. Jill McMullan, co-owner of Broad Porch Coffee Co., mirrors his enthusiasm. “I think it’s been really awesome,” McMullan said. “I think it’s a benefit to the market and I feel like his space really complements everybody else’s space really well.”

However, the decision to move into Agora wasn’t made hastily, despite Hansbarger’s persistent desire to open a storefront. According to Allie Motyka, owner of Heartworn Vintage, many of Agora’s vendors spent the better part of a year convincing him to join them.

“We’ve known him for a little while, I guess through friends, but when we started searching for businesses last January, he had come to some of our meetings,” Motyka said. “He’s been a topic of discussion since then. It took him a year to make the decision and we’re glad that he made it.”

While many of Hansbarger’s designs are reminiscent of the diaper bag he made before his daughter’s arrival, he’s also branched out to create the items he sells. Right behind the sales counter, Hansbarger designs, cuts and sews the bags together, giving passersby an up-close look at his creative process.

“I think there’s a lot of appeal in seeing something being made,” Hansbarger said. “But I think on a deeper level, I feel that — retail and products in general today — there’s a big disconnect from the product you buy off a shelf to where it’s made.”

After moving to the area four years ago for his wife’s job, Hansbarger has become rooted in Harrisonburg. This appreciation has encouraged him to be active in the downtown community, especially in supporting other local businesses.

“We’ve fallen in love with Harrisonburg, and it’s a great community and I think it’s great for artists and small businesses,” Hansbarger said. “There’s a lot of support and passion for that type of venture.”

CONTACT Carrie Domenic at breezecopy@gmail.com. For more on the culture, arts and lifestyle of the JMU and Harrisonburg communities, follow the culture desk on Twitter @Breeze_Culture.
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She’s a JMU track and field star with three record-breaking runs, member of Black Athletes Sister Circle (BASC) and soon-to-be JMU master’s degree graduate with dreams of becoming a school principal. De’Ana Forbes continues to have extreme tunnel vision to achieve her goals, no matter the obstacles she may face.

Forbes is a part of two marginalized groups — a woman and woman of color. She hasn’t had it easy, but accepts her identity.

“I feel like for any African-American, coming into a predominantly white institution, it’s like, you kind of have to work a little bit harder ... I felt like I was in competition,” Forbes said. “But me thinking, OK, I’m black, so that makes me have to work harder, and I’m a female, so in this institution, it’s kind of like a double negative.”

She’s currently running her fourth season as a graduate student. During her sophomore year as an undergraduate, she beat the JMU indoor track record in the 60-meter hurdles. But once sophomore year passed and summer came, Forbes found out some shocking news.

“I found out maybe the second week of August that I was pregnant,” Forbes said. “I went to Planned Parenthood and they confirmed it, and I went to our athletic doctor and he confirmed it, so it was just like, ‘OK girl, you’re pregnant, just accept it.’

Forbes reflects on what it was like to tell her mom about going into junior year pregnant. She mentions that her mom was worried, especially since she is a track star.

“My mom was freaking out,” Forbes said. “She was like, ‘Oh my gosh you’re not [going to] finish school.’ I wasn’t really worried about it because I know how I was raised and I know that when challenges come your way ... at the end of the day it is what it is and you have to accept it and do what you can do to move forward.”

After telling her coach and track team, Forbes made her decision to stay involved with the team and be at every meeting and practice to continue supporting them.

“So that’s what I did and I was like, ‘OK you know what? I’m just [going to] have to be pregnant in school,’” Forbes said. “I’m just gonna have to sit out for a year of athletics.”

During her pregnancy, Forbes continued to attend classes and be a part of organizations, such as the Boys & Girls Club and Black Athlete Sister Circle. In the midst of finals week, Forbes had her baby boy, Cayden.

“I got the best grades I’ve ever gotten. I had gotten over 3.0s for one of the two semesters,” Forbes said. “I ended up having a lot of academic accomplishments and things that I was proud of.”

During her pregnancy, Forbes found a deeper appreciation for being an African-American woman on campus. Because she went to a predominantly African-American high school in her hometown of Danville, Virginia, she never thought about socioeconomic status and other differences between cultures.

“It’s made me appreciate where I come from and it’s made me stronger, and it’s made me still kind of invincible in a way,” Forbes said. “I’ve been exposed to different things. I’ve never been exposed to before ... being at a predominantly white institution has actually helped to shape how I view myself as an African-American female.”

Tomika Ferguson is the director and creator of the Black Athlete Sister Circle, a place of support for African-American Division-I athletes in which women discuss their identities, college life, mentoring, preparing for the workforce and more. Ferguson uses her experiences as an African-American woman athlete at a PWI as a teaching tool for BASC members.

“At times, you might feel the pressure that if you don’t speak well, if you’re not articulate, people will judge you based on your skin color,” Ferguson said. “We have talked about how to tackle that with knowledge and understanding of who we are and our strengths and knowing that we have to remind ourselves even in the midst of the negative stereotypes ... It’s OK to not be the norm and it’s OK to break the stereotypes and the awareness of the stereotypes is actually empowering.”

Similar to Forbes, Ferguson was a parent while completing her Ph.D. program. She has acted as a source of guidance for Forbes throughout her college career in track, parenting and embracing her African-American identity.

“There are a lot of negative stereotypes faced by single mothers, especially black single mothers in the community,” Ferguson said. “Women like De’Ana and myself have an opportunity to combat that just with the presence that we’re still going and accomplishing and we’re still balancing life.”

After having Cayden, Forbes trained over the summer and returned her senior year only to shed seconds off her previously set track records.

“The records and stuff I had left before I took a year off were still there, so I just came back last year and broke my own records and I made good grades,” Forbes said. “It was [kind of] like it didn’t happen almost. I didn’t stop anything that I had planned, it just got paused for a minute. I didn’t quit anything that I was part of, involved in.”

As a mother and athlete, Forbes has a strict schedule and is forced to manage her time down to the minute. Despite her busy schedule, she still makes time to de-stress and be there for her teammates and friends.

“We are definitely sisters, there’s really no question,” Ebony Owusu-Sampah, a senior health sciences major, student coach and Forbes’ best friend, said. “She’s going to be in my
Owusu-Sampah and Forbes have been friends since their freshman year, when they met in Chesapeake Hall.

"Having track and field, and I know De'Ana feels the same way, was an outlet for us," Owusu-Sampah said. "Sort of like a safe space because most of our teammates are African-American women ... it was a place where we felt like we could be ourselves."

Owusu-Sampah reflects on her transition to JMU and how having a close friend like Forbes made the new experience a lot more enjoyable.

"I was there through it all," Owusu-Sampah said. "I was there before she even knew for sure that she was pregnant. From very early on, I remember her telling me, 'I'm definitely going to keep my baby.' In the beginning, she didn't really know how she was going to do it, but she knew she was going to be strong enough to do it and was going to figure out a way to make things work."

Not only is Forbes a good friend, but she's also a role model and person of encouragement for her fellow teammates.

"I think it's the visible presence of having a single mother running track and still enrolled in school," Ferguson said. "She didn't stop, she didn't quit ... I think sometimes we forget the power of just the presence of people."

In looking at the future, Forbes says there are no boundaries to what she can do. After getting her master's degree, she hopes to teach for three to four years and eventually go back to graduate school to get her master's degree in administration.

"My ultimate goal right now is to be a principal, but I mean, I don’t know where my heart will take me after that," Forbes said. "My life right now is just like anything could happen, but I know where I [want to] go, I know I [want to] teach and I know I want to be a principal, so anything after that is just where God leads me."

Despite the hardships, Forbes has a positive outlook on life and will continue to grow and put her heart on the track — all with Cayden by her side.

"Time moves on and stuff like that, and you’re becoming who you’re becoming," Forbes said. "I’m becoming who I am, and I’m not ashamed of where I’ve been."

CONTACT Natalie Lavery and Joanna McNeilly at thebreezeculture@gmail.com. For more track and field coverage, follow the sports desk on Twitter at @TheBreezeSports.

Redshirt senior De’Ana Forbes is a two-time CAA champion in the 100-meter hurdles. She won the races in 2015 and 2017.
It didn’t take long for JMU softball’s freshman pitcher Payton Buresch to make an impact at the college level, nabbing CAA Rookie of the Week honors in her first week of collegiate play. Buresch won the award for the week of Feb. 5-11, during which the Dukes played in five games and went 3-2 at the Puerto Vallarta Challenge in Mexico. Appearing in four games, Buresch went 2-1 with an impressive 0.71 ERA over 19.2 innings pitched. In the first start of her career against Louisiana Tech, she tossed a complete game shutout in a 1-0 win.

“It’s really exciting and I feel very honored,” Buresch said. “But I couldn’t have done it without my coaching staff and my teammates; they all have my back.”

JMU sits at 5-2 on the season, largely due to Buresch’s stellar early-season form. She now sports a 1.52 ERA and 8.01 K/9 ratio, showing she clearly has control of her pitches. With star senior pitcher Megan Good going down with a season-ending injury before the 2018 campaign started, it’s certainly been a boost to see Buresch have such a strong start.

Buresch hasn’t been the only Duke to get off to a hot start to the season. Senior infielder Morgan Tolle has been just as impressive on the offensive side of the ball. Tolle sports a .407/.481/.667 slash line, with a team-leading 10 hits and three doubles through the Dukes’ first seven games. With Tolle leading a JMU offense averaging five runs a game, the Dukes are certainly taking advantage of Buresch’s early-season gems.

Tolle has also noticed the unique relationship Buresch and Good have formed. Although Good is out for the season, she’s taken Buresch under her wing and given her teammates all the support she can. Tolle believes that Good’s influence has something to do with Buresch’s early success.

“It sucks that Megan isn’t out on the field this year, but she’s such a big part of us behind the scenes,” Tolle said. “I always feel like Payton idolizes Megan. She wants to be as good as her and I think that drive is really helping her this year.”

Head coach Loren LaPorte has been impressed with Buresch’s poise this season. Nothing seems to rattle Buresch, even when things don’t go her way in the circle. LaPorte knows how valuable composure can be for a young pitcher, which is why she has the confidence to keep Buresch in tough situations instead of pulling her. Buresch’s tough-minded attitude is rare for a freshman and should continue to pay dividends for her down the stretch.

“When things got hard down in Mexico, it didn’t affect her,” LaPorte said. “She showed no body language; you couldn’t even tell pressure was on her. To be able to do that as a freshman in her first collegiate games, it was nice to see.”

JMU’s hot start to the season proves these women have a shot at competing with anyone in the country. Freshmen like Buresch are assuring this team it can survive the loss of its star player and come out as a true College World Series contender. It may only be seven games into the season, but this squad is already rolling.

CONTACT Connor McCarthy at mccartcs@dukes.jmu.edu. For more softball coverage, follow the sports desk on Twitter @TheBreezeSports.
The camaraderie between teammates is what makes team sports worthwhile. For JMU club baseball, there's no question that bond between teammates contributes to the enjoyment of the game.

"It's kind of like a brotherhood," said Patrick "P.J." Heller, president of the JMU club baseball organization and first baseman, when he described the team's dynamic as the Dukes roll into the 2018 season. JMU club baseball brings together students who simply love to play baseball. This quality of the club is seen in both games and practices.

"When you ask most athletes if they are excited about practice, they will say, 'No,'" Heller said. "But these guys ask to come to practice and it's more of just a break from your day. It's kind of like a, 'Hey, let's go hang out with the guys and play some baseball.' We are here because we love the sport and we love being around each other."

The team's season kicks off with what's expected to be a tough matchup on the road against East Carolina on Saturday and Sunday. The Pirates are currently the No. 1 club baseball team in the country after winning the national championship last season.

"We are looking to get down there to make some noise," Heller said. "It would be great for our standings if we could come out with a few wins down there. It's always a great rivalry. We always go at it a little bit just because of the competitive nature of it, but I think with the team we have right now, we can compete."

Competing against the defending champions is a tall task. However, the team plans to use the matchup to evaluate their current lineup.

"We're not expecting to go out there and win all three games against them, but it will definitely be a good-level stick for us to see where we are at and where we can go," senior infielder Ben McGrath said. "The Dukes are also looking for redemption this season against Maryland. The Terps defeated JMU and went on to win the district title last year."

"We feel that we are going to be a better team this year and be able to compete against them," McGrath said.

After the departure of a few seniors in the previous year, the club's leadership looked to build a new, powerful team this past fall. According to Heller, it succeeded in doing so.

"It makes it a more personable relationship," rookie sophomore pitcher Jake Leara said. "You see a person on campus not over you, but we are just a bunch of peers all together, so we all feel like we can give our input."

"The format allows the players to get a taste of being a baseball coach. For Heller, being in a coaching position has a special connection."

"My dad was my coach growing up, so I've always been around a guy that I know as a good coach and I'm excited to start my career," Heller said.

Following its opening weekend in Greenville, North Carolina, the club's first game in Harrisonburg will be March 17 when it faces William & Mary in a doubleheader.

"A great goal for us is going to be to win our region," McGrath said. "I think that's a very reasonable and attainable goal, especially with the talent we have, and we just have to go out there and do it at the end of the day."

CONTACT Michael Chladon at chladomj@dukes.jmu.edu. For more sports coverage, follow the sports desk on Twitter @TheBreezeSports.
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COMMUNITY

Scholar of Religion and Culture to Spark Discussion on Religion and Racial Equality
Café Veritas is hosting: “Race in America: Does Christianity Help or Hinder Racial Equality?” with speaker Jemar Tisby Wednesday, February 21, 6:30pm at Skyline Middle School. Jemar is the president of The Witness: A Black Christian Collective where he writes about race, religion, and culture. Lecture, Q&A and refreshments.

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As seen in the article in the Jan 18th issue of The Breeze...
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Same man, different playbook

Son carries on his father's business after NFL career

By MATT WEYRICH
The Breeze

On the surface, Bob Wade Autoworld looks like any other car dealership or auto mechanic shop. A brand new 2018 Lincoln MKZ sits across from the chairs in the waiting area, tantalizing potential customers with its sleek paint job and promise to push the speed limit at any moment.

In the shop, several cars are suspended on hydraulic lifts while mechanics prepare to get them back on the road.

At the helm is John Wade, a 6-foot-5-inch tank of a man who never fails to greet someone with a smile on his face. John took over as CEO of the Harrisonburg business in 2011 when his father, Bob, died after dealing with a heart condition for years. He was only 66 years old, and neither John nor the rest of his family expected to lose him so suddenly.

“I don’t even know how to put that into words,” John said. “It was a role I planned on being in, just not at that time. Nobody’s ever prepared for that.”

John trailed off, unable to put the words together to describe one of the most difficult times of his life. The business, which opened in 1980, was a constant throughout his childhood. Bob started the company when his son was five years old, and it wasn’t long before John was out on the property washing cars and helping out around the shop.

“It’s a unique opportunity,” John said. “There’s a lot of people who have family businesses that decide they don’t want to do that, but I enjoyed growing up in and around the car business.”

Many of the employees at the shop spend more time together than they do their own families. Bob may have run things a little bit differently than John does, but both saw their employees as their family away from home — none of which goes unnoticed.

“It was a family place to work. Everybody — they’re good people.”

While his passion for working with cars has never wavered and he “can still detail with the best of ‘em,” John had another talent that came to the forefront of his life as he grew up: football.

After starring for Harrisonburg High School as a starting center from 1990-92, John received a scholarship to Marshall University to continue using his talents at the next level. The Thundering Herd won the Division I-AA National Championship in 1996 — the very same league JMU competes in — and John was heralded as one of the best offensive linemen in Marshall’s conference. The Jacksonville Jaguars solidified that status by selecting him in the fifth round of the 1998 NFL Draft.

A few injuries ahead of him on the depth chart paved the way for John to make the Jaguars’ roster the following season, kick-starting a 12-year career that saw him play under Jon Gruden on the Tampa Bay Buccaneers and Lane Kiffin — albeit very briefly — for the Oakland Raiders.

“It’s a demanding business; people think you just play on Sunday but a lot of work goes into that, to get to Sunday,” John said. “The structure of it is good for life after football: what’s expected of you and what’s given to you as far as the leadership ... I felt very fortunate to have the opportunity to play in that league.”

Now back in Harrisonburg, John is focused on bringing that leadership style to the Friendly City and creating a family-like atmosphere for those who work for him. He’ll never brag about it, but Bob Wade Autoworld is an active presence in the local community, partnering with groups like the Salvation Army to help those in need.

“(John) is really compassionate with people less fortunate than he is,” said John Moore, the shop’s parts and services director since 1989. “He really puts his heart out there as far as something happens to it, he’s always taking care of everybody that’s ever had an issue, 100 percent.”

The massive stature may fool you at first, but John Wade carries himself with an amicable presence that others can’t help but appreciate. With three kids still in elementary and middle school, he has no plans of retiring from his second career just yet.

Perhaps one day, one of them will take over the family business. Until then, however, John is content with living out his father’s passion of assisting car owners in the one area that he’s always called home — even after an NFL career took him from coast to coast for over a decade.

“It’s changed obviously since the ’80s, early ’90s when I left,” John said. “But yes, this is home and I don’t plan on going anywhere.”

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The Shifflett brothers began their venture into beer in December 2012. What was once Three Brothers Brewing progressed into Brothers Craft Brewing, expanding the brand of the beer and the company itself. With a motto like, “Join the brotherhood,” Brothers Craft focuses on a familial atmosphere.

“With Brothers Craft Brewing, we want everybody to be part of the family and enjoy the experience that we want to give to people,” Jason said. The entire staff of Brothers Craft has become tight-knit — a family fermentation of sorts. As the business expanded, so did the company surrounding the Shifflett siblings. They take pride in their business, hoping to grow it for generations.

“Being a small business, we’re thrilled at how we’ve grown and the steps we’ve taken, but at the end of the day, it’s still a small business and we have to grind every day,” Jason said. “It’s nice because of that family atmosphere, everyone cares about what they’re doing. It’s not just punching the clock. They enjoy what they’re doing and it’s making a difference for everybody and that’s the key to the whole thing.”

For the brothers, Harrisonburg is home. They enjoy the environment their brewery provides to its customers and believe it’s representative of their relationships with one another. The brothers grew up in Port Republic, Virginia, so the Shifflett siblings believed it was only natural to root their business in Harrisonburg.

Jason, Adam and Tyler aspired to open their own company in the area. With the help of friends and family, they turned that dream into a brick and mortar location.

Brothers Craft participates in philanthropic events in the area. Jason and Tyler Shifflett are two of the owners of the brewery.
With blockchain what comes first, opportunity or threat?

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Behind the scenes: JMU aquatics manager makes silent impact on university

By JAMES FARIS
The Breeze

Not all leaders lead from the front, bark orders and rally followers to victory or success. They don’t all give rousing speeches, inspiring thousands while pushing people to new levels. Oftentimes, they stand among us, content with doing their job and letting others get the attention, praise and glory.

Chris Lindsay — the aquatics manager and athletic facilities coordinator for Godwin Hall — is an example of one of those quiet leaders.

“We do a lot of the behind-the-scenes things,” Lindsay said. “A lot of the things we do are before a match or game. I think, ‘Well, [the student athletes] don’t even know who I am,’ but then seeing them in the hallways, they stop and say thanks ... hearing that from them is really cool.”

Born, raised and still living in Churchville, Virginia, Lindsay commutes a half-hour each way to work and spends countless hours perfecting Godwin Hall while raising two young children.

“Chris is that cool boss that everyone wants to have,” Alex Caplan, a student working under Lindsay, said. “He’s a fun guy who always has a funny story to tell, but he’s also trustworthy and caring. If I ever need to call him, I know he’s going to answer.”

Not only is Lindsay reliable and responsible, but he cares about the little things, and most importantly, people.

“He has a big heart,” Caplan said. “Last week, Chris gave a veteran directions. He thought the veteran wouldn’t know where to go, so we staked out the location and made sure the guy got where he needed to go.”

After serving as the aquatics manager for the Virginia School for the Deaf and Blind, Lindsay took a job at JMU, which has been a second home for him. Those who know Lindsay best — including students and co-workers — know he’s a perfect fit in the school’s welcoming culture and is completely committed to the success of others.

“Everybody [at JMU] is super friendly and willing to help,” Lindsay said. “Everybody here is on the same mission: to have the students as the No. 1 goal.”

In the past 10 years, Lindsay has had incredible experiences and an inside look at the growth of JMU athletics. He’s seen the rise of the JMU football program, including back-to-back national championship appearances in the 2016 and 2017 seasons.

“I can remember the football stadium before the expansion,” Lindsay said. “[I’ve seen] the expansion [of] our facilities, the student-athletes grow and our programs step up. Knowing I had a hand in the success of the football program, that is really cool.”

Lindsay doesn’t want attention or recognition, but while he isn’t widely known, he’s appreciated and loved by those who know him best.

“He’s incredibly hardworking,” Dane Pedersen, JMU swimming and diving head coach, said. “He takes pride in what he does and is service-oriented. We probably take him for granted every day.”

Lindsay manages the Olympic-sized, 275,000-gallon pool in the 36-year-old Godwin Hall, a tough but necessary task. Balancing chemicals and maintaining a positive practice environment is essential to the success of the swimming and diving program, which won the CAA championship last weekend.

“A body of water this large in a building this old is really hard to maintain,” Pedersen said. “Without him, we don’t have a practice facility. Every day, it’s a nod to him that we’re able to train at the level we can.”

Upon receiving the nomination for The Breeze’s staff member of the year award, Lindsay said he was blown away.

“The communications department asked me about the nomination, and I said, ‘I honestly don’t know what you’re talking about. Are you sure you have the right Chris Lindsay?’”

This is the mindset of a man so humble, he doesn’t even realize how much he means to co-workers, athletes and the JMU community. He may not be recognizable, but he’s certainly not replaceable.

“It’s neat to know that I do have an impact and that people do see and appreciate the work I’m doing,” Lindsay said.

Few leaders change the world, but all leaders have a significant impact on the world in which they live. Chris Lindsay is no exception, and while he’ll never be a JMU celebrity, he’ll have a lasting impact on JMU athletic programs and those who know him best.

“What makes JMU so special is the people,” Pedersen said. “I’m glad an unsung hero [like Chris] is getting recognition.”

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By JESSICA KRONZER  
The Breeze

A store with tall glass windows and racks of bohemian clothes has won the hearts of many Harrisonburg residents. The Yellow Button, which opened in 2009, has blossomed into what employees describe as a trendy, high-end clothing boutique.

Miranda Ebersold, the owner of The Yellow Button, grew up surrounded by small businesses. Her father was the owner of his own construction company and her first job was working in a locally owned hair salon. She and her husband Chance both own small businesses downtown — he’s the owner of Black Sheep Coffee.

According to Ebersold, the downtown area didn’t have many shopping opportunities when she first opened. This observation inspired her to open her own business, but proved to be a challenge since shoppers visiting downtown didn’t have the incentive to visit multiple stores in one trip. Last fall, she moved her business to South Main Street.

“The beginning was hard because getting your name out there [and] having people come downtown to an area where there really isn’t that much shopping,” Ebersold said. “There is a lot more now, but when I first opened there was hardly any retail, so it really was a destination.”

Ebersold was only 25 years old when she started her business. Since the store’s opening, she’s undergone some significant changes in her life, including marrying the man she moved to Harrisonburg to be with and having two children.

“I can’t imagine my life without my business,” Ebersold said. “I always say it was my baby before I had babies … I was there every single day — I lived, breathed and ate most of my meals too, probably, at the store.”

As Ebersold’s family has grown, she’s had to learn to give employees more responsibility.

Ebersold feels that the store’s merchandise speaks for itself. She touches every item of clothing before ordering it to ensure the fabric is soft and high quality.

“I think that the items that you get at The Yellow Button are unlike things that you would find anywhere else in Harrisonburg, and even beyond Harrisonburg in some cases,” Ebersold said. “We really strive to only have a few of each item and we really cater to people who want to be original.”

Mary Carter, an employee at The Yellow Button and senior communication studies major, began working at the boutique in 2016. She feels Ebersold’s effort to stock a diverse collection of clothes contributes to the store’s success.

“I really think that she caters to a wide variety of customers,” Carter said. “She really does try to get the mothers and older women who live in Harrisonburg to shop at the store while also getting the students from JMU to shop.”

According to Ebersold, many JMU students continue to shop at The Yellow Button even after graduating and moving elsewhere.

Grace Corey, a junior art history major, is also an employee at The Yellow Button. Corey feels many JMU students don’t know about the boutique and notices how the store’s personal touch leads to returning customers.

“I think we really emphasize personal experience where we’re making sure that we’re getting them fitting rooms and making sure that they’re getting the sizes they need,” Corey said. “Our first job working here is to make sure the customer feels comfortable. We’re answering questions and making sure they get what they need.”

Sometimes this emphasis on providing an experience for the customer leads to friendships beyond the typical customer and businesses owner relationship. Ebersold feels the relationships she develops with customers and employees makes them feel like family. This bond was tested when her daughter developed health issues as an infant. As customers found out about Ebersold’s situation, they formed a page to help deliver meals to her house to help her family. Her customers and her employees’ support touched her.

“It just really makes you appreciate living in a small town and being in a downtown area and having the sort of community that Harrisonburg is,” Ebersold said. “I was kind of blown away because I think of myself as having relationships with the customers that come in and I’ve seen their lives change and grow … but it’s different when you’re in a situation like that to realize that they actually do not just care about you and your store, but [they care about] your family and your life.”

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The Studio provides a high-performance, fast-paced and welcoming atmosphere for both their customers and employees. The experience offered by the salon is one of a kind because of its emphasis on family.

By ANDREA BRUSIG

The Breeze

After being voted the "Best of The 'Burg" nine times, The Studio Hair Salon & Day Spa celebrates 2018 with its 10th win as the best hair salon in Harrisonburg. Judi Crawford, owner of the salon, owes its success to the unique training style she's built for her stylists and motivation each employee has to produce their best work for the community.

"I love reforming people. I love making them beautiful and I love teaching," Crawford said.

Crawford began her level-system training style 10 years ago. Stylists can work their way up to level four, which is the highest status. As a level-four stylist, they're seeing enough clients on a weekly basis that they enlist help from a level-one associate — all while mentoring them and providing the appropriate guidance.

Level one is used as a period of growth and learning. It primarily serves as the foundation for Crawford to see what stylists know coming into The Studio family and what they need to improve on to secure their level-two skills.

"I can’t market you and I can’t challenge you if I don’t know who you are," Crawford said. "So the associate program is about me knowing where you need help and how I can get you that help. It allows me to monitor and judge a person to bring out the best in them without making them feel like they’re not doing good enough."

Savannah Gearhardt and Amanda Ruckman are two level-one stylists at The Studio. They both agree that the teaching and guidance they've received through Crawford's training system has equipped them for success both in the industry and beyond.

"The biggest thing I've gained here honestly is my confidence and how I carry myself with my clients," Gearhardt said. "I've learned to trust in my own talent ... you're putting your heart and your soul into your artistry onto these beautiful families who come into your chair, so you have to be confident knowing that you’re good enough to make other people feel good enough."

While the high-performance environment at The Studio is fast-paced, Ruckman recalls that she immediately felt welcomed into the family of associates — all before she started working for Crawford.

"I was looking at other places before I came here and the biggest thing I noticed in two days while I was here, was that if you had a question, you could go to anyone," Ruckman said. "That's what I appreciated — you're never alone. When you're not 100 percent sure, you can pick somebody else's brain real quick and make sure that ultimately, our guests walk out the door as happy as they can be."

At 21 years old, Ruckman may be the youngest stylist at the salon, but she says she's never felt intimidated. She's grown close with her co-workers, and each employee knows what to do to brighten someone else's day. The high emphasis on family is what makes The Studio experience one of a kind.

"Just because you're level one doesn’t mean you’re not capable of doing amazing work," Gearhardt said. "Our talent is really strong, because we are so ready to dive in and be as creative as we can be. We're the little tiny guppies in a sea of sharks, so you have to make yourself stand out a little bit. Sometimes, I feel like, we get overlooked when we're awesome as well, and we're so eager and want to show as many people as we can that we love our jobs."

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"It’s always kind of been a dream growing up," Jason said. "It was just kind of a hobby idea that morphed into this idea now. We all kind of had varied backgrounds, and it kind of helped us bring something different to the table. We’ve obviously been able to grow on the production side into distribution and then really try to involve ourselves in the community from the retail side with nonprofit monthly outreaches."

For the brothers at the brewery, the job is never the same. They value being able to work closely together in a variety of positions.

"I definitely wear a lot of different hats," Tyler said. "Everybody here wears a lot of different hats. It’s just a good opportunity … There is a lot of variation and it’s cool to see something from the very beginning and create it as it goes and be able to morph around with it."

Josh Harold, Brothers Craft Brewing’s taproom manager, feels like he’s a part of the brotherhood. While he isn’t a member of the immediate family, he feels the Shifflett siblings are his own.

"My favorite part of working here is working hand and hand with [Jason]," Harold said. "Not only our ability to create reasons for people to come here, whether it be events or philanthropy, but then execute those events and see it to its fruition … just the dynamics within and our chemistry as a team, as a family-run business, is worth its weight in gold among itself."

According to the brothers, working with each other isn’t without its difficulties. They work through conflict and value their familial relationship above all else.

"Jason and I have been fortunate enough to always have gotten along super well. I think we work very well together," Tyler said. "He was the best man at my wedding; there hasn’t ever been sandpaper between us. There’s definitely times where because he’s your brother that he could say or do things that maybe you should or shouldn’t. But for the most part we try to treat everybody like family and it creates a nice workplace for everybody. It’s unique but positive."

Employees of Brother’s Craft Brewing see the chemistry between the Shifflett brothers and feel connected to it as well. The company firmly believes in outreach, community involvement and making the most out of the brotherhood they’ve created.

"As for employees that aren’t direct family members, it’s that same mantra," Harold said. "Everybody has everybody’s back. We can ride each other, we can crack jokes on each other, but at the end of the day, we’re all in this together looking out for each other. That’s probably the most positive part of this. You don’t find that in other businesses."

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Brothers Craft Brewing opened in 2012. The company is owned by the Shifflett brothers and is family run. Each of them enjoy the atmosphere of the brewery and believes every employee is part of their family.
The Virginia Slice

By KATELYN WALTEMYER
The Breeze

Twenty-eight inches in diameter, three pounds of cheese, a pound and a half of pepperoni and sausage — eight pounds in total make up a Benny's challenge pizza. While there are 17 restaurants across the states of Virginia, South Carolina, North Carolina and Pennsylvania, only one person has completed the Benny’s challenge.

In February 2012, the first Benny’s Pizza opened its doors in Blacksburg, Virginia. The owners were Virginia Tech alumni and had a vision for their pizza shop. Each Benny’s store has a mural completed by the same artist, Andre Shank, but each is unique in their own way. While each Benny’s provides a slightly different atmosphere because of the design differences, they all aim to achieve the same goal — fast service and high-quality pizza.

Soon after Benny’s opened, customers asked about an eating challenge, given the fact that their pizzas are 28 inches wide. According to Jon Durham, Benny’s regional manager, “The idea was always there. People would ask but it was never in writing,” Durham said. “We had a few people that ate whole cheese pizzas and then we decided to come up with an actual challenge and roll it out.”

To win the Benny’s Challenge, the customer must purchase the pizza for $40 and eat the entire pie within one hour of first touching it — crust and all. The challenge has been attempted by many but was only completed once by a person at the Chapel Hill, North Carolina, location in 2017.

“It’s the same whole pizza size-wise, the only difference is that it has a pound and a half of pepperoni and Italian sausage on it,” Brendon Lasley, a sophomore public policy and administration major and employee at Benny’s, said. “After a while the weight and heat from the pizza breaks the paddle.”

Before attempting the challenge, the participant must sign a waiver. There are many rules the participants must follow. But, they’re allowed to choose their drink — beer, water, or soda.

“Most of the time people go with cups of water,” John Faircloth, an assistant manager at the downtown Harrisonburg Benny’s, said. “They just fill them up too much.”

Participants must be at least 18 years old to compete. Once the participant begins the challenge, they can’t leave their seat until the challenge is over. If there’s a false start or the participant shares the pizza with others, they’ll be ineligible to complete the challenge.

“There’s some disqualifications,” Durham said. “You’re not allowed to get up, go to the bathroom, vomiting — all that stuff. If you complete it, we send you a $500 check in the mail.”

While no one has won the challenge in Harrisonburg, there’ve been several who’ve attempted, all of whom have used different techniques.

“Most of them just try to eat the slices as fast as they can and save the crust for last,” Faircloth said. “I did see this one guy recently just try to eat the toppings first and he did not do well.”

According to Lasley, prospective Benny’s challenge participants tend to say that the way to win is by eating the bare minimum a couple days leading up to the challenge. However Lasley doesn’t believe that’s the best method. “[That] is the opposite of what you want to do because your stomach shrinks if you don’t eat,” Lasley said. “So eat a bunch of huge meals for like a week up to it and then don’t eat the day of.”

The time given to a competitive eater is 15 minutes, while an amateur is given an hour.

In the past some customers who were competitive eaters attempted to compete as an amateur — giving them more time to complete the challenge.

“People would give us fake names, not at the Harrisonburg store but company-wide,” Durham said. “You can normally do a quick Google search and find out if someone has a Youtube page.”

If something like this were to happen, it’s up to the discretion of the worker whether or not to allow the person to attempt the challenge. Over the past year approximately 10 people have attempted the challenge in Harrisonburg alone.

Benny’s pizza was inspired by the traditional New York-style pizza and has been modified to create a different form. Benny’s allows Virginia to have a style of their own.

“We coined that phrase when the original blacksburg store opened,” Durham said. “It’s modeled after the new york style, late night, huge slice of pizza. Our recipe is a little different than the New York Style so we came up with the new thing of the Virginia Slice.”

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