

# Students go green online

**Global Entrepreneurship Week challenges students to promote eco-awareness**

BY BLAISE HART-SCHMIDT  
Staff Reporter

Students across campus are getting creative in hopes of keeping the earth clean and scoring some green.

This week, the Truman State School of Business and Students in Free Enterprise (SIFE) are sponsoring Global Entrepreneurship Week and competitions promoting environmental consciousness. Senior Laura Brooks, president of SIFE, said one of the week's activities is the Go Green YouTube Video Contest, in which students compete by submitting YouTube videos they created.

"Students make their own video ... ranging from a 30-second commercial to an eight minute how-to video, basically [on] how to go green or inspiration on ideas and [environmental] problems that we're facing currently in the community and around the world," Brooks said.

Brooks said the original deadline for the contest was Monday, Nov. 17 but was extended to Friday, Nov. 21. Following the deadline, a panel of judges will score the videos to determine the winners. The first-place winner will receive a cash prize of \$750, and the second- and third-place winners will receive \$500 and \$250, respectively.

Brooks said the videos will be judged on several different factors.

"Judging criteria includes creativity and innovativeness, relatedness to the community if it's a relative problem ... [and] overall effectiveness of the message," Brooks said.

The number of views the videos receive will also be a factor, Brooks said.

Junior Dan Heagney filmed and submitted his video, "Truman Go Green: Mya Says Go Green!" on YouTube video for the contest. Heagney said he had been wanting to make an environmental video but hadn't gotten around to it. The video features Heagney's cat, Mya, as she describes different ways to save energy.

Heagney said he's not doing anything extra to promote his video.

"I'm already on YouTube, and I already have over 7,000 subscribers so people already watch me regularly anyway," Heagney said.

Although he said he doesn't think the week will sway Truman students too much, he thinks it at least will have a small influence.

"I don't think it will have a noticeable impact, but I think it will put something into the minds of the people who participate," Heagney said. "It won't make everybody go out and try



Brian O'Shaughnessy/Index

**Freshmen Lauren Reuther, Patrick Gross and Lauren Milburn watch YouTube videos students submitted for the contest. Reuther and Gross saw other people's videos and decided it would be fun to make one themselves.**

to save the world, but it will inspire people to turn off the lights."

Another contest during Global Entrepreneurship Week is the Trash Can Painting Contest, Brooks said. The contest was inspired by the Cows on Parade art exhibit.

"Students purchase trash cans of any size and paint them to represent Go Green views," Brooks said. "Whether it's drawing recycling signs all over it or whatever, the possibilities are endless."

Students should submit their decorated trash cans to be judged, and monetary prizes also will be given to first-, second- and third-place winners.

The top 10 trash cans will then be displayed around campus, Brooks said.

Renee Wachter, the dean of the School of Business, said the School of Business and

SIFE wanted to include activities that would interest Truman students.

"What better way to demonstrate creativity and get the message across and to do something that reaches students like YouTube," Wachter said. "The trash can competition is another way to express that creativity other than doing a paper or doing a presentation."

Wachter said the School of Business hopes to increase sustainability as well as encourage students to utilize their creativity.

"We want to ... promote things that we can do in our everyday lives to go green and then to have a broader awareness and a support of entrepreneurship on the campus," Wachter said. "We want to provide a venue where [students] can realize their dreams, whether it's starting their own business or being innovative in some other way."

## Representatives travel to Asia

**K-REDI, Truman, ATSU investigate future business and education opportunities**

BY SARAH SCOTT  
Staff Reporter

Kirkville residents recently went abroad in an effort to attract overseas interest in Kirkville.

Human Identification Technologies CEO Blaine Kern, Truman representative Michael McManis and ATSU representative Pete Detweiler traveled to Seoul, Shanghai and Hong Kong looking to foster relationships between overseas companies and the University and Kirkville communities.

Michael McManis, dean of planning and institutional research, said Human Identification Technologies initiated the trip and that Kern set it up to explore the possibility of overseas investors and future partnerships.

He said representatives from Truman and ATSU went because the two schools are partnered with HIT.

"If there are ways that we can help foster economic development in ways that are consistent with our mission, we want to do that," McManis said. "The more attractive Kirkville is, the easier it is to recruit students and faculty."

McManis said Truman and ATSU also think the future of Truman is linked with the community.

He said Truman also wants to look for

potential relationships with other universities. McManis said he made contacts with a few universities including the University of Hong Kong.

"We'll follow up on some of those opportunities as well," McManis said. "It will take time for us to both follow up and see what the results are."

McManis said that in each city, there was a special meeting at which Kern and other representatives gave presentations. They made a lot of contacts they will follow up with to determine more about their level of interest, he said.

"When you're working overseas, it's a part of a process of developing relationships and familiarizing people with your area, what your area has to offer, what your business has to offer," McManis said. "... I think the trip was very productive and has the potential for long-term benefits for Truman and HIT and Kirkville, but it will take awhile ... to determine what the outcomes will be."

Director of Job Creation Phil Tate said HIT looked for investors, companies to partner with and companies that might choose to set up shop in Kirkville.

"[These companies might have] an association with HIT or might be a spin-off

company that assists in that type of laboratory work," Tate said.

Tate said that when a new company comes to town, it not only creates new jobs and improves the flow of money in the community, but also increases investment.

**"I think the trip was very productive and has the potential for long-term benefits for Truman and HIT and Kirkville."**

**Michael McManis**  
Dean of Planning and Institutional Research

"[New business] increases tax revenue, which is, of course, the basis that runs your community," Tate said. "It sort of raises the tide that lifts all boats of human opportunity."

Tate said HIT's investments and capital already have been gathered for the company in the Midwest but that there is a long-term business plan that potentially includes facilities on the East Coast and overseas.

Alliant Community Bank President Pete Detweiler said that on the trip he represented K-REDI, ATSU and Alliant Bank.

Detweiler said HIT hopes to establish laboratories in southeast Asia and that HIT plans to eventually become international. There is a need for DNA testing labs worldwide, he said.

"There's applications for ... DNA analysis on both the civil level for court systems or individuals ... as well as military applications, governmental-type applications," Detweiler said.

## NEWS | In Brief

### Global Issues Colloquium continues

The next Global Issues Colloquium will take place at 7 p.m., Nov. 20 in Magruder Hall 2001. Bonnie Mitchell, associate professor of sociology, will present "Indigenous Survival: Strategies of Cultural Resistance." The Global Issues Colloquium, hosted by the Center for Teaching and Learning, includes faculty and guest speakers addressing issues such as refugeeism, terrorism, global media coverage, radioactive and nuclear waste disposal, global warming and stem cell research. A faculty steering committee plans select programs. Sessions are recorded, edited and available for check-out in the Pickler Media Library under "global issues."

### Clothing drive to take place Dec. 1-5

The "Head to Toe: Keeping Local Kids Warm" drive will be accepting donations Dec. 1 through 5 at various locations on campus. Donations of hats, gloves, mittens, scarves, boots and winter coats can be left in receptacles in the Student Union Building, Career Center reception area, Pickler Memorial Library, Physical Plant office, Barnett and McClain lobbies and McClain Hall 101 and 214. Melissa Rodman in the Registrar's Office also will collect financial donations in McClain Hall 104. Donations will be distributed to local children and families.

### Food for Fines returns

Pickler Memorial Library once again will offer students, faculty and staff the opportunity to reduce their outstanding fees by donating to the Food for Fines drive Dec. 1 through 5. For every food item donated, the library will waive as much as \$1 in overdue fines. Anyone with questions about the food drive is encouraged to call (660) 785-4533.

### Historical speeches come to life

Communication students from COMM 270 and 385 will portray speakers or characters in a program scheduled from 7 to 8 p.m. Nov. 20. Students will portray speakers from the Top 100 Great Speeches of the 20th century, as well as movie characters associated with memorable speeches. A reception for the 35 students involved with the project will take place after the presentation. Anyone interested should contact professor of communication Barry Poyner at bpoyner@truman.edu.

### DPS offers shuttle service

The Department of Public Safety will provide a shuttle service to the La Plata train station for students taking the train home for Thanksgiving Break. DPS shuttles will depart from campus at 9 a.m. Nov. 25 and Nov. 26. The cost is \$5 for a reservation, with payment due one week prior to departure. Reservations are on a first-come basis. Shuttles will meet and depart from the Public Safety building north of the Student Recreation Center. To make an appointment, contact Joyce Mullins at (660) 785-4177 during regular business hours.

### World AIDS Day Service to take place

Students in the nursing department are hosting a Memorial Service to honor those who have been affected by AIDS. The service will take place at 7 p.m. Dec. 2 in front of Kirk Memorial in conjunction with World AIDS day. Contact the nursing department for more information.

### No Index next week

The Index will not publish an issue next Thursday Nov. 27 because of Thanksgiving. The Index will resume publication Thursday Dec. 4.

### Holiday wreaths appear on Baltimore

New lighted holiday wreaths will adorn 30 light poles along Baltimore Street this year thanks to donations from Kirkville resident Laurence Miller, several Baltimore Street businesses and the City of Kirkville. The Public Works Department and AmerenUE hung and wired the wreaths.

## DPS | Reports

- 11/16 A theft was reported in parking lot 15, located east of Missouri Hall.
- 11/16 Zachary Lloyd Strohm, 18, was issued a Missouri Uniform Complaint and Summons for Possession of up to 35 grams of marijuana and Possession of Drug Paraphenalia
- 11/16 Casey C. Whalen, 18, Brian C. Reeler and Thomas S. Reel, both 19, were issued Missouri Uniform Complaints and Summons for Minor in Possession of Intoxicants
- 11/12 A motor vehicle was reported stolen from parking Lot 32, located north of Baldwin Hall

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