

the antelope

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Upcoming Homecoming Events

Sept. 15 Lawn Display, 3 p.m. &
Battle of the Brains, 5 p.m.

Sept. 16 Spirit Competition, 5 p.m.

New Wellness Center opens with ribbon cutting

UNK COMMUNICATIONS

The University of Nebraska at Kearney's new Wellness Center will attract more students to the nationally-known exercise science education and research program, says Nita Unruh, chair of the Department of Kinesiology and Sport Sciences.

"A facility like this for a campus our size is incredible. You're not going to find a facility like this past Lincoln until you get to Denver. We're it," she said.

"I believe this facility is going to be a tremendous recruitment tool for the Kinesiology and Sport Sciences Department. Not only for exercise science, but for recreation, sports management and physical education."

The \$6.5 million Wellness Center is a new 19,000-square-foot facility east of Cushing Coliseum. The center opened Aug. 1 and includes program and research space, in addition to a large fitness center for students.

Unruh says the research space, named the Physical Activity and Wellness Lab, will allow students to better apply what they're learning in the classroom.

"That experiential learning piece is critical," she said.

The former lab, known as the Human Performance Lab, was shared by undergraduate majors in athletic training, physical education and health education. Exercise science majors will now have a dedicated space to engage in service and research activities.

The exercise science undergraduate program has tripled in size over the last 10 years. Every core course in exercise science is at maximum capacity every semester. Each course has a lab component, and the new lab space will allow for 12-13 lab sections per semester. Only eight lab sections could be taught in the Human Performance Lab.

WELLNESS CENTER, PAGE 12



Photo by Austin Koeller

Scot Fransk, director of intramurals; Kate Keelan, director of physical activity and wellness lab; Jordan Gonzales, former student body president; Connor Shulte, current student body president; and Dr. Nita Unruh, department chair of the department of Kinesiology and Sports Sciences; hold the ribbon at the official ceremony opening the new Wellness Center as Schulte cuts the ribbon.

Note from the editor

Albin encourages students to go for their all



BY JESSICA ALBIN
Asst. Editor, Copy Editor

Well, it's official. The first two weeks of the semester have been completed and the craziness that is Blue

and Gold Welcome week is finally over. Students are starting to settle into their classes, professors are starting to pile on the projects and assignments, everyone is starting to miss home cooking and I'm still figuring out my position as asst. editor.

Even though all of the start-of-the-semester activities are drawing to a close, there is so much more fun to be had. Maybe there

aren't new activities going on every night, but that doesn't mean that college life suddenly gets boring. As a matter of fact, homecoming is just around the corner, and the week leading up to it is always filled with fun things happening on and off campus.

But more importantly, now is the time to start making new friends that will last a life time. Freshman, you should find a whole new world of people to get to know. The possibilities are endless. For upperclassmen who already have an established group of friends, the more the merrier. Don't be afraid to expand your horizons and befriend someone new. Part of what makes college so great is all the

different people you meet who have so many different views of the world.

Some of my best college memories have been nights where I stayed up until three in the morning talking to people I don't normally hang out with and getting to know them a little better.

Other favorite memories have come from trying something new, such as sushi, bungee jumping, Frisbee golfing (frolfing) and racquetball. Campus offers so many opportunities to try new things and broaden your horizons. Take advantage of them.

Even more opportunities to expand your reach exist off campus. One of the most beneficial things I did in college was study abroad. My four months in Ireland was filled with meeting new people, trying new things and traveling to three other countries, all while earning UNK credits towards my degree.

I may sound like a broken record, as

I'm sure this is all advice you've heard before, but that's because it is 100 percent true. This is the best time in your life to take chances, make mistakes and get messy (ten points to whoever can name that show). But seriously, you only get to be in college once. Live it up. Don't forget to go to class, that's kind of why we're here, but have fun.

From all of us here at the Antelope, keep having an awesome semester. If you ever want to know what's going on around campus or what events might be coming up to help you get outside your box, you know where to look (unkantelope.com).

Assistant editor Jessica Albin is a senior English major minoring in communication. Originally from Lincoln, Jessica joined the Antelope in 2013 as a staff writer.

Redskins team name IS offensive

It is time for Snyder to change the Redskins' team name



BY AUSTIN KOELLER
News Staff

The Washington Redskins football team is famous for many things. They have star players such as Robert Griffin III, DeSean Jackson, Pierre Garcon and Alfred Morris.

While the team struggled in the 2013 NFL season, ending with a record of 3-13—the second worst in the National Football League. Fans may have other things to worry about this season. One issue has been thrust in the spotlight more than any other issue associated with the team: the Redskins name.

The New York Daily News, a newspaper that will print just about anything—including savory adult-themed celebrity photographs and political hyperbole—went on record last week as one newspaper that will not give a platform to the team name many consider a racial slur against Native Americans. They will not print “Redskins” in text except in quotes and will not use the mascot but instead a color replacement logo.

“However, this is 2014, and whether we want to admit it or not, racism needs to end”

The issue surrounding the name is that many fans have become offended by the name. “I respect the feelings of those who are offended by the team name,” Redskins owner Dan Snyder said in a letter to Redskins fans. “But I hope such individuals also try to

respect what the name means, not only for all of us in the extended Washington Redskins family, but among Native Americans too.”

According to Snyder, we should all “respect what the name means.” Well, what exactly does the term “redskins” mean? The first thing that appears in the Merriam-Webster dictionary is, “Usually offensive.” The dictionary also states that the name “has its origins in the practice of presenting bloody red skins and scalps of Indian kill for bounty payments.” I do not understand

how one can respect a team name that is a term associated with the murder of Native Americans.

At the Redskins football games, fans do dress up in Native American attire to embrace the fandom that is “Redskins Nation” all while chanting the team chant, “Hail to the Redskins.” Should there be any doubt as to why Native Americans are so outraged over the Washington Redskins?

In an apparent effort to better the relationship between the Washington Redskins and Native Americans, Snyder created the Washington Redskins Original Americans Foundation to raise awareness for the Native American community.

I have to say I am quite bewildered at this foundation—mainly the name of it. Having the name “Redskins” added to an organization dedicated to raising awareness of the Native American community is like creating an organization to educate people on African-American issues and having the N-word within the name of the organization.

Last year, NFL commissioner Roger Goodell condemned the behavior of Eagles wide receiver Riley Cooper after explicitly using the N-Word. However, Goodell has been virtually silent on the issue of the Redskins name.

Los Angeles Clippers owner Donald Sterling has been banned for life by the National Basketball Association (NBA). This sparked Senate Majority Leader Harry Reid to issue a statement on the Senate floor last December, urging Commissioner Goodell to force Snyder to change the Redskins name.

Snyder has said he has no desire to change the Redskins name. Perhaps when the team was established in 1932, there was no controversy. Native Americans were not exactly treated well in the 1930s.

However, this is 2014, and whether we want to admit it or not, racism needs to end. Yes, it exists, but we as a nation are coming to terms with the fact that it shouldn’t be tolerated. A name may be a small thing. However, to the millions of Native Americans living in this country, it is time for Snyder to step up and change the Redskins team name that is offensive to so many.



Andrew's watching WAY TOO MUCH TV



You remember the old movie “Willy Wonka and the Chocolate Factory”—Not the Johnny Depp knock-off, but the original? The drill is pretty simple—five golden tickets, the first four go to obnoxious children, while the last goes to Charlie Bucket, a kid everyone roots for.

I’ve got a soft spot in my heart for one of the scoundrels, though. The kid whose name says all you need to know about him, Mike Teavee. You see, young Mike and myself share the same passion, television.

I like all kinds of TV—comedies, dramas, sports, even reality TV,

and no I’ve never watched nor will watch the “Jersey Shore.”

And this fall we’re going to be talking about all different kinds of TV. I’ll write about the classics, we’ll the play the ratings game—you get the drift. Like the three best and worst words in television, though, I’ll leave you with this:

“To Be Continued.”

About the author:

Andrew likes TV. He watches it, reads about it, and listens to podcasts about it.

Stay tuned for “Andrew’s watching way too much TV” next week to preview some fall TV.

CAMPUS CRIME LOG

July 18: A female subject saw two male subjects pick up a sidewalk closed sign from the south side of the University Drive bridge, which was closed for construction. The subjects then walked north up to the hike and bike trail. The sign was later found on the trail by lot 20.

July 18: KPD reported that a male subject was stopped carrying an Alumni House parking sign still attached to the post. The subject stated that he found the sign laying a couple blocks east of the Alumni House. Items were not damaged and there were no witnesses to identify the subject as stealing the sign. The subject was issued a conduct summons.

July 19: A female subject was cited for having an open alcohol container in a vehicle on 24th Street.

July 19: A male subject was issued a citation for Minor in Possession after he was observed drinking alcohol in front of Founders Hall.

Aug. 5: A female subject reported the theft of her blue Schwinn mountain bike from the bike rack on the east side of West Center.

Aug 20: A female subject reported medication being stolen from her residence.

Aug 27: A male subject reported that his car was damaged on the driver's side door while parked in lot 32. It appeared to have occurred on two separate occasions.

Aug 30: While on vehicle patrol near Foster field, an officer observed two shadows moving on the field. Two officers contacted the two students in the bleachers. After investigation, they were issued conduct summons for trespassing.

Aug 30: An officer attempted to make contact with a male subject. The male subject ran into a party across the street from the towers. The officer attempted to locate the subject, however, bottles of alcohol were being thrown at the police cruiser. Two female subjects were cited by KPD for maintaining a disorderly house.

the antelope | fall 2014 staff

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UNK Mortar Board honored with most exceptional chapter, Top 3 adviser

Atlanta conference honors chapter with prestigious national awards

BY JESSICA ALBIN
Asst. Editor, Copy Editor

UNK's Xi Phi chapter of Mortar Board won the organization's highest national honor, the Ruth Weimer Mount Chapter Excellence Award, at the Aug. 1-3 Mortar Board National Conference in Atlanta, Georgia. The award is presented each year to the nation's single most exceptional chapter.

The Xi Phi chapter of Mortar Board also received the Golden Torch Award, which is awarded to 24 chapters that contribute meaningful scholarship, leadership and service to their institutions. UNK has received the recognition 15 out of the last 16 years.

In addition, Xi Phi won nine Project Excellence awards, given to chapters for notable achievements in scholarship, leadership, fundraising, service and involvement. The recognized projects were: Faculty Appreciation Dinner, Campus Cleanup, Freshman and Sophomore recognition event, Fuel Around the Fountain, Last Lecture Series, Outstanding Freshman and Sophomore Awards, Reading is Leading program, True Blue game days and a Veteran's Day letter writing event.

Senior Mortar Board Advisor Dr. Amber Messersmith said she was surprised to learn UNK had won the highest chapter excellence award, saying, "We were in the company of four other chapters that have incredible, national reputations and have even won the award previously. I was so full of joy when they announced UNK had won! I just wanted to share the news with every person who had ever been a part of the Xi Phi Chapter."

For those who aren't familiar with Mortar Board, 230 chapters of Mortar Board across the nation complete incredible projects and make meaningful differences on their campuses and their communities. To be selected as the top chapter in the nation is a huge honor UNK's Xi Phi chapter is able to claim.

Messersmith said, "There is an established tradition of Mortar Board being a prestigious, respected group here at UNK, and that didn't just happen. It took sustained commitment and a desire for Mortar Board to mean something significant on this campus and in this community. The students selected for Mortar Board are some of the best, most well-rounded students on this campus, displaying their passion for the Mortar Board ideals: scholarship, leadership and service."

A strong commitment to service is a quality found not only in the students of Mortar Board, but also in adviser Amber Messersmith. While at the National Conference in Georgia, Messersmith was awarded the prestigious Excel-



"There is an established tradition of Mortar Board being a prestigious, respected group here at UNK, and that didn't just happen."

—Amber Messersmith

lence in Advising Award. The recognition was awarded to the top three advisors from across the nation.

Messersmith's students nominated her for her dedication to the organization. Students say she takes the time to get to know each member and fosters a sense of community within the chapter. Students also noted that she is present at all of the chapter activities and continuously encourages them to go above and beyond, always proving to be an inspirational force.

Messersmith was moved upon learning that the Mortar Board students had nominated her for the award. "Members of last year's group compiled the Excellence in Advising Award materials without me having the slightest idea," she said. "The group had told me at our last meeting that they'd nominated me. I had to fight back tears, as it meant so much to me that they appreciated the time I'd given to the group and that they'd take the time to put together a nomination on my behalf."

After winning the award, Messersmith said, "It's a good reminder to me to be sure to thank people who help me in every area of my life. It doesn't matter who you are, it feels good when others take the time to show their appreciation for you."

From the students to the advisors, Mortar Board is an organization that is committed to serving the UNK campus and the Kearney community for years to come.



Above: Xi Phi Chapter President Maggie Jackson and Senior Advisor Amber Messersmith, second and third from left respectively, accepted the Ruth Weimer Mount Chapter Excellence Award at the Mortar Board National Conference. Also pictured are Section Coordinator Kristi Okerlund from the University of North Dakota, far left, and president of Mortar Board National Council Martha Starling, far right.

Left: Dr. Amber Messersmith is the Senior Advisor for the Xi Phi chapter of Mortar Board. Messersmith received the Excellence in Advising Award for her dedication to the organization.

Sudoku ★★☆☆☆

How to play: Sudoku is a placement puzzle. The aim of the puzzle is to enter a numeral from 1 through 9 in each cell of a grid. Each row, column and region must contain only one instance of each numeral. Completing the puzzle requires patience and logical ability. The puzzle initially became popular in Japan in 1986 and attained international popularity in 2005.

3		7	1		5			
6					9	8		
	5				4		2	
	9			7				6
	6						7	
4				1			3	
	3		2				6	
		5	4					8
			8		7	3		4

Find answer on page 9

www.sudoku-puzzles.net

The National Residence Hall Honorary's 4th Annual



WORKSHOP - BUILDING BETTER LEADERS

Speakers on Servant Leadership, Delegation, Diversity and more!

Sunday, Sept. 14 at 7 p.m. in the Ponderosa Room

Featuring Keynote speaker Dr. Neil Schnoor, breakout sessions will be presented by Dr. Amber Messersmith, Monica Mueller, John Terry and Dr. Neil Schnoor. The closing address will be given by Scotty Seeba.



Meet Hayden McKelvey

STU GOV V.P. MCKELVEY READY TO GIVE BACK



**HAYDEN
MCKELVEY**

**BY NICK
STEVENSON**
News Staff

"If I can make a student enjoy their time at UNK more than they already do, then that would be pretty cool," says the vice president of student government, Hayden McKelvey. "I want to give back to the school that made my college years the best they could be."

McKelvey, a senior originally from Kearney, said he decided UNK was the best place for him due to all the great things this university offers. "The relationship of the faculty with students, and the industrial distribution program being one of the best in the nation helped make my decision easy," he says.

McKelvey knew this was a task he wanted to take on after talking to current Student Body President Connor Schulte prior to elections about what they wanted to accomplish during their candidacy.

Over their short time in office, Schulte and McKelvey have already made some changes to UNK. "Over the summer we had refillable water stations put in different buildings throughout campus. We are getting ready for the Play it Forward event that will happen at

athletic games," McKelvey said.

The Play it Forward fundraiser will help the Special Olympics of Nebraska by donating sports equipment from college and high school athletes. "The details of this fundraiser will be announced in the upcoming weeks," he said.

McKelvey said he would love UNK students to participate more in student government, letting student senators know about different issues they want looked at, or some things they want added. "By letting your student senators know, then they can in turn let Connor and myself know and we can take care of it for them" he said.

McKelvey said everything has been a rush since he was sworn in during the spring. While working at an internship over the summer it has been a nonstop go with trying to get the ball running.

Even with all the work, McKelvey said it has still been fun to see things come together, reinforcing once again that time management is a very good friend. "I want to give my complete effort to this position, so balancing my time with everything else I have going on in my life is very important," he said.

McKelvey has advice for all UNK students: "Find something to get involved in on campus. Find that thing you are passionate about and enjoy your time in college."

Upcoming in the antelope

Look into the next few weeks

- Former grad (Hollman Media) launches Kearney Ap
- KLPR begins fall line up
- Akiho Someyo looks at E.L.I.
- VB Team also to sport new uniforms

Need to pad your resume?

Write or blog for the antelope

Build your portfolio by writng:

- sports,
- columns
- features.

Contact Jessica Albin at albinjm@lopers.unk.edu

or Marie Bauer at bauerm2@lopers.unk.edu



CONTACT IF INTERESTED

CONTACT IF INTERESTED!--
Free 2004 Harley Davidson Softail. It is in excellent condition it is mechanically fine. If interested please contact for pictures. Wanting to give to a good home contact at jbryant111@outlook.com.

FOLLOW THE HERD

By Sports Editor Nikki Thompson

Photos by Shannon Courtney

LEFT: Meaghan Pasbrig eyes the action in the Blue and Gold Scrimmage.

TOP RIGHT: Meaghan Pasbrig and Jilian Stoumbaugh battle during the Blue and Gold Scrimmage.

BELOW: In the first half of the Blue and Gold Scrimmage, freshman Carly Brown takes the field with confidence against experienced junior Meaghan Pasbrig.

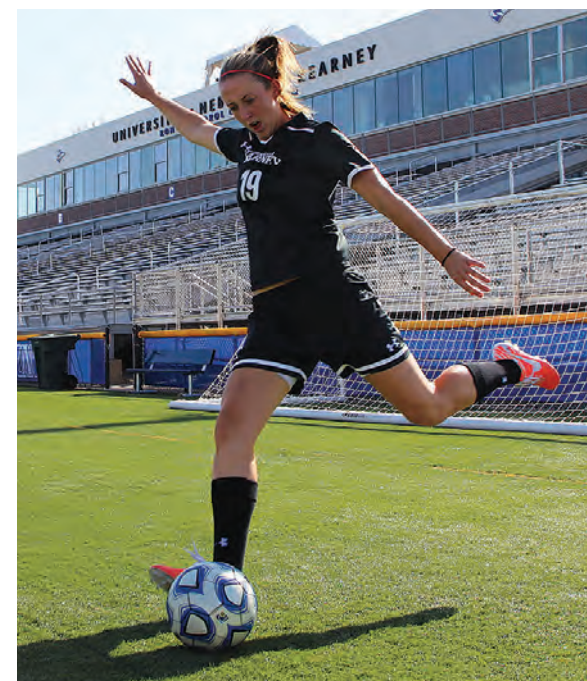
BOTTOM RIGHT: During the Blue and Gold Scrimmage, sophomore Evie Sintek, junior Kristyn Otter and junior Samantha Rieber go for the ball.



More Photos online @
unkantelope.com



New uniforms for women's soccer



Text and Photos by Nikki Thompson

TOP LEFT: Seen sporting the new uniforms are Delanie Phillips, Regan Zach and Montanna Hosterman.

TOP RIGHT: Montanna Hosterman, Junior Captain goes in for the kick.

LEFT: Delanie Phillips, Regan Zach and Montanna Hosterman show how fierce these new uniforms can look.

RIGHT: Not afraid to get a little dirty, Regan Zach dives for the ball.



"As a team and a whole athletic department I think we will all gain new confidence. It's a new moral, new gear, new year, new us."

—Montanna Hostermann, junior captain



"We are really excited to catch up to the other athletic teams here at UNK as well as the other teams in our conference. I think the new all black uniforms will bring a new mentality out on the field."

—Delanie Phillips, senior captain

LOPERS AT HOME

09.10.14 Women's Soccer vs Wayne State College
7 p.m. @ Foster Field

09.11.14 Football vs Washburn University
7 p.m. @ Foster Field

»»» Come and be part of the herd

Check out more events at lopers.com, or send in a photo or story idea at unkantelope.com

Running for mental health

Event Sept. 13 will 'Light Up the Night,' in neon, raise awareness about impact of mental health



BY AUSTIN KOELLER
News Staff

Members of the Kearney community will get the opportunity to show their “true neon colors” as they wear glow sticks and run or walk to support a cause this weekend.

The Richard Young Behavioral Health Center and the Nebraska Counseling Association are teaming up to sponsor the Light Up the Night: Mental Health Matters 5K run/walk event to raise funds and gather awareness for mental health issues.

“There are so many different walks for so many different things,” said Faithe Kroll, a mental health and substance abuse counselor at the University of Nebraska at Kearney and the addictions chair for the

Nebraska Counseling Association. “The purpose of this event is to raise awareness for mental illness and reduce the stigma that goes along with it. It brings light to the fact that this is a very important medical issue that affects a lot of people.”

The run/walk, which is in its second year, will be held on Sept. 13 at Yanney Park. Registration will begin at 7 p.m. for the 8 p.m. event. The cost to participate in the run/walk is \$20, and participants will be given a free T-shirt, bottle of water and glow sticks.



JORDAN LOSCHEN

“Last year, there were 350 participants. We are hoping to have more this year,” said Jordan Loschen, a provisional mental health counselor in Kearney and membership chair for the Nebraska

Counseling Association. “Last year, there was \$5000 raised. Hopefully, we can raise the same amount this year. I think that’s a pretty good chunk of money raised.”

The money raised at the 5K run/walk will go to the National Alliance for Mental Illness, which advocates for those with mental health issues and offers support resources. Half of that money, Loschen said, will go to the Richard Young Foundation.

Prior to the start of the event, Loschen said that there will be education on and discussion of mental health.

“We’ll talk about mental illness and we’ll discuss the impact,” Loschen said. “We’ll also state the purpose of doing the walk.”

To help make the 5K run/walk run smoothly, she said that there will be signs set up and pacers will be in place for the serious runners. The runners will start at the front and the walkers will be at the end.

The race is divided into seven age brackets (18 and under, 19-29, 30-39, 40-49, 50-59, 60-69 and 70 and above) with the top two finishers in each age bracket earning a prize.

Loschen said that the prizes vary from gift cards from area businesses to pillows

LIGHT UP, PAGE 11

Mental illness statistics

Nearly 15 million Americans live with major depression.

Mood disorders account for the third-most-common cause of hospitalization in the U.S. for those aged 18 to 44.

Suicide is the 10th-leading cause of death in the US.

Military veterans represent 20 percent of suicides nationally.

Source: The National Alliance on Mental Illness

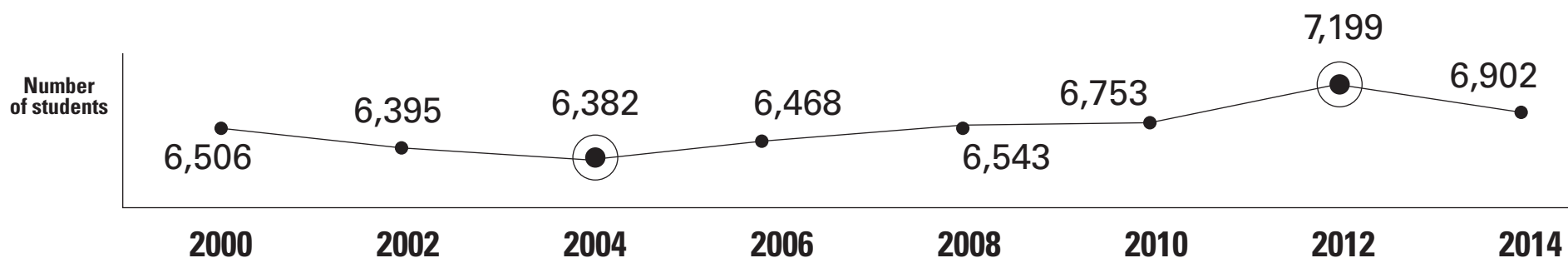
If you are in need of support

UNK Counseling Care
308-865-8248

Peer Health
308-865-8092

National Suicide Prevention Hot line
1-800-273-8255

Numbers up following largest grad class in history



Fall enrollment steady at 7,000, diverse student population up 11.3% over last fall

UNK COMMUNICATIONS

Fall 2014 enrollment at the University of Nebraska at Kearney remains near 7,000 for the fourth straight year, at 6,902.

This is down slightly from fall 2013’s 7,052 – a difference of 150. First-time, full-time freshmen decreased by 22 compared to fall 2013. Undergraduate students enrolled at UNK for fall 2014 number 5,274.

UNK this fall sees a 5 percent increase over 2013 in graduate students – with a total of 1,628, or 78 graduate students more

than last year. International student enrollment decreased from 489 for fall 2013 to 425 in fall 2014.

Ed Scantling, associate vice chancellor for Enrollment Management and Student Success, said UNK is comfortable between 6,800 and 7,200, or could grow slightly more before it reaches capacity. Ensuring undergraduates the best possible residential-university experience remains the university’s mission, he said.

Scantling has been heading an enrollment management task force at UNK for

the past three years and in May was appointed in an associate vice chancellor role to continue university-wide efforts to strategically recruit, retain and progress students to graduation within four years.

“Our goal is student success, and our increasing numbers of graduates indicate that measure of success,” Scantling said. “We are in a competitive recruitment market. We will continue to look at ways to tell UNK’s story across Nebraska, the U.S. and the world to bring students to success here in Kearney.”

The largest class of spring graduates and undergraduates in school history graduated in May 2013 – 713; with December 2013 graduates numbering 411, and May 2014 graduates numbering 703.

Some other data of interest: UNK’s enrollment of students of color continues to increase – up 11.3 percent over fall 2013 (876 students compared to 787). Hispanic enrollment continues to grow – up 13 percent over fall 2013 (584 students compared to 517). Internationally, 55 countries are

NUMBERS, PAGE 11

'JAK' gears up for new year with new faces



BY AKIHO SOMEYA
News Staff

The new Japanese Association at Kearney (JAK) will participate in the Homecoming parade Sept. 20 from 10 to 12 p.m. in downtown Kearney showing “Japan” for the parade audience.

JAK members and some volunteers will wear and hold Japanese traditional clothes or other items. For example, Yukata is the traditional wear for women. Karate is a sport that is famous around the world, so its uniform is well known. They will walk through downtown to promote Japan.

JAK, one of the official associations on campus, elects board members every year and takes part in many campus activi-

Photo by Akiho Someya

JAK met for the first time Sept. 1 to organize and elect officers. The group will march in the Homecoming parade Saturday, Sept. 20.

ties including one big event, the Japanese Festival, each spring semester.

JAK met last Monday to introduce the club and collect new members. Kenshiro Maeda, 19, a freshman from Chiba, Japan, stood as a candidate for the president this year, and he was approved.

“This is my second year at UNK,” Maeda said. “What I want to do as a president is set our color and style.” Maeda thinks that team or organization needs trademark characteristics or features, and this JAK is a kind of new JAK. About 10 of 17 members are going to be new students this year. JAK wants to find their own way to make it a successful year with new faces.

“I know that JAK has been going so well because previous members carried out wonderful works. Then, I want to take their attitudes, and I also want to do my best with appreciation for this special opportunity.” They will meet every Monday at 5 p.m. at the library. New members can still join.

Last year’s JAK president Nozuru said, “This year, JAK has 17 board members, which is the largest number at least in the last five years. I really want the new board members to enjoy whatever they do as much as possible.

JAK, PAGE 11

Hit the Bricks

"Destination Downtown" draws UNK students to The Bricks



Photos by Jessica Albin

Above: UNK students form a line outside of Olde Towne Tattoo in downtown Kearney Aug. 28. The tattoo parlor offers discounted piercings and tattoos for students with their UNK ID during "Destination Downtown" every year.

Top: Students gather for a night of fun and free food at "Destination Downtown." Many local businesses take the opportunity to promote their business to new and returning students by offering food, discounts and prizes.

Sudoku answer:

Upside down, from page 4

4	1	3	7	5	8	6	2	9
8	6	2	3	9	4	5	1	7
7	9	5	1	9	2	4	3	8
2	3	6	6	1	5	8	7	4
5	7	1	8	4	9	3	6	2
9	8	4	2	7	3	1	9	5
3	2	7	4	8	9	6	5	1
1	5	8	9	3	7	2	4	9
9	4	9	5	2	1	7	8	3

TESLA

The struggle of innovation

Customers walk in, order their electric car from an iPad cutting out dealerships, and the industry doesn't like it

BY TATE SCHNEIDER
News Staff

Ambition drives Tesla Motors. A plunky, little start-up company founded by Elon Musk, Tesla is the United States' premiere electric car company. Having started from the ground up in 2003 and putting an estimated 30,000 vehicles on the road today, Tesla motors is doing fairly well for a company that is having difficulty selling to their customers.

Texas and New Jersey have been two of the largest proponents against Tesla's business model. Unlike other companies that distribute their vehicles through a third party, Tesla has gone about things a bit differently.

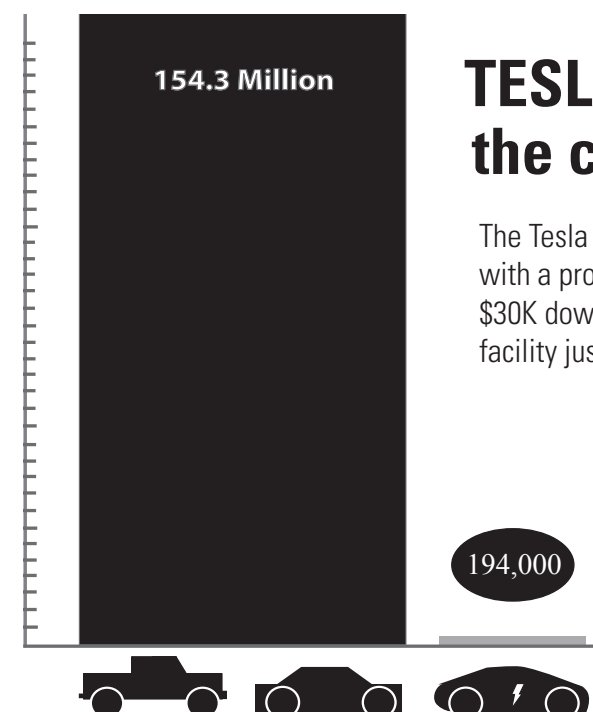
Much like walking to an Apple Store and picking up a new iPad, you can walk into a Tesla Store, talk with a sales person who isn't paid on commission, and pick out the perfect model for you. Musk wants to make the sales process as painless as possible and avoid the ballooned costs of

dealing through a third-party dealership. The costs Musk abolishes in his model include maintenance and sales commissions. Auto dealerships are finding that business strategy hard to swallow.

Musk claims that auto dealers in Texas and New Jersey have been flexing their muscle through politics to push Tesla into selling through dealerships or not at all. If Tesla is not allowed to deal through their own distribution system, they would be out of options and have to work through dealerships. According to Musk's Tesla blog, that would not be in the best interest of the company.

Musk wrote that auto dealers would be conflicted to sell an electric car since gasoline powered vehicles are their primary source of revenue. The argument being that it would be much simpler to promote vehicles that people are already familiar with and are the bread and butter of a

TESLA PAGE 11



TESLA vs. the competition

The Tesla marketshare may be rocketing with a proposed new model at around \$30K down from about \$92K, and a new facility just announced in Nevada

» This facility will hire about 3,000 Nevada residents for the new gigafactory, especially veterans.



The Tesla Model S is currently the company's only model on sale, but it is quickly becoming popular among buyers and Consumer Reports' evaluation of the vehicle scored it 99 out of a possible 100 points.



"If I'm trying to solve a problem, and I think I've got some elements of it kind of close to being figured out, I'll pace for hours trying to think it through."

Elon Musk

Named one of "America's 20 Most Powerful CEOs 40 And Under" by Forbes February 2011

INVENTOR, ENGINEER, EXPLORER, MULTI-BILLIONAIRE AT 43

Elon Musk became a multimillionaire in his late twenties when he sold his start-up company, Zip2, to a division of Compaq Computers.

Musk purchased first computer at age 10. He taught himself how to program, and when he was 12 he made his first software sale—of a game he created called Blaster. At age 17, in 1989, he moved to Canada to attend Queen's University, but he left in 1992 to study business and physics at the University of Pennsylvania. He graduated with an undergraduate degree in economics and stayed for a second bachelor's degree in physics.

After leaving Penn, Elon Musk headed to Stanford University in California to pursue a PhD in energy physics. However, his move was timed perfectly with the Internet boom, and he dropped out of Stanford after just two days to become a part of it, launching his first company, Zip2 Corporation.

Musk went on to more early success launching PayPal via a 2000 merger, Space Exploration Technologies Corp. (SpaceX) in 2002, and Tesla Motors in 2003. Musk made headlines in May 2012 when SpaceX launched a rocket that would send the first commercial vehicle to the International Space Station.

Musk is controversial with the establishment and makes news with his independence, eye to the future and outspoken nature concerning renewable and clean energy and space travel.

Stock in Tesla Motors, just one company run by the parallel entrepreneur is up more than 1,300 percent since it began trading in 2010

» Word on the street is that Tesla is coming out soon with a major firmware update for its all-electric Model S that will let people start their cars with an Apple iPhone.

Tesla from page 10

dealerships' revenue stream.

There are currently over 194,000 electric vehicles (EVs) on U.S. roads. These vehicles are slowly working their way into the mainstream market, but have only been available since 2008. Overall, 254.4 million vehicles roam American roads. Considering how small the market share is for EVs, it is easy to see Musk's point.

But what is the problem with dealerships? Auto dealers are independent franchises that are owned locally. Car manufacturers used this business model as a way to expand their products' availability without assuming the financial risk. After this system took hold, many states like Texas began to implement laws that prevented corporate ownership of dealers as corporate distributors that would have been able to provide in-house perks that wouldn't be available to franchises.

However, an argument being touted by

proponents against direct-sales is best summarized by Bill Wolters, the president of the Texas Automobile Dealers Association. He said, "if they change the franchise laws, it allows every other manufacturer to come in and do what Tesla is going to – compete with our family-owned businesses."

To put this in context, the United States economy is based on a model called capitalism, which favors private ownership of production and encourages competitive markets. This is what elementary school social studies teachers explain to their classes every single day. If that's what auto dealerships are concerned about then there is something wrong with our free market system. Considering these factors raises questions. Will Tesla succeed or will they become another failed attempt to take on Chrysler, Ford and General Motors like Tucker and DeLorean once did? Time will tell.

JAK from page 9



Photo by Akiho Someya

TOP: Members, new and old, held their first meeting to organize for the year.

LEFT: New JAK president Kenshiro Maeda spoke to the members of JAK at the first meeting Sept. 1. Maeda has plans and new ideas for the organization.

"Japanese Festival is the most important event for JAK every year, and it is one of the best opportunities for them to learn leadership, polish communication skills, interact with people, build strong relationships within members or gain time management skills. I hope the new JAK can achieve its purpose, to share the Japanese culture, this year too," Nozuru said.



Photo by Jessica Albin
Life on campus is about to get a little more crowded with a growth in incoming freshman. Freshmen numbers have gone up 1 percent this year.



Numbers from page 9

represented, with the six largest: Japan (115); South Korea (100); China (91); Mexico (51); Colombia (22) and Brazil (14).

Scantling said nearly 90 percent of UNK's first-time freshmen come from

Nebraska, reflecting UNK's mission. First-time freshmen from Nebraska increased 1 percent this fall over last year.

UNK surpassed the 7,000 mark in fall 2011 following more than a decade ranging from 6,379 (2003) to 6,849 (1998).

LIGHT UP from page 8

and other products.

Loschen added that one does not have to be a runner to participate in the event.

"A lot of people will be running it and...doing this for competition," she said. "But a lot of people will be walking it."

Kroll said that continuing conversation about mental health is key.

"[It's about] doing things like Light Up the Night, continuing to raise awareness, and not just paying attention to it for the month that it's exposed to everybody," Kroll said. "People need to continue to post things (on social media), write articles, do the things that they're doing, getting information out there, and finding a way to keep the conversation going. I think that it's important for this generation...to talk more about it and bring barriers down."

Kroll added that there are various resources at UNK and in the Kearney community that are available to those who may suffer from a mental illness.

"At UNK, we have the Counseling Center, the Women's Center, the healthcare office, as well as outreach by those offices," Kroll said. "In the community, we're really lucky because we have a community



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health center. It's free for people who can't pay or who don't have insurance. There are a lot of good resources in the community that people can use."

Loschen said that she hopes those participating in the walk become educated about mental health issues.

"I think that the biggest thing that I want participants to get out of this is that mental illness affects a lot of people," she said. "The more we come together in the community, the more we can help each other out."



“Without the students this wouldn't have happened. It took the student voice to make this happen, and I'm so glad we listened.”
—Nita Unruh

The new program space in the Wellness Center also features therapeutic equipment and rehabilitation zones for students studying athletic training, a major expected to grow in the coming years.

The Wellness Center also features a demonstration kitchen, which will be used during wellness and nutrition classes. The space will also be used for community-based programming.

A renovation of about 4,000 square feet of existing student recreation and classroom space inside Cushing Coliseum will be completed at a later date.

ENHANCING CAMPUS LIFE

The state-of-the-art facility adds nearly 10,000 more square feet for exercise machines, weights, exercise and fitness classes and group activities. Aerobic and weight equipment are in separate areas, and a new fitness studio will feature classes such as Zumba and yoga.

“There are many studies that say once a student or an individual is moving, their brain is working better,” Unruh said. “So having a facility where students can workout or relieve their stress is going to help them academically.”

But the feature that already has students talking is a 30-foot rock climbing wall. Unruh said the department hopes to eventually offer outdoor adventure opportunities as well.

COMMUNITY BENEFIT

“The Physical Activity and Wellness Lab already has a strong community hold in what they do in developing better family relations and better health and wellness for families,” Unruh said.

The problem, she said, is that limited space prohibited the university from serving all of the families requesting services.

Recent community outreach programs involving UNK include Building Healthy Families, Healthy Families School, Nebraska BMI Screening and Reporting System, Nebraska Kids Fitness and Nutrition Day and UNKids – a study with the American Heart Association that is following 180 children annually.

Unruh said the increased space will allow UNK to serve families in nearby towns such as Elm Creek and Amherst, and possibly Lexington and Grand Island. Building Healthy Families could serve 20 families in the previous space, and it can serve 40-50 families in the new space.

“Without the students this wouldn't have happened,” Unruh said. “It took the student voice to make this happen, and I'm glad we listened. I'm very proud of all the students on this campus who said, ‘You know, this is important to UNK, and we're behind it.’”

A student wellness fee adopted in 2005 paid for \$2.4 million of the Wellness Center project. The rest of the project was funded by \$1.7 million in private donations and \$2.4 million from university cash funds.

WELLNESS CENTER QUICK FACTS:

Cost: \$6.5 million

Construction Start: April 2013

Opened: Aug. 1

Size: 19,000 square feet

Funding: Student wellness fee, \$2.4 million; University cash funds, \$2.4 million; Private donations, \$1.7 million

Overview: The new Wellness Center will provide a facility for teaching and research in public health; promotion of physical activity, obesity treatment and prevention; student fitness activities; and wellness programming for students, faculty and staff.

Features: Public health research space and community outreach, fitness center, physical activity and wellness lab and renovated classrooms.

Renovation: About 4,000 square feet of existing fitness, student recreation and classroom space inside Cushing Coliseum also was renovated.



Photos by UNK Communications

ABOVE: Workers continue to put the finishing touches on the UNK Wellness Center which opened to students on Aug. 1. The center includes a large fitness center for students, as well as a physical activity and wellness research lab.

TOP: UNK student Sierra Welsh works out in the new campus Wellness Center, which opened to students Aug. 1. The \$6.5 million project features a new student fitness center, classrooms, physical activity and wellness lab and public health research and community outreach space.