SOCIAL MEDIA MISHAP
Rishmita Aich
Columnist discusses how Facebook mistreats its users by giving out personal information

NEWS
4
A JMU student’s First Amendment rights came into question during a recent sexual assault case

JOURNEY TO KENYA
Matthew Sasser
Research analyst travels to Africa to connect with his heritage

CULTURE
20

PROGRAM LIKE NO OTHER
Catie Harper
JMU athletic director builds incomparable reputation within the university

SPORTS
24

Madisson Haynes & Matt Weyrich

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Upcoming Events

Friday

- Benefit Concert at Pale Fire Brewing Co., 8 to 10:30 p.m.
- Chamomile & Whiskey live at Clementine Cafe, 9 to 11 p.m.

Saturday

- Making Malas at withSimplicity, 9 a.m. to Noon
- 2018 Dayton Redbud Festival in Dayton, Virginia, 10 a.m. to 4 p.m.

Sunday

- Hiroya Tsukamoto performs at Pale Fire Tap Room, 4 to 6 p.m.

CULTURE 21
Supplies to Last
Local organization plans to provide art materials to those without access
Maeve Reiss / The Breeze

SPORTS 27
Flight to the Top
Club quidditch team brings Hogwarts to JMU and heads to nationals in Texas
Alyssa Antonio / The Breeze

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OSARP warns student not to contact media about sexual assault case

By MADISSON HAYNES AND MATT WEYRICH
The Breeze

An OSARP adviser warned JMU sophomore Caroline Whitlow against speaking to the media about her sexual assault case, referencing policies in the JMU student handbook that didn’t specifically mention the press.

After a university disciplinary board found a JMU student’s alleged sexual attacker “not responsible,” the senior assistant director of the office that handled her case warned the accuser against going public about her disappointment, saying the accuser herself could face negative consequences if she spoke to the media.

Caroline Whitlow, a sophomore social work major, says the assault happened June 24, 2017, during a study abroad trip. After returning to Harrisonburg and running into her alleged attacker several times throughout the fall semester, Whitlow reported it to the Office of Student Accountability and Restorative Practices in December 2017. On March 28, a hearing board found the accused, a fellow JMU student, not responsible.

Whitlow is in the process of appealing the original decision of “not responsible” made by an OSARP review board. In an email exchange between Whitlow and Tammy Knott, the senior assistant director of OSARP, Knott warned Whitlow not to disclose information regarding the case to the media.

Knott wrote that revealing details about the proceedings to the press could be considered interfering with the outcome of the case, citing student handbook policy J18-200. While that policy number doesn’t exist, J18-100 states, “No student shall engage in any activity which disrupts, unfairly influences or obstructs the Accountability, Honor Council, or Title IX processes at JMU.”

Citing federal privacy rules, Bill Wyatt, the director of communications and university spokesperson, declined to comment. According to the Family Educational Rights and Privacy Act of 1974, public universities are prohibited from commenting on any OSARP cases or specific students’ records.

“It’s not our policy that prohibits us from discussing OSARP cases, it’s a federal law,” Wyatt said in an email.

Despite the OSARP warning against publicly speaking about her case, Whitlow has since reached out to BuzzFeed and The Breeze about the OSARP process and ruling of “not responsible” by the accountability board — a ruling that came, Whitlow says, despite testimony that she said “no” to sex twice during the incident. Several other students contacted Whitlow with similar experiences after she posted on her Facebook page about the OSARP process and ruling of “not responsible.”

According to Wyatt, there is nothing in Title IX that can find that requires/allows a school to effectively issue a gag order preventing a student complainant from telling his/her story.

Whitlow said she’s disappointed in the formal OSARP process, but she says both Knott and Title IX Coordinator Amy Sirocky-Meck have expressed disappointment to her for the outcome of “not responsible.” According to Whitlow, they “seemed to understand that the decision was not an ethical one.”

“[Knott] told me that she was still proud of me for speaking up for myself and for facing him, and she actually cried,” Whitlow said. “It was emotional, and I could tell that she cared deeply.”

Neither Knott nor Sirocky-Meck could comment on the case due to federal student privacy rules.

Whitlow’s appeal could result in OSARP overturning its original decision. However, once a final decision is made, a second appeal won’t be granted.

“Even the parts of my case handled according to policy were inefficient and re-traumatizing due to the policies themselves,” Whitlow said. “When I look back on my semester, pretty much all I’m going to remember is this. I felt as if I was being discouraged from telling his/her story.”

Looking back, Whitlow said she sensed OSARP didn’t want her to file the complaint. As Whitlow’s case adviser, Knott was responsible for explaining the OSARP review process to her. While Knott is required to remain neutral and didn’t play a role in the board’s decision, she allegedly told Whitlow multiple times she didn’t need to follow through with the charges, Whitlow said.

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Great Community Give partners with local nonprofits to promote charitable giving

By ZACHARY HARRIS
The Breeze

On Wednesday, the Community Foundation of Harrisonburg will host its first Great Community Give. The online giving event allows individuals throughout Harrisonburg and Rockingham County to donate money to charitable causes such as local environmental groups, educational institutions or youth services.

Individuals can make one-time donations at a minimum of $10 to local nonprofits. The United Way of Harrisonburg and Rockingham County will be one of dozens of nonprofits participating in the event. The United Way’s most recent efforts focus on assisting those who live above the poverty line, but still struggle to afford basic necessities such as housing and health care.

“Think it’s a nice reminder if people aren’t already giving to maybe consider that, even if it’s a small amount,” Laura Toni-Holsinger, the executive director of the local chapter of the United Way, said, “I hope it’ll bring out people who are not currently giving to organizations to maybe do a little research on some organizations that are doing good stuff in the community.”

The event’s goals are for nonprofits to collectively raise a total of $70,000 in addition to the Community Foundation generating $50,000 in prize money through sponsorship donations. According to Kay Harrison, a co-chairperson for the Community Foundation, the goal for sponsorship donations has already been exceeded.

“One of the really exciting things about Great Community Give is that we have raised $66,000 in sponsorships, which will become prizes on that day,” Harrison said.

Harrison emphasized the role of Susanne Myers, fellow co-chairperson for the Community Foundation, in exceeding the amount of money raised through sponsorships. Sponsors include a wide variety of businesses in the area such as MillerCoors, Union Bank & Trust, Valley Engineering and Tropical Smoothie Cafe. Harrison stated nonprofits can earn these donation bonuses through raising the most money or having the greatest number of donors. The foundation has set a goal of achieving 3,000 donors by the end of the event.

Individuals can donate from 6:30 a.m. to 8 p.m. on the Great Community Give’s website. One of the reasons for an online format, according to Harrison, is the hope that it’ll attract a younger generation of donors.

“This isn’t really about the big $1,000 donations,” Harrison said. “This is about the $10, $20, $50 donations. And I believe, passionately, that this younger generation really cares about that. You guys have been raised on, ‘Oh there’s a hurricane, I’ll give 10 bucks by pressing [my] phone. No not-for-profits in our community are leveraging that sort of thing.”

Jessica Green, Shenandoah National Park Trust’s director of philanthropy, stated nonprofit fundraising can be challenging due to limited outreach capabilities. She hopes participating in the giving day will expose the organization to a different set of donors.

“One of the biggest challenges is just visibility,” Green said. “So letting people know that you’re there and explaining to them what you do and finding the people that are really passionate about your cause. That’s why a day like this, a giving day, is so important, because we are getting visibility.”

The goal of the Shenandoah National Park Trust is to provide funds in areas that aren’t paid for by the federal government. Donations to the trust are intended to enhance its environmental education programs, prevent ginseng poaching and create bear-proof food storage containers. Ginseng is a plant prized for its medicinal qualities, but its harvesting is illegal in Shenandoah National Park.

The United Way of Harrisonburg and Rockingham County has set its own goal of raising $10,000 before the end of the event. The use of the funds raised will be determined after the giving day’s conclusion.

Harrison stated that donations to local nonprofits will have spillover effects in Harrisonburg and Rockingham County. She provided several examples of nonprofits performing vital services for local community members.

“Now we’re thinking about the arts through an organization like the arts council,” Harrison said. “And some were making sure kids are safe through the Boys & Girls Club. And some were making sure that the most vulnerable get healthcare through the free clinic.”

CONTACT Zachary Harris at harrisz@dukes.jmu.edu. For more coverage of JMU and Harrisonburg news, follow the news desk on Twitter @BreezeNewsJMU.
Local farmers face harsh results from drought disaster

By MATTHEW SASSER  
The Breeze

In a letter sent April 5 by Sonny Perdue, the U.S. Department of Agriculture secretary, to Gov. Ralph Northam, Shenandoah County was declared a primary county for a drought disaster. This letter was released publicly the next day.

Six privately owned wells have been reported as going dry. Farmers contacted Bobby Clark, extension agent at the Virginia Cooperative Extension, who monitors agricultural damage assessment along with his team.

“The findings are that in the fall, with virtually no rain, it severely hurt pasture growth, small grains and hay fields,” Clark said. “As we got further along in the winter, we discovered dry wells.”

The VCE’s goal is to provide science-based information to the public. They’re instrumental in collecting data from highly respected scientists who provide the statistics that can indicate the conditions for a disaster.

The declaration of the drought disaster not only designates the county of Shenandoah, but also its five contiguous counties. Frederick, Warren, Page, Rockingham and Hardy County in West Virginia are all affected by this legislation.

“Natural events don’t follow county lines,” Doug Horn, extension agent at VCE, said. “Those farmers who may have experienced hardships from the drought may qualify for some of the tax credits and low-interest loans that are enabled by the disaster designation.”

These loans can be offered from the Farm Service Agency, a part of the federal government tasked with farm conservation and the regulation of laws. If a farmer affected by a disaster can’t receive a loan from their local farm lender, they can come to the FSA.

“We haven’t made any disaster loans in quite a few years,” Jeff Jones, farm loans manager at the FSA, said. “They would have to have a 30 percent loss in one of their qualifying enterprises.”

Beef cattle and poultry are among the major livestock affected by drought conditions. The designation could include farmers who had to sell their cattle earlier than planned simply because the drought dried up their pastures. When farmers have to sell cattle before they reach a certain size, they receive less of a profit. This is where the declaration of a drought can prove beneficial to local farmers.

“The drought designation, as well as for contiguous counties, provides farm operators [to be] eligible for assistance from the FSA,” Elaine Lidholm, director of communications at the Virginia Department of Agriculture and Consumer Services, said. “They have to provide documentation that they’re eligible.”

This assistance can take the form of low-interest and emergency loans. Farmers have eight months from the date of the disaster notification to get their losses verified and submit their claims. The FSA considers each claim on its own merits.

“In a normal declaration process, the county has to be able to certify that it lost at least 30 percent of its production,” Lidholm said. “A local FSA office can provide more information to farmers to help them.”

CONTACT Matthew Sasser at sasserm@dukes.jmu.edu. For more coverage of JMU and Harrisonburg news, follow the news desk on Twitter @BreezeNewsJMU.
Staying in Harrisonburg for the summer? Pick up a class or two at Blue Ridge Community College and save some money!

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More than numbers

By MATTHEW SASSER
The Breeze

Throughout his 30 years at JMU, Frank Doherty has assumed the role of a student, professor, parent and administrator. As director of the Office of Institutional Research, he’s developed and communicated essential data to the university. Doherty plans to retire at the end of the 2017-18 academic year.

As director, Doherty manages data and enrollment projections, which enables JMU to plan for future growth and change. Through student surveys and data collection, he provides ways for JMU’s faculty to learn how well they’re performing and how they can improve their operations.

Michael Walsh, the dean of admissions, has worked with Doherty for 17 years. He sees Doherty as an essential part of JMU’s planning.

“Frank is the numbers person,” Walsh said. “He’s the one I talk to any time we’re dealing with enrollment. He’s able to give long-range predictions.”

Frank Doherty announced retirement after 30 years at the university.

Walsh has always been impressed by how flexible Doherty has been during his time at JMU. Most importantly, Walsh recognizes how Doherty has been able to look at things differently and ask the questions no one else is asking.

As director of OIR, it’s a job that requires collaborative effort and the ability to build relationships with the entire JMU community. Doherty has been collecting data from JMU for 30 years. The university takes this information and uses it to determine how to best facilitate its many operations, such as parking and dining services.

For example, his office projected that there would be 20,829 students on campus this year. There were actually 20,812, which is 99.9 percent accurate. This precision allows for the university to prepare large scale operations.

Though David Chase, associate director of OIR, has had a professional relationship with Doherty for the last five years, Chase has known Doherty since their sons were in Boy Scouts together in 1998.

“Here is a guy who knows statistics and can work with statistical data all day long, yet loves people,” Chase said. “There’s few people that have that on both sides of their head.”

Doherty’s human connection is imperative for his role. According to Chase, his respect and admiration extends past his staff to all who he encounters on campus.

“I would go to UREC with Doherty and was amazed by the people that he knew by first name just on the walk over,” Chase said.

While the office is preparing for his departure, they realize it isn’t easy to replace the 30 years of experience and technical insight that Doherty has provided. According to Tina Grace, policy planning analyst at OIR, his insight into JMU is extremely unique.

“Any time you have somebody that leaves the university after 30 years, you lose a lot of institutional knowledge,” Grace said.
JMU director of the Office of Institutional Research announces retirement

Doherty reflects on past thirty years he’s spent at JMU as the director of the Office of Institutional Research.

From page 7

In her 17 years working with Doherty, she admires how he’s been able to build relationships with everyone he encounters. Grace noted that he “works with not only his staff, but others across the university.”

It’s this sort of leadership that’s inspired his staff to excel at their jobs, Chase said that Doherty always reminds him that “there’s no mistake you’ll make that I haven’t already made.”

“Good leaders try to set a climate where people feel encouraged, feel challenged and feel comfortable,” Chase said. “Because he cares about us, people work harder for him.”

At the start of his career at JMU, there were only 10,000 students. While his role has had to adapt over the years, he always puts the university first.

“As far as I am concerned, people come before numbers,” Doherty said. “I try to see myself as a servant to the university.”

In addition to his current role at JMU, Doherty has taught both undergraduate and graduate courses throughout his time here. He also led a study abroad trip to Florence, Italy, in 2014.

In preparation for leading the trip, he took Italian 101 with about 20 undergraduates. He’s also seen JMU through the eyes of a parent, as two of his sons are JMU alumni.

“I’ve always thought that if we’re doing research about students, I need to know what students are like,” Doherty said.

Though his time at JMU is coming to a close, Doherty plans on coming back on a part-time basis and continuing to fulfill a role at the university in the near future. Doherty knows that he can still play a small role for JMU.

“I love this place, the people,” Doherty said. “JMU’s been very good to me over the years.”

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

WORLD: U.S. threatens military action against Syria

On Wednesday, President Donald Trump told Syria and its allies to “get ready” for a missile strike in retaliation to a chemical attack on civilians allegedly committed by Syrian government forces. More than 500 people have been treated for symptoms caused by exposure to toxic chemicals; the World Health Organization reported that 43 have died as a result. Russia, a close ally of Syria, has threatened to meet any U.S. retaliation with its own response. Furthermore, the Syrian government denies responsibility for the chemical attack. Russia also views reports of a chemical attack as an excuse for Western powers to get involved in the Syrian Civil War.

NATIONAL: House Speaker Ryan to retire

Speaker of the House Paul Ryan announced his retirement from Congress on Tuesday. The Republican congressman has served as the leader of the House of Representatives since 2015 and was first elected in 1999. Additionally, he served as Mitt Romney’s running mate during the 2012 presidential election. Ryan stated that he wished to spend more time with his family and also mentioned that he had no desire to become Speaker until he was asked by fellow colleagues. This announcement comes with the 2018 midterm elections looming, as Democrats only need an additional 23 seats to overtake the House. In 2017, Politico reported Ryan expressed a desire to resign if Republicans successfully passed a tax reform bill.

LOCAL: Shooting trial delayed

A trial of three men charged with shooting an 18-year-old last fall has been pushed back to this summer. It was originally scheduled for a jury to hear arguments this week. However, a judge decided to delay the proceedings since one of the defendants recently acquired a new attorney, Kamau Imani was shot near Hunters Ridge Road and transported to U. Va. Medical Center last October. Omeldo Pinedo, who witnesses claim to be the alleged shooter, has been charged with attempted robbery, conspiracy to commit armed robbery, malicious wounding as a principal in the second degree and the use of a firearm in the commission of a felony.

IN BRIEF:

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FOOTBALL SPRING GAME

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There were regrets, apologies, manners and an honest concession that mistakes were made—but none of those time-honored formulae seem to work anymore. The day of reckoning has come. After discrepancies in President Trump's election, Brexit and the scandalous Cambridge Analytica scam, Facebook has finally been called to the carpet for a valid justification of methodically exploiting consumers as its products.

It was either due to a lack of awareness or the public’s unshakeable faith in the communicative prowess of the social media network that privacy breaches were never that big of a problem for our generation. And Facebook joyfully revealed in that misconception. Under the veil of flowery timelines and birthday reminders, it was actually functioning as the biggest data tracker and advertisement platform in the world.

Last week on a conference call with reporters, Facebook CEO Mark Zuckerberg uncharacteristically confessed to this: "For the first decade, we really focused on all the good that connecting people brings," Zuckerberg said. "But it's clear now that we didn't do enough. We didn't focus enough on preventing abuse.”

It made me think of how ironically the concept of abuse fits into this situation. Facebook has been around long enough to garner enough trust and participation from its users. In fact, its long-standing popularity is what makes it so unbelievable for some of us to accept that we've been systematically manipulated by the social media network. The familiarity and comfort of Facebook is so ingrained in our lives that without it, we're left to wonder: where else could we go? This leaves us, its users, in a situation in which we're no worse off than being stuck in a bad, abusive relationship with Facebook.

It’s true Facebook has never insisted on being a gatekeeper or an editor, but in May 2010, when it made changes to its privacy settings to stress better privacy guidelines, it was a clear manipulation tactic to instill trust in users, especially when its true loyalties lied with its advertisers. Facebook’s primary funding source, the advertisers, have always used the network as a platform to deliver any message to any microsegment of the market. While Facebook professed to being a public sphere, prioritizing buzzing topics that spur the most comments, clicks and controversy, its sole intention was to traffic its users to the advertisers for behavioral marketing.

It’s a murky, disturbing revelation exposing not just Facebook, but all of us, to the hostile, covetous world of greedy capitalists. However, the Congress hearing with Facebook this Tuesday had a melange of all the ingredients of a love gone sour: betrayal, deception and money. Facebook’s sole intention making business over any kind of loyal commitment to its users had paved the way for data mining, fake news, hate speech and manipulation.

A “get-over-yourself” dart to my roommates for being obsessed with their boyfriends and leaving me alone every night.

Rishmita Aich
What's in your martini glass?

Alcohol ads shouldn't sexually objectify women

LOGAN RODDY | contributing columnist

If there’s anything advertisers have learned in the past century, it’s that sex sells. It’s no secret women’s bodies are often used to push products, particularly in the alcohol industry. In alcohol-related ads, women are objectified, degraded and dismembered to associate a sense of masculinity with the product. Alcohol advertisements often visually equate women to the drink being sold. Many beer brands, such as Michelob, Heineken and Budweiser have published ads in which women are wrapped in the beer’s logo or design of the container to convey to men that women and beer should both be viewed as objects. These images advertise sexual promise and manhood to men, while equating women with drinks and ultimately sacrificing the appearance of freedom of choice and expression of women.

Dismemberment in advertising refers to the selection and focus on a particular body part of a woman as the primary selling point of an ad. Often, it’s the legs, face or mid-section of the girl, intended to be sexually appealing to straight men. This strictly values the woman for a specific part of her body and excludes the rest, treating her body parts like objects separate from the rest of her.

Unfortunately, these ads largely contribute to a culture of objectification of women in the media as well as our social lives. This issue applies to JMU almost intrinsically, as alcohol abuse and sexual harassment are two significant problems present on and around campus. The continual exploitation of women in mass media conveys to young men that girls are objects for their use and pleasure, something only further expressed when combined with alcohol.

The body imaging implemented in these troublesome ads is detrimental to the female self-image. Unattainable standards of beauty and body type are displayed on photoshopped women, instilling a feeling of inferiority in the female consumer. The girls pictured in alcohol ads are almost impossibly thin and beautiful, causing the male construction of the ideal woman’s physical appearance to be both unrealistic and harmful to young women everywhere.

However, the issue of female objectification isn’t contained to advertising, but is prevalent in mainstream media and our everyday lives. Movies, commercials and contemporary music all exhibit a continual subjugation of females in both the societal and personal spheres, regarding specific women and the population as a whole. The notion of the woman as an object for the use of man allows for her to be unjustly utilized to advertise and appeal to male consumers. This includes degrading her body to nothing more than a commodity or decoration. The current state of advertising reflects a culture that treasures physical appearance as opposed to intellectual value.

The best solution has been set forth in motion by Coors Light, who launched a progressive advertisement campaign in 2016. In the “Climb On” campaign, climbers are pictured ascending the iconic Rocky Mountains with clips of women engaging in extreme sports interspersed throughout. The promotional motto, “What would we be without our mountains?” is meant to inspire and empower young females. The best future lies in a continuation of what Coors has started in refreshing, feminist-driven advertisement in mass media.

Logan Roddy is a freshman writing, rhetoric and technical communication major. Contact Logan at roddylj@dukes.jmu.edu.

Alcohol ads shouldn't sexually objectify women

Sexual objectification in alcohol ads often deteriorates self-image.

Online dating: college roommate edition

MOLLY SYKES | contributing columnist

After getting into their top college, freshmen grow excited about leaving home and meeting who they’ll live with in their new dorm. Students look for someone who shares the same interests as them and someone to make memories with. Many freshmen join JMU social media accounts and eventually begin searching for a roommate. While I was searching for a roommate, I refused to go random out of fear of a bad match. I later learned that random roommate assignments are often successful. I found that myself and many of my peers decided who to live with based on the quality of their social life portrayals and not who they were as a person.

While completing the One Book orientation guide online before Summer Springboard, freshmen finally came across the housing and room assignments. By this point, freshmen have probably joined the Facebook page for their graduating class or been added to a GroupMe of thousands of other freshmen. They make Facebook posts comprised of their best photos with biographies stating, “I know when to work and when to play, I like to party but also stay in and binge watch Netflix, and I also love dogs,” and insert their intended major.

Many students claim social media is the most effective way to find a roommate if they’re too nervous to subject themselves to random roommate matches. However, when a majority of students use the same biography descriptions, it’s hard to pinpoint which ones are genuine.

The Office of Residence Life asks seven basic questions through the online roommate matchmaking system before move-in come August. Later in the fall semester, roommates fill out a paper contract with details on what items they plan to share, what the two want to keep separate, what a good bedtime is and when guests are allowed in the room.

see ROOMMATE, page 16
Every industry has had a monopolizing company reigning the field at some point in time, but I think this scandal should end the days of Facebook’s glory. No matter what the Senate decides, it’s ultimately upon the users to carefully and cautiously disclose their data and watch out for any kind of political propaganda and scrutinize how they maneuver the website.

Facebook directs what billions of people see, hear and know about the world. I strongly believe social media networks, along with being a democratic marketplace of ideas, should also be toppled with gatekeepers. Facebook’s popularity and control over dissemination of information shows it’s no less than a media company. But first and foremost, if Zuckerberg’s Facebook wants to regain the public’s trust, apologies aren’t enough. It should start with prioritizing their users far more than its advertisers.

Rishmita Aich is a senior media arts and design major. Contact Rishmita at aichrx@dukes.jmu.edu.
Motivation is the bridge to success

Students should use intrinsic motivation for course stress

Sophia Cabana

Imagine two typical JMU students both caught in the soul-crushing grind of April. Both have five tests, two projects, a quiz and a 20-page research paper to complete within the next three weeks. They can’t remember what day or year it is and have begun injecting caffeine into their bloodstream through an IV drip. They’ve been calculating how much work they can complete in the remaining days before finals week and how to adjust their schedules in order to waste as little time as possible on “necessities” such as sleeping. The world is beginning to look suspiciously similar to a surrealist painting. The voice of God is telling them to eat something other than saltine crackers and 5-Hour Energy, but they’re deaf to his words.

“These are the times that try men’s souls,” Thomas Paine wrote in his pamphlet “The American Crisis.” “Hell is not easily conquered; yet we have this consolation with us, that the harder the conflict, the more glorious the triumph.”

Paine was referring to the experience of the American Continental Army during the winter of 1776, but his words transcend time and space. He could’ve easily been describing the final weeks of the spring semester at JMU and his call to conquer Hell itself exhibits the sort of resilient and motivated mentality students need in such times.

Motivation can be extrinsic, meaning it comes from external circumstances, or it can be intrinsic, in which case the source of motivation comes from within the individual. Both are necessary to some degree, but intrinsic motivation can be more valuable to leading a successful and fulfilling life, or surviving April.

Extrinsic motivation serves one well when the weather is nice, the work is fairly easy, they have a reasonable amount of time on their hands and a tangible reward is in sight.

However, it’s intrinsic motivation that helps people succeed when all the odds are against them. It’s intrinsic motivation that keeps people going when the winter in Valley Forge is bitterly cold and the British Redcoats and their Hessian henchman are about to win the war. Nobody knows what their semester grades will look like when the dust settles, but everyone knows they won’t have time to study for finals because they have so many other projects.

Referring back to our two JMU students who are weighed down by the same amount of work during the height of April, it may become evident how important intrinsic motivation is. Imagine that the first student thrives on external encouragement and praise, can only cope with a fairly manageable workload and is motivated by their fear of academic probation or another punishment. Imagine how they’d react once classes get significantly more difficult and their good grades suddenly appear less attainable. This student would be likely to put off assignments, insist that it’s unfair for them to have to work so hard and would be satisfied with barely passing. Contrast this with the second student, internally motivated by an insatiable desire to learn and internally driven to work through difficulties in order to do so, not for the sake of avoiding punishment, but out of a desire to grow. Even if the situations these students face are identical, the difference in their mindset and motivation could make a huge difference in how they perform and feel.

Instilling intrinsic motivation can be a lengthy process, but it leads to more long-lasting and self-sustaining progress, better retention of information and a more enjoyable experience. This is largely because being intrinsically motivated makes work more meaningful while leading to more creative and personal development.

Extrinsic motivation simply isn’t sufficient for any sort of creative or knowledge-seeking endeavor. When people assign a deeper purpose to their work rather than use immediate external rewards as their means of motivation, they’re able to genuinely enjoy doing it and feel a sense of personal fulfillment from doing well.

Instructors and students can help create an environment in which intrinsic motivation is mainstream by encouraging independent research, allowing students to pursue topics of interest within the scope of a class and placing less emphasis on grades. Of course, in order for this sort of constructive environment to exist, the responsibility is ultimately on students to be active learners who are inquisitive about the world.

By seeing their growth and success as part of something larger than themselves, visualizing their goals and following their own curiosity rather than studying out of fear, students can begin to reap the benefits of intrinsic motivation.

Sophia Cabana is a freshman history major. Contact Sophia at cabanasl@dukes.jmu.edu.
ROOMMATES
Searching for roommates online doesn’t always result in the best living situation, especially for incoming freshmen.

from page 11
My experience from not asking these questions ahead of time turned out to be terrible both times around; I found problems I didn’t think I would recognize in another person. My gripes ranged from cleaning, studying, partying and even sharing clothes. Sometimes it felt like I had allowed myself to become too close to someone I hadn’t given myself time to get to know. My first roommate moved out in an effort to save our friendship from our conflicting living habits. At first, my second roommate was the perfect fit for me, but now we don’t speak. Looking back, if my two roommates and I discussed what we expected of our living situation in the beginning, I think my roommate experience could’ve been saved.

I’ve heard more successful living situation stories about those who chose their roommate through JMU’s Office of Residence Life than those who chose their future roomie through Facebook. I would recommend going random to avoid any hindsight bias that may come from viewing another student’s Facebook “roomie dating profile.” Freshman may find themselves guilty of subjective decision making from the personality that is portrayed on their prospective roommate’s social media pages. Trusting the Office of Residence Life gives students the opportunity to get to know their roommates face-to-face instead of picking a roommate based on the filters they use on their posted photos. In either roommate matching choice, each roommate should be honest about their personality, interests and pet peeves. Even though the relationship is new, there’s no other way to estimate how your living experience will go unless each person is on the same level of self-disclosure.

“I would recommend going random to avoid any hindsight bias that may come from viewing another student’s Facebook “roomie dating profile.””

Molly Skyes

Students should take their time and remain open-minded, but also stay true to their expectations of a roommate. No two roommates will be a perfect match, so students should be sure to take into consideration what flaws they are willing to accept in another person, as well as what flaws they carry to be mindful of. Finding a roommate isn’t a race. There are thousands of other people searching as well, and there’s a perfect fit for everyone.

Molly Sykes is a freshman media arts and design major. Contact Molly at sykesms@dukes.jmu.edu.

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**Franco's**

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### LUNCH SPECIALS

<table>
<thead>
<tr>
<th>Monday-Friday 11am-2pm</th>
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<tbody>
<tr>
<td>2 Slices + One Topping</td>
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<tr>
<td>Steak &amp; Cheese Combo (Served with Fries &amp; Drink)</td>
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<tr>
<td>Garden Salad &amp; 1 Slice (Served with a Drink)</td>
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### PIZZA SPECIALS

<table>
<thead>
<tr>
<th>All Day Monday</th>
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<tbody>
<tr>
<td>16” Cheese Pizza &amp; 2 Liter Coke ($1.75 per topping)</td>
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<table>
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<tr>
<th>All Day Wednesday</th>
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<tr>
<td>2 16” Cheese Pizzas ($1.75 per topping)</td>
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### PASTA SPECIALS

<table>
<thead>
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<tbody>
<tr>
<td>Pasta, 3 Garlic Knots, House Salad (Served with 20 oz Drink)</td>
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<tr>
<td>Add Chicken $2.50</td>
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<tr>
<td>Add Shrimp $3.95</td>
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<tr>
<td>Add Meatballs $2.50</td>
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### STEAK SUBS

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<tr>
<th>$5.75</th>
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<tbody>
<tr>
<td>Lettuce, Tomato, Onion, Mayo, and topped with cheese. Add mushrooms, green peppers or hot peppers for $.50 each</td>
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### Franco’s Deluxe Steak Sub

<table>
<thead>
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<th>$6.95</th>
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<tbody>
<tr>
<td>All of the above toppings</td>
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### PIZZA

**Toppings**

- Pepperoni, Sausage, Ham, Bacon, Onion, Ground Beef, Broccoli, Spinach, Green Pepper, Hot Peppers, Black Olives, Mushrooms, J alapenos, Anchovies and Extra Cheese

**Cheese and Tomato Sauce**

- 12”/$8.50  16”/$9.99  18”/18”/$10.99

**Each Additional Topping**

- 12”/$1.00  16”/1.75  18”/2.25

**Franco’s Special**

- Pepperoni, Ham, Sausage, Mushrooms, Onion & Green Pepper

| 12”/$12.95  16”/$15.45  18”/$18.45 |

**Hawaiian Pizza (Ham & Pineapple)**

| 12”/$10.95  16”/$13.95  18”/$15.95 |

**Vegetarian Special**

- Cheese, Mushroom, Onion, Green Pepper, Black Olive, Broccoli

| 12”/$12.95  16”/$15.45  18”/$18.45 |

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**Franco’s Special Sicilian**

- Pepperoni, Ham, Sausage, Mushrooms, Onion & Green Pepper

| 18”/16 Slices | $21.95 |

**Extra Large Sicilian**

| 18”/16 Slices | $14.95 |

**12” Gluten Free Cheese Pizza**

| $12.00 |

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**PASTA**

- Spaghetti Silciliana
- Fettuccini Alla Panna
- Spaghetti Mediterranea
- Penne Alla Romana
- Penne Al Pesto
- Penne Alla Vodka
- Spaghetti Capricciosa
- Spaghetti Carbonara
- Penne Primavera
- Spaghetti with Meat Sauce
- Baked Spaghetti
- Penne Arrabiata
- Penne with Spinach & Mushroom

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- Penne Spinach & Mushrooms $44.95
- Spaghetti with Meat Sauce $44.95
- Spaghetti with Meat Sauce or Marinara $29.95
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PHOTOS COURTESY OF SUSAN KEELER
Local festival celebrates eight years of growth

Team members of Rocktown hope to feature diverse experience April 21

By JOANNA MCNEILLY
The Breeze

Earthy, sharp, aromatic, hoppy, innovative: these are just a few words that will echo through the Turner Pavilion on April 21. Rocktown Beer and Music Festival goers will taste local brews while they tap their feet to the sounds of Virginia bands and singers.

With the help of Harrisonburg Downtown Renaissance, the annual festival will be held for the eighth year. Organizers of the event expect to have more than 3,500 people in attendance.

Tim Brady, founder of Pale Fire Brewing Co., is one of the creators of the Rocktown Beer and Music Festival. In 2011, after being a professional brewer for 10 years, Brady and his close friend and eventual co-founder Aaron Ludwig, talked about the potential to have craft beer.

After months of planning, the Rocktown Beer and Music Festival was born. "A lot of festivals that you see put on are by national festival companies that kind of travel around and put festivals on and it’s not always a good fit because they’re not members of the community," Brady said. "But everyone involved in Rocktown has always lived in Harrisonburg and worked in Harrisonburg and had friends and known people, so everybody’s homegrown."

Brady and Ludwig decided to create the festival while seeing a show at Clementine. They knew music would be an important factor, and that’s when they thought of Jeremiah Jenkins. Jenkins is a production manager who recruits bands such as Illiterate Light, singer-songwriter ADAR, and The Trongone Band.

"The first person we approached was Jeremiah Jenkins," Brady said. "We knew that concept-wise, we wanted the festival to focus on amazing beer, but we also wanted amazing music and amazing food. We kind of thought that if we kept to those three things and did it as well as possible, that we would have a success. So Jeremiah was really the music piece of the puzzle."

In the past, Jenkins has booked a variety of styles, such as Americana, indie rock, singer-songwriter and alternative rock. He believes because the festival is so well-attended, they have the privilege to pick from a huge pool of acts.

"We've always had this eye toward integrity, and since we've been so successful as a festival and we can go out and just pick whichever bands we like to present to people versus trying to always gauge what is the hottest band right now, that's not really what drives us," Jenkins said. "Do we believe in the music that the band is making, do we believe that it fits the moment and the audience for this festival, and we put the two together."

When it came to finding someone to buy beer for the festival, Brady says Susan Keeler, taproom manager at Jack Brown's Beer and Burger Joint and her friendship with Brady that stemmed years before the festival. Keeler was already familiar with styles, breweries and seasonal release schedules, as well as building and maintaining strong relationships with distributors and brewery representatives.

For the past six years, Keeler has been responsible for making sure the breweries and distributors bring three half-barrels, meaning each brewery brings two different beers. One is a flagship, or something that’s available for consumers year-round, and the other is seasonal and unique for the event. However, she mentions as the years go by, it’s difficult to keep up with the competition.

"There’s a lot more breweries now than there were seven years ago before I started," Keeler said. "I don’t know the reps as much anymore. It’s more of a challenge every year because they don’t know who I am and there’s dozens of people just like me inviting them to a beer festival starting in April. So it’s just trying to make sure our distributors stand behind us. The earlier we can get the information to the breweries the better."

While Keeler works on coordinating with breweries, her co-worker at Pale Fire, Lauren Reynolds, recruits volunteers. Reynolds is the volunteer coordinator for the festival and began recruiting for the event in January. She called the 150 to 200 volunteers the festival’s backbone.

"Fortunately, people really enjoy it so we get a huge turnout of people who come and do it every year," Reynolds said. "And a lot of times when we get new volunteers, they have such a good time that they want to come and do it the next year."

Once Reynolds knows the number of people returning, she’s able to estimate how many more people are needed. She organizes tasks for volunteers, such as pouring stations, setting up tables, tents and fencing that goes around the event.

When the festival is over, Reynolds, Keeler, Brady and the rest of the festival team have a wrap-up meeting to discuss ways to make the event better. They explore what went well, what didn’t go as planned and ideas to make improvements. Reynolds got her idea of “super volunteers” from last year’s meeting.

"Instead of just having these 150 to 200 people all coming to me, we’ve actually picked certain volunteers that have been doing this for years and they are actually leading volunteer groups," Reynolds said. "It was just something we thought could be an extra entity of organization."

Brady mentions that in the past, the wrap-up meetings have significantly helped to organize crowds. Now, the meetings usually go over small things that are barely noticeable to people who attend.

"I always kind of liken it to a play," Brady said. "There might be a time where there was a line that an actor flubbed just a little bit, and the whole cast knows it, but the audience never notices and loves the play."

As the festival approaches, each team member makes their final touches. Brady is working on last-minute promoting of the festival, and Reynolds will continue to look for volunteers. The festival’s team takes pride in its hard work for Harrisonburg. They know what the community will love because they are a part of it.

"We don’t want a beer festival where we pretend to have craft beer but we fill it with a whole bunch of domestic stuff, or supermarket-available beer, and in the same way, we didn’t want to have bands that were just cover bands," Jenkins said. "Everybody kind of fueled to the lowest common denominator with their events and we thought that Harrisonburg wanted more than that."

CONTACT Joanna McNeilly at mcneilje@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.
From Philly to the Valley

Two brothers bring Philadelphia experience to downtown Harrisonburg with Urgie's Cheesesteaks

By BROOKE IMPERIAL
The Breeze

Framed by blooming dogwood trees and twinkling lights, Urgie’s Cheesesteaks — nestled in the heart of a downtown Harrisonburg neighborhood — exudes a relaxed and charming atmosphere. Steven and Tom Urglavitch, brothers from Philadelphia, Pennsylvania, are bringing a taste of their hometown to the Shenandoah Valley through one of the city’s most iconic dishes: the Philadelphia cheesesteak.

The Urglavitch brothers have been cooking cheesesteaks since they were in elementary school. While they discussed plans to open a business for over 10 years, nothing came from the idea until Feb. 2017 when Steven convinced Tom to move from Philadelphia to the Valley.

Steven has been living in Harrisonburg for over 13 years and realized he wanted to add something new to the community — even if that meant having to sacrifice his previous career. “I was a corporate vice president and a typical disgruntled, low-end senior management guy who just felt unsatisfied for years at a great job,” Steven said. “Being the co-owner of Urgie’s is definitely the most challenging and the most rewarding position I’ve ever had in my life.”

When Urgie’s sold out of its cheesesteaks almost every day at the Harrisonburg Farmers Market, Steven knew he had made the right decision. After realizing that business was booming, he and Tom began renting the space they’re currently in and will officially own it next month. After opening its doors in Jan. 2018, the restaurant has already received a massive response from the community.

“We average about 400 cheesesteaks a week,” Steven said. “We’re growing at a rate of 35% and we’re still reaching out to new customers.” Urgie’s Cheesesteaks has over 1000 followers on Instagram and 900 likes on Facebook. Their social media campaigns have been extremely beneficial, bringing in customers like Meghan Schaeffer, who heard about the restaurant through Facebook.

“I love a cheesesteak and have been on the hunt for the perfect one since I moved here in 2013,” Schaeffer said. “Urgie’s is a fantastic addition to the local food scene.”

Urgie’s is the only cheesesteak restaurant in the area and the Urglavitches hope to expand further. By July 1, Steven hopes to have a full bar inside, as well as more outside seating. He also wants to broaden Urgie’s delivery range so their food will be able to reach more JMU students. “JMU’s important to us,” Steve said. “We want to work with the JMU community and its athletics and we hope to bring our food to campus.”

Richard Hanley, Jr., a JMU alumnus (’10) and Harrisonburg resident, appreciates the Philadelphia culture Urgie’s brings to the community. Claiming that Steven and Tom are “doing the Lord’s work” with their selection of cheesesteaks, Hanley is excited about the restaurant’s future plans.

“What Urgie’s brings is really quite simple,” Hanley said. “[It’s] a casual atmosphere for sports fans to grab a beer and unbelievably delicious cheesesteak sandwiches.”

The most important part of any restaurant is its cuisine. Currently, Urgie’s offers five variations of sandwiches: the steak sandwich, the cheese steak, the hat trick, pizza steak and the Crosby. Each one is unique, but all are served on an Amoroso roll — a stamp of authenticity for any genuine Philadelphia cheesesteak.

The hat trick sandwich is made with Cheez Whiz, provolone and American cheese, as well as peppers, mushrooms and onions upon request. This sandwich is what a cheese-lover’s dreams are made of. The cheeses melt over the thin steak and the width of the bun; the peppers, mushrooms and onions offer a zesty, savory flavor profile that coincides with the steak’s sizzle.

“We knew our model would be about good food,” Steven said. “We worked on our cheesesteak recipe for about two months and we came up with what we think is a pretty solid, authentic offering.” Urgie’s Cheesesteaks is committed to providing the accurate Philadelphia experience, attracting Pennsylvania natives and Philadelphia sports fans. After they expand their bar and seating areas, Steven and Tom have promised that “every single Philadelphia sporting event is going to be on at all times.” Once they become more established, they hope to attend more charity events and start giving back to the community.

Even if someone hasn’t visited the City of Brotherly Love, the owners of Urgie’s Cheesesteaks are able to make customers feel like part of the family. “We want to be that neighborhood corner bar in the city,” Steve said. “Everyone’s got a good sandwich, but it’s all about service and people have to feel comfortable when they’re here.”

CONTACT Brooke Imperial at imperibn@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.
Sweet business

Local high schooler creates business out of mission trip fundraiser

By TALIA DAVIS
contributing writer

The kitchen is filled with popular cheesecakes, like Choco Peanut Butter and the customer favorite, Berry Berry Swirl. She spent hours in the kitchen baking cheesecakes to fund her mission trip to Guatemala with her 10th grade Spanish class. As a result, her passion for baking and an ongoing demand for her cheesecakes led to the creation of Graci’s Cheesecakes.

Grace Cook, a senior at Blue Ridge Christian School in Bridgewater, Virginia, started making specialty cheesecakes in December 2014. They ended up being a hit in the community and to this day, she’s still making cheesecakes.

“Honestly, I didn’t [see it going this far],” Grace said. “When I first started [making] cheesecakes and selling them in 2014, I was just like, ‘Yeah, I’ll just do this for a mission trip and I’ll stop,’ but afterwards, people kept ordering them. I was like, ‘Oh OK, I guess I’ll keep doing this.’

Grace’s Spanish teacher encouraged the students to earn the money for the trip instead of asking for donations. To fund the trip, students were allowed to start a business, write letters to gain support or babysit. Since Grace already loved baking, she decided to do something that involved her passion. Grace’s mother, Paula Cook, had an idea of what Grace could do to raise money.

“She and I got to talking and I said, ‘There’s not many cheesecake places around here besides Costco. You can try to sell some and see if people would want to buy them,’” Paula said. “So it was [kind of] trying to find a little bit of a niche that wasn’t filled in the community and it happened to be kind of spot on.”

Grace has had some challenging moments, since she has a lot of school work and is involved in soccer. However, she hasn’t let that stop her from doing what she loves.

“I definitely write down everything for the cheesecakes, know what my orders are, and I am in constant communication with the customers,” Grace said. “Honestly, my mom and dad helped me so much because while I’m at school, they’ll help deliver cheesecake or they’ll be at home while someone picks the cheesecake up from my house while I’m not there.”

see CHEESECAKE, page 22
By MATTHEW SASSER
The Breeze

I’m back to where I belong” are the words that introduce Jacob Mayiani in “Jacob’s Journey: A Maasai Warrior’s Journey Home.” The 30-minute documentary was just accepted into the African Film Festival in New York.

This film follows Mayiani, a research analyst at the Office of Institutional Research at JMU, as he reconnects with his Kenyan roots in a coming-of-age Olngesher ceremony that changes him from being a warrior in the Maasai tribe to an elder. It occurs every 30 years and involves hundreds of tribe members.

“I had the privilege to spend time with the Maasai tribe on my first visit to Kenya,” Blaze Nowara, co-director of the film, said. “I knew what I was getting into to a degree, but I didn’t realize how large the ceremony was going to be!”

Nowara met Mayiani on a JMU-facilitated study abroad trip to Kenya in 2005, where Mayiani served as a translator for the group. When Mayiani left Kenya to pursue a college education, he decided to attend JMU because he had connections with individuals from their trips to Kenya.

Nowara was a senior when Mayiani came to JMU as a freshman in the spring of 2007. They became friends and even played on the same soccer team. Currently, he works for Matador Network, an online travel publication.

Mayiani wanted to document his journey and knew Nowara was more than capable of doing so. Since they’ve been friends and shared the experience of being in Kenya together, the pairing made perfect sense.

In the film, Mayiani acknowledges that technology is changing the role of a warrior. Almost every warrior now owns a cell phone.

“They used to walk 100 kilometers to find water and bring their cows there,” Joshua Morin, co-director of the film, said. “But now due to cell phones, they can just call people. Things are changing quite a lot there.”

Mayiani’s mother was able to interact with his daughter through FaceTime in the film. While he travels back to Kenya every summer, this trip had greater significance and allowed him to reconnect with his Maasai roots through the ceremony.

“Both of my parents wanted to be involved in the cultural side of my life and made sure to keep me posted on the dates,” Mayiani said. “I wanted to go and see if I could document this part of the process. It’s important for my own children and the community, and I looked for ways to do that.”

Mayiani has observed how his relations with his tribe continue to influence his role at JMU. Even after he graduated from JMU in 2013 as a geographic science major, he kept his Maasai roots close to his daily life.

“Part of the reason I did this was because it’s very important for people to connect with their roots and not forget them,” Mayiani said. “I’m very privileged to be from a community that identifies strongly with their own tradition. So many people from around the world, even in this country, don’t really have roots or connect with their traditional practice.”

Mayiani’s relationship with his Maasai roots has served him well at JMU. He’s a co-inventor of ERAMAT — a culturally anchored eco-game. It serves as a system-based learning tool to explore the dynamics contributing to the recurrent boom-bust cycles of drought and hunger among East African pastoralist communities, primarily the Maasai.

“Because of that camaraderie of growing up in a community, we are disciplined to work together as a team,” Mayiani said. “Being a part of an age group means you have to do certain things a certain way, and it’s not possible to do some things by yourself. I always valued working together as a team.”

It’s important to Mayiani that he could document this process, not just for the world, but for his children. Due to an error in communication between tribe members, Mayiani wasn’t able to complete the entire ceremony. He’ll be returning this summer to finish his initiation.

“The reason why people do something like genealogy is an effort to connect with where they come from,” Mayiani said. “It’s very important for me and why I wanted to be part of this ceremony is to relate it to my own children and pass it on.”

CONTACT Matthew Sasser at sasserma@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.
‘Art is a language we all speak’

Shenandoah Valley Art Mobile aims to bring creative expression to underprivileged communities

By MADISSON HAYNES
The Breeze

Shades of blue, yellow, pink and cream flow cohesively over a gray canvas. Different colored hands surrounded by rainbows, clouds and a night sky cover the once-blank wall outside the Artful Dodger, expressing the different underlying emotions often illustrated in art. The Shenandoah Valley Art Mobile has a proverb it relies on — “Art is a language we all speak.”

SVAM, a nonprofit organization in the Valley, aims to provide opportunities for art and creative expression in communities that might not have that ability. The organization has created a yearly mural project to include the youth of Harrisonburg in cultivating imaginative pieces they’ll see for generations.

“They painted this,” Emily Reese, president and executive director of SVAM, said. “When they drive by for years to come they can say, ‘I helped create this, I have agency in this,’ and it makes it all that more meaningful.”

The goal for the mobile unit is widespread. SVAM hopes the community will see art as an imaginative and personal experience while hoping to provide that opportunity to youth of the community with no cost. The youth drive SVAM’s organization and provide a purpose for the mobile unit.

According to Reese, funding for creative programs in educational institutions is being cut across the nation, and art is often the first to go. SVAM is working toward creating a free artistic experience for anyone willing to pick up a paintbrush.

Leah Gingerich is the vice president of the SVAM board. She calls art “creative expression” and has an alternative outlook on the process. Gingerich also believes art should be a positive experience for those who want to participate.

“I often go to ‘creative expression’ because I think we limit ourselves when we think about art,” Gingerich said. “I think about creative thinking. I think about creative processes that involve creative thinking. So in education, art is actually really critical and valuable, and yet, we live in a context where it isn’t as valued when it comes to funding, and so something like this can be part of that kind of learning and development.”

The completed mural outside the Artful Dodger was designed by a panel of seven local students who discussed what art meant to them, the community, education and the world. After multiple meetings, Sarah Hade, a JMU alumna (’15) and artist, combined those aspects into one complete mural, encompassing what each student envisioned. Hade believes working with the youth was refreshing.

“As you grow a little older, you kind of put limits on yourself, especially in art,” Hade said. “If you’re a practicing artist or work in the art field, you kind of find your rhythm. Working with the kids was super inspiring.”

Hade also believes the youth who worked on the mural have a distinct, yet abstract, view of art.

“The mural is one example of how SVAM aims to include local communities in one mobile unit. The members of the board hope to create a diverse experience of creative expression. They believe anyone can create art, especially younger kids who are capable of vast creativity. “Their voices are alive in the organization, ” Gingerich said. “They’re alive in how this art organization has an impact on the community in a real way.”

CONTACT Madisson Haynes at hayneslx@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.
CHEESECAKE | Local teen Grace Cook creates cheesecake business after mission trip fundraiser proves successful

Last summer, Grace got the chance to bring Graci’s Cheesecakes to another part of the county. CeCe Dodd, manager of the Broadway Farmer’s Market, knew Grace was trying to fund her mission trip and offered her a spot since it was a fundraiser rather than a for-profit business.

“She would do cheesecake samples for people to try and then she would sell them as a display and she would always sell out or almost sell out,” Dodd said. “I actually had other vendors learn from her because of how fearless she was around other people.”

Grace boldly interacted with everyone who walked by her station at the farmer’s market. By doing this every Saturday, she was able to gain new skills to incorporate into her business.

“I was able to talk to people one-on-one while they were eating cheesecake,” Grace said. “Being able to build my clientele ability, build the people I know around me and who love to eat cheesecake and just being able to meet new people while having things in common with them was a good experience.”

Grace’s passion for her business is shown in everything she does. This has not only brought joy to her and her customers, but it also brought joy to her mom.

“I enjoy seeing the satisfaction that she gets out of pleasing people and creating a product that people want — it’s a win-win situation,” Paula said. “She loves people and she loves meeting new people and that’s been a joy to see her interact with lots of different kinds of people.”

Grace will be attending Christopher Newport University in the fall with a possible major in business in order to someday own a bakery. The fate of Graci’s Cheesecakes after she gets to CNU is still a work in progress.

“I’m not sure whether I’m going to put it on hold until I get back for breaks or whether I’m going to ask someone else to run it,” Grace said.

Although Grace has made a name for herself through baking cheesecakes, she still wants people to know her business is more than that. Graci’s Cheesecakes is opening her up to creating more memories.

“I want people to know that I love cheesecake, I love people, I love the Lord and that combination has been able to spur the making of Graci’s Cheesecakes,” Grace said. “I’m just a normal teenager. It’s just neat to connect with people through this way and look back and see how I’ve grown through this experience.”

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The Broadway Farmer’s Market gave Grace a spot last summer, where she was able to hone in on her business skills.
When the sun sets on Jeff Bourne’s career as JMU director of athletics, he hopes his legacy is one in which people remember his passion for the student athletes and JMU community. While well on his way to that legacy, there’s still a lot of time left to add to it.

Bourne came to JMU in 1999 after being a part of both Virginia Tech and Georgia Tech’s athletic departments. When Bourne first arrived in Harrisonburg, he thought he’d be there for five or six years, but much like anyone who comes to the rolling hills of the Shenandoah Valley, he couldn’t imagine leaving. After 19 years leading the purple and gold, Bourne has built a program that could rival any school in the nation — and he’s still going.

“It’s just an honor to serve and do what I do every day,” Bourne said. “It’s something you need to enjoy and get great fulfillment from watching other people grow.”

Last month, Bourne was announced one of the five finalists for the Sports Business Journal Athletic Director of the Year. Bourne joins the athletic directors from Penn State, Northwestern, Army and UCF as candidates for this year’s honor. However, what makes him unique is that he’s the only one who hails from a school that isn’t part of the FBS.

When it comes to being named a finalist, Bourne is humble about the recognition. To him, the award should be given to those who work alongside him every day.

“It’s a large honor and I think it speaks to what everybody at JMU [does],” Bourne said. “They give it to the athletics director, but it’s truly an award and recognition, in my opinion, for the institution and what we’ve been able to do collectively.”

For JMU women’s basketball head coach Sean O’Regan, there isn’t anyone more deserving of the honor than Bourne. According to O’Regan, Bourne’s impact on the women’s basketball team is as big as it could possibly be.

“I don’t know the competition that he’s up against — and I’m sure it’s some pretty good choices — but for me I couldn’t see a better athletic director, a more supportive athletic director out there,” O’Regan said. “If you look at the track record of our success, I think it’s pretty amazing what each sport is doing, and I think all that is fueled by his level of support.”

Bourne’s demeanor away from athletics is one of the many things that’s helped the program succeed for all these years. He’s the type of person who’ll reach out when things are getting difficult. O’Regan recalls a difficult situation that he had to handle. He later sent a text to Bourne saying he had figured everything out, but instead of texting back, Bourne picked up the phone and called.

“He immediately turned around and called me and really thanked me for what I was taking care of — he doesn’t have to do that,” O’Regan said. “He could’ve very well texted back and said, ‘Hey, thanks for letting me know’ but instead, he wants to have almost a face-to-face contact where we’re talking and he’s thanking me. That sort of thing, that little detail, for me shows how genuine he is.”

In Bourne’s tenure at JMU, the Dukes have thrived. There have been three national titles — one in field hockey and two in football — and 53 CAA titles. In the 2017-18 school year alone, there have been four CAA championship titles, two regular-season titles and four teams ranked nationally.

JMU athletics is currently on its way to posting the highest winning percentage in the state for the second year in a row.

“One, he’s extremely qualified, but two, Jeff’s surrounded himself with some really good people,” Charles King Jr., JMU’s senior vice president, said. “He’s been able to make sure he’s hired really good coaches that could compete and bring students that we wanted at JMU to be student athletes.”

Along with the success JMU athletics has experienced on the field during Bourne’s years in Harrisonburg, there’s been a strong focus on the athletes in the classroom as well. Just last month, the field hockey team was awarded a national academic honor. As a whole, the JMU athletics department aims to graduate its student athletes at the same rate as the rest of the undergraduates on campus.

“When I look at the fact that our students are graduating in athletics at a rate higher than [the] general student body, I could’ve never imagined that happening,” Bourne said. “Every year we strive to get better and it’s amazing when you’re dedicated and work hard what you can make happen.”
As if superb sports on the field and strong academics in the classroom weren’t enough, Bourne has orchestrated numerous events to help expand athletic facilities. In his time, Bourne’s ability to bring in donors has helped the athletic department grow as a whole.

“He does an excellent job with donors and fundraising,” King said. “During Jeff’s tenure here, we have basically rebuilt all of the athletic facilities on this campus — and that’s pretty unheard of in a person’s tenure to be able to do that.”

While much of Bourne’s career has been worthy of a highlight reel, there have been a fair share of difficult times. Some of the challenges he’s encountered include having to reduce the size of the department from 28 sports to 18 and having to cope with the loss of student athletes. When the tough times came for Bourne, his family and faith helped him through.

“I realize that the things I’m given every day and opportunities I have are a blessing, and, for me, it’s a reliance on a strong faith,” Bourne said. “My wife and two sons and I are extremely close, and I rely on my wife every day, day in and day out … She’s able to give me a lot of wisdom and we talk through a lot of things.”

Through it all, rough patches included, Bourne has helped build a program like no other. In the eyes of Bourne, he believed the program could achieve some of what it has during his time here, but there are things he never thought he’d experience — like multiple national championships.

“At the end of your career, you hope you’ve been able to be a part of significant change — make a difference, leave a legacy behind you that people would say, ‘Gee, haven’t they done well,’” Bourne said. “I feel really good where we are.”

For King, Bourne has lived up to every one of his expectations when he was hired almost two decades ago. He’s helped grow the JMU athletics program to one that’s recognized nationally as an elite organization. Throughout Bourne’s 19-year tenure, JMU athletics hasn’t once received an NCAA violation — something King is proud of.

“When I go to sleep at night, I don’t worry about whether we have followed the rules or regulations by the NCAA,” King said. “We’re running very solid and [we’re] a good program — that’s worth a whole lot to myself and the president to know that our program is on solid footing and that we do things the right way. Jeff Bourne runs the athletic program the right way.”

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To play Division I sports, one has to put time and effort into the grueling hours of training. Without the drive to work hard and improve, an athlete will struggle against the best of the best. For JMU men’s tennis sophomore Paul Mendoza, intense training hasn’t only helped him make it to the top level of college tennis, but to succeed there as well.

Hailing from Midlothian, Virginia, Mendoza went to Cosby High School — where he won a VHSL 6A state championship in both singles and doubles in 2016. While the competition may not be as intense as playing in individual tournaments, the group mentality of high school sports helped Mendoza prepare to represent the Dukes with pride.

“The team aspect of high school tennis helps,” Mendoza said. “You need to be in practice. You’re not just trying to make yourself better, you need to make sure each slot down the line is just as good as the other.”

As a freshman, Mendoza finished the season 21-9 in singles and 4-0 against CAA opponents. Mendoza also went 1 4-6 in duals and earned All-CAA Second Team for his play alongside senior Theophile Lanthiez.

“Last year was good,” head coach Steve Secord said. “It was a chance for him to learn what the college game is about. He’s right there and the margins are low between players.”

To get to the point of winning CAA honors in his freshman year, Mendoza put in the work in the offseason just as much as he did during the season. While difficult, he knows his hard work will be valuable in the long run.

“The offseason is tough,” Mendoza said. “Both seasons are equally as hard, but in different manners. The spring is dual match after dual match so you have to keep your body healthy. In the fall, you have a much tougher fitness regimen to strengthen your body for the spring.”

His work ethic is noted by fellow teammates and coaches at JMU, but Mendoza’s drive has always been a strong factor in his life. Growing up, Mendoza trained at Raintree Swim and Racquet Club in Richmond, Virginia — which is one of the top tennis training facilities in the state.

“Right when school ended, I just had enough time to go home and get lunch,” Mendoza said. “It’d be an hour and a half of tennis, which consisted of drilling and point play, then we’d move into an hour of fitness. It was that routine on Monday, Wednesday and Friday year round.”

The intense training Mendoza endured only highlighted his work ethic. Jack Snider, current JMU freshman and former athlete at Raintree, knew Mendoza was going to be special early on.

“He was really committed and had good skill,” Snider said. “All the things he did in training showed he was going to succeed in college and beyond.”

Since arriving at JMU, Mendoza has shown a calm demeanor that helps him stay focused and not get frustrated. Secord noted how important it is to not show your opponent frustration during a match, something Mendoza works on during practice.

“He’s low-key,” Secord said. “Practice is his chance to work things out a little bit more. He’s pretty creative and he’ll work on things so that when he’s in a match, he keeps it relatively simple.”

This season, Mendoza has been featured as both first and second singles while also playing doubles matches. He’s helped his team achieve a record of 14-6 (3-3 CAA) with two matches remaining in the regular season.

In every sport, it’s vital to do the little things that give you the edge in matches. As a player who does the little things and knows his teammates will push him to be the best he can be, Mendoza is bound to succeed at any level.

The teams want to win tournaments and have competitive practices, but there’s a heavy emphasis on acceptance and family on these teams. The diversity is part of what makes them so special and is one of the many reasons club members have been able to have such a positive impact in Harrisonburg.

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On a warm February day at a typical practice, three dodgeballs and a volleyball sit on the 50-yard line of a grassy field. When the whistle screeches, seven players from each side race for the balls, grabbing or kicking them to gain possession. As a particularly quick girl snatches the volleyball, she dashes toward the goal. She dodges a boy well over six feet and passes the ball to her teammate across the field. He secures it, flings it into a tall hoop and scores. This is JMU’s club quidditch team, and they’re on the road to the championship.

Known as the Madison Marauders, they’ve been sponsored by the University Recreation Center for four years. With each year, the club has improved and advanced toward reaching their goal — nationals. For two years in a row, they’ve been the first runner-ups to compete in the tournament. But not this year. This year, they’ve finally qualified, and they’ll compete on April 14-15.

Club quidditch is a co-ed, full-contact sport that involves sprinting, tackling and throwing. Inspired by J.K. Rowling’s “Harry Potter” series about a magical world of witches and wizards, the sport is played in the air while on broomsticks. Since levitation is impossible for mere college students, these athletes hold PVC pipes in between their legs to pose as broomsticks instead.

see QUIDDITCH, page 29
JMU football is nearing the conclusion of its spring practices that have been anything but ideal. The weather during these last few weeks has given the Dukes a lot of obstacles to overcome and the team has been hit with the injury bug.

The spring game is the last of 15 practices the team has allotted for the spring session. The game is a milestone that’s used going into summer workouts to see how players perform under a little more pressure.

“It is another day we can get some realistic football and get guys in situations so they can play,” defensive coordinator Bob Trott said. “The spring game gives you a chance to practice those situations and stuff, and you spruce it up a little bit because your parents are here.”

The structure of the game differs from a normal Saturday. Rather than coming together to win a game against an opponent, they’re forced to try and beat themselves.

“On game day it’s us against the world,” head coach Mike Houston said. “Competition brings out the best, our guys are highly competitive and if you put something at stake and give them a way to score, they are going to go out there and they are going to compete, so it should make for a pretty exciting matchup.”

Each individual player is going into the game with the mindset to come out on top, but also to work on something specific. Each squad is awarded points for certain actions, the offense for first downs and touchdowns, and the defense for turnovers and forcing punts. These are a few ways teams can put points on the board.

Fitting the offense and defense against each other provides the team with an added fire for the game. Rather than coming together to win a game against an opponent, they’re forced to try and beat themselves.

“Every day, you just try to pick little things to try and get better on,” DiNucci said. “For me, the biggest thing you know coming in was the playbook and the guys in the locker room. I think every day has been an improvement in terms of getting to know the guys better and in terms of leading the offense and just being comfortable with the new playbook.”

Another competition that isn’t at the forefront of the team, but is just as important, is the kicker competition. Both senior Tyler Gray and redshirt sophomore Ethan Ratke have made two of the biggest field goals in program history — Gray in 2017 against North Dakota State to help seal the win in the FargoDome, and Ethan Ratke in 2018 against Weber State as time expired to win it and send the Dukes to the national semifinal.

“Those guys go back and forth every day,” special teams coordinator Roy Tesh said. “Every kick to them is the Weber State kick … We got two guys that are good friends who stand there and go toe-to-toe and it really is fun to watch.”

With a lot of fresh faces, this is one of the first opportunities for the coaching staff to see how the team will respond in a game-day atmosphere. They hope it’ll provide insights going into the fall season.

The Dukes look to have a strong showing on April 14 as they continue the preparation to get back to Frisco for the third straight year.

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QUIDDITCH | ‘I grew up being a Harry Potter fan, but honestly that’s not the reason I play anymore’

In this intense game, there are four positions: chasers, beaters, keepers and seekers. Chasers throw or kick the volleyball — called a quaffle — into one of three hoops (two short, identical ones and a taller one in between them) to score 10 points. Beaters use dodgeballs, called bludgers, to disrupt the chasers. Keepers guard the hoops to prevent the opposing team from scoring. Lastly, and most importantly, is the seeker. At the 18-minute mark, a neutral player, the snitch, is released onto the field. He or she has a tennis ball in a sock attached to the back of his or her neon yellow shorts. Similar to flag football, the seeker on each team must be the first to pull it off the snitch. It’s worth 30 points and ends the game.

And let’s not forget — these positions are all performed while holding a synthetic pipe between player’s legs. Not the easiest sport to play with only one hand available to throw, catch and push opponents.

The president and captain of the Madison Marauders, senior political science major Joe Winn, couldn’t be more excited about taking his team to nationals in Rock Round, Texas, on April 14. Pouring over his laptop and a notebook in Taylor Down Under, he and the vice president of the team, Hannah Cooper, senior kinesiology major, strategize how to secure the funds needed to fly their team out to Texas and reserve a hotel for the tournament. Winn’s eyebrows scrunch as his eyes dart back and forth over his laptop screen. His excitement is masked by stress, but he knows it’ll all be worth it.

“I grew up being a Harry Potter fan, but honestly that’s not the reason I play anymore,” Winn said. “It’s a competitive outlet for me.”

Over his past four years on the team, Winn has endured two concussions, two sprained ankles, a bruised sternum and a bruised rib. Not only has he suffered setbacks, but the team as a whole has overcome adversity this year as well.

“Last year, we had a lot of seniors who had been an integral part of the team,” Winn said. “A challenge for us has been to build the team around new people, and it was a big adjustment having three new exec members, myself included,” Winn said. Cooper says the team has also faced challenges off the field. There are a lot of students who aren’t aware this sport is offered, and for those who do, many find it amusing, but don’t consider playing.

“On campus, a lot of people think only hardcore Harry Potter nerds play and some of us aren’t athletic, but we really are,” Cooper said. “We have troubles at Student Org Night [because] people don’t really take it seriously. It’s hard to get people to realize it’s a sport.”

While students may overlook the club, the team has improved over the years. This season, a coach has been appointed for the first time, junior marketing major Drew Davidoff. He provides a great set of eyes that can relay strategies, watch the team on the field and call out players during games.

“The most difficult part is focusing on developing everyone on the team and not just the best players. I like winning, a lot. Sometimes you have to give up the victory to improve the team, looking long term instead of short term,” Davidoff said.

With a new coach, a new executive board and their first tournament qualification, the Madison Marauders are starting to make their name known at JMU. They’re hungry to climb to the top, both within the club quidditch world and the JMU community.

“Quidditch is just as much athleticism as logic and strategy,” Winn said. “We love it.”

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