



FILE PHOTO

SUNRISE SALUTE | Columbia students who participate in ROTC off campus held a flag-raising ceremony on Veterans Day.

Local building to keep rents stable after court ruling

BY KATIE BENTIVOGLIO
Columbia Daily Spectator

For Julia Valentina Rojo, a recent court decision was the difference between staying in her apartment of 40 years and leaving the area completely.

“The rent here is so expensive—three, four, five thousand dollars,” Rojo said, referring to the Upper West Side. “I can’t pay that.”

For 40 years, Rojo has lived in Columbus House on 95th Street, a building that can’t raise its rents after a Dec. 28 court decision that could affect thousands of city apartments.

Columbus House, which had been a part of the Mitchell-Lama program that provides housing subsidies for low-income New York City residents, was acquired by real estate company Witkoff Group in 2006.

After buying the building, Witkoff applied to raise rents on 248 units in Columbus House, located between Columbus Avenue and Central Park West.

But on Dec. 28, the New York Supreme Court, appellate division, upheld a previous ruling, which assured residents that they won’t see a rent increase under new ownership.

“There is no way that my Social Security and other monies I have coming in would cover my rent.”

— Leslie Burns, president of the Columbus House Tenants Association

“Tenants are elated,” said Leslie Burns, president of the Columbus House Tenants Association. “People are able to stay in their homes.”

Columbus House sits one block away from the Columbus Square development, which includes five new residential towers and retail space.

Many Columbus House tenants cannot afford to pay for market-rate housing in the area, Burns said.

“Most older tenants would have to move—I would have to move,” Burns said, adding that she worried that rent increases would have changed the tenant population from retirees and families to a more transient population of young professionals. “There is no way that my Social Security and other monies I have coming in would cover my rent.”

Landlords can raise rents to market rate if units were previously rented under “unique or peculiar circumstances,” and Witkoff had argued that the Mitchell-Lama program constituted a unique circumstance.

The court, however, disagreed. “The tenants argued rightfully and successfully that this provision was never intended to apply

to Mitchell-Lama buildings,” said David Hershey-Webb, the lawyer that represented Columbus House tenants during the appeals process. In the past, “unique and peculiar” has applied to renting to a family member or when an apartment was in disrepair, he added.

Witkoff’s argument was atypical because it involved apartments that are currently occupied, said Flora Davidson, professor of political science and urban studies at Barnard.

“The issue in this case is retroactively trying to raise the rents on existing tenants,” she said. “They’re coming up with a new argument, a new spin.”

Witkoff Group did not respond to requests for comment.

Though the Columbus House tenants filed the suit, Burns said the court’s decision applies to affordable housing throughout the city.

Hershey-Webb estimated that this ruling would affect up to 17,000 current and former

SEE COLUMBUS, page 2

Residence halls slightly reduce energy in competition

BY FINN VIGELAND
Columbia Daily Spectator

Schapiro Hall led Columbia in a national competition among college dorms to reduce their electricity output, but fell behind other schools in the race to be green.

The results of Campus Conservation Nationals, an energy-reduction contest that took place over three weeks in November, were announced over winter break. Schapiro residents, with a 12.9 percent reduction, beat residents of Carman Hall, who reduced by 5 percent, and Hogan residents, who reduced by 4.9 percent.

But the 13 participating Columbia buildings had an average reduction of 3.1 percent,

far below Depauw University in Greencastle, Ind., which led with a 25.8 percent reduction in its electricity. St. John’s University in Battery Park City led schools in New York state, reducing its output by 12.2 percent.

Nilda Mesa, assistant vice president for environmental stewardship, said that saving 10 percent or more in a college campus setting is “possible and quite good,” and praised Schapiro’s residents for leading the way.

But many Schapiro residents attributed their building’s success to existing attitudes about energy use, not to the competition.

“I definitely shut off my light when I left my room, and I try and turn out the lounge light when no one is there and it’s

late,” Schapiro resident John Orthwein, CC ’12, said.

Schapiro resident Edward Kraśniewski, CC ’13, said he tries to be aware of his energy use anyway, so the competition didn’t provide an impetus to improve.

“There was no conscious effort that month by my floor or RA,” he said.

Stephen Chan, CC ’12 and an RA in Schapiro, said that during the competition, he turned off his computer and shut off running water, though he had done that in the past.

“The campaign makes you more conscious of that,” he said. “You chat it up when you see people in the lounge, and, hopefully, they listen and follow your lead.”

The worst-performing

Columbia residence halls were Hartley and Woodbridge, which increased their electricity outputs by 3.5 percent and 3.6 percent respectively over the three weeks. Columbia beat its only Ivy League competition, Brown University, which saw a 0.3 percent increase in its electricity consumption.

Mesa said Columbia is doing its own work to decrease energy use, including installing energy- and water-efficient laundry machines and appliances. The University spends approximately \$1 million a year in efforts to slash greenhouse gas emissions by 30 percent on the Morningside campus, she added.

EcoReps, the campus

SEE CONSERVATION, page 2

USenate to hold town halls on ROTC

After DADT repeal, task force will survey campus, vote in April

BY SAMMY ROTH
Columbia Daily Spectator

A University Senate task force will survey student and faculty opinion on the Reserve Officers’ Training Corps next month, with the full senate likely to vote on whether or not to invite ROTC back to campus by the end of the semester.

The Task Force on Military Engagement, chaired by Ron Mazor, CC ’09, Law ’12, will host three town halls and email a poll to the student body in February to gauge campus opinion.

The task force plans to present a summary of their findings to the senate in March, likely leading to an April vote.

“Our purpose is to gather information and provide a report or a summary, or a perspective on what the campus thinks about ROTC, rather than [make] a recommendation or decision,” said Alex Frouman, CC ’12, a University senator and member of the task force.

The task force was created after last month’s repeal of the military’s “don’t ask, don’t tell” policy, which had prevented gay soldiers from serving openly and had been at the center of the opposition to the return of ROTC. Students were initially barred from participating in the program—once a core requirement for all Columbia students—on campus in the 1960s, following protests over the Vietnam War.

The poll will be sent to all students enrolled in Columbia College, the School of Engineering and Applied Sciences, Barnard College, the School of General Studies, and the law school, which have had off-campus ROTC cadets enrolled in the last five years.

Mazor said that “logistical constraints” prevented the task

force from polling the entire graduate and undergraduate student body, and that it opted to limit the poll to those students who might realistically be affected by the institution of an ROTC program.

“We wanted to make sure that the sample size wasn’t skewed by the opinions of individuals who might not have any stake at all in a change,” Mazor said.

But even a yes vote by the University Senate would be only the first step toward bringing the ROTC back to Columbia. The University would then need to convince a branch of the Department of Defense to institute a program, and, as Frouman noted, each branch already has a program in New York City.

As task force member and astronomy professor Jim Applegate said, “We can decide we want to dance, but we need a dance partner.”

John McClelland, GS, a veteran of the war in Afghanistan, noted that a University Senate vote is only the first step toward bringing the ROTC back to Columbia.

“This is simply just what Columbia thinks about it,” McClelland said. “Essentially what the vote is, is Columbia agreeing to start a dialogue with the military.”

Jose Robledo, GS, a University senator and an ROTC cadet who oversees training for all the cadets who attend school in Manhattan, noted that despite the absence of an ROTC program at Columbia, students have been able to enroll in ROTC programs at other local schools. He said that even if the ROTC does not return right away, officially inviting them back to campus would lead to administrators doing more to support current

SEE ROTC, page 2



COURTESY OF COLUMBIA

MOVING UP | Frederick Van Sickle, left, and G. Michael Purdy will oversee University fundraising and research, respectively.

Two CU admins promoted to executive VP positions

BY SAMMY ROTH
Columbia Daily Spectator

Columbia has named two new executive vice presidents this month, University President Lee Bollinger announced in emails to the student body on Wednesday.

Frederick Van Sickle has been named executive vice president for University development and alumni relations. Van Sickle, who previously served as vice president for University development, took over for Susan Feagin on Jan. 1.

Feagin is now special adviser to the president, a newly created position.

In a separate email, Bollinger announced that G. Michael Purdy, the current director of the Lamont-Doherty

Earth Observatory, will become executive vice president for research on Feb. 1. That position has been held by David Hirsh since it was established in 2003.

In his new role, Van Sickle will lead the Office of Alumni and Development, which is responsible for the University’s fundraising and alumni relations.

According to an article published in the winter 2010-2011 issue of Columbia Magazine, as special adviser to the president, Feagin will “work on projects related to alumni relations, development, and other University matters.”

Feagin said she also plans to reach out to alumni volunteers

SEE ADMIN, page 2

A&E, PAGE 3

The scoop on Tenka

The Columbia-educated coupon kings dish about startups and all things free.



OPINION, PAGE 4

Mind over matter

To change the world, we have to change the way we think.

Head for the hills!

Esfandiyar Batmanghelidj envisions a water-filled Manhattan.

SPORTS, PAGE 8

Orlich guides Lions to consecutive victories

Freshman guard Brianna Orlich has led Columbia to two straight wins this past week. Orlich scored a career-best 21 points in the Lions’ Ivy season-opener against Cornell.

EVENTS

Cinema Thursday: La France

A free screening of the 2007 French film *La France*.

Buell Hall, 7:30 pm

WEATHER

Today



29°/23°

Tomorrow



34°/15°



MARIA CASTEX / STAFF PHOTOGRAPHER

BOLD STROKES | Gallery-goers browse Chen’s “Parallel Process” exhibit at the opening reception yesterday, Jan. 19.

‘Parallel Process’ multi-tasks in different mediums

BY YLENA ZAMORA-VARGAS
Columbia Daily Spectator

Jing Chen, School of Social Work ’10, is proof that artists and finance workers aren’t necessarily made from different material. “Parallel Process,” the new artist’s exhibition at the Russ Berrie Medical Science Pavilion, started Jan. 17 and held its opening reception on Jan. 19. It will be on display through March 3.

Chen’s career in art began serendipitously a few years ago, when she got into a Barnard studio art class off the wait list. The course, taught by Joan Snitzer, inspired her to leave behind a high-powered corporate job in finance and switch career paths. Chen said Snitzer’s encouragement to take risks with the canvas was integral to her development as an artist.

When asked if she made the right decision in becoming an artist, Chen said, “Yes, totally! I’m poor and happy now.”

“Although it’s very different because I used to work in Wall Street at J.P. Morgan and focus on different things,” Chen said, “I feel more fulfilled now because I know myself a lot better.”

The exhibit’s name, “Parallel Process,” draws on a technical term referring to the brain’s ability to multitask. Chen said that when she used to do social work with substance abuse patients, she treated people for a certain issue and often found herself thinking about her own stance on the issue at the same time. “It’s like a mirror of yourself, and I feel my brain totally split up,” she said. “In that moment, I do not know myself and am overcome with a very unfamiliar feeling.” Her self-portrait clearly reflects this inspiration.

“Although I used to work in Wall Street ... I feel more fulfilled now.”
—*Jing Chen, School of Social Work ’10 and exhibition artist*

Another important inspiration for Chen’s artwork is her upbringing

in Beijing during the Cultural Revolution. “Those were disturbing moments in my life, so going to social work school gave me opportunities to understand where I came from and what the events meant to me,” said Chen. “Now painting allows me to translate my emotions and childhood experiences on the canvas and deal with the climate of the upbringing that has defined me.”

Chen works in a large variety of media, including oil, watercolor, photography, digital media clips, and even poetry. “I have no training in poetry, but I do some free-writing, and each painting has a corresponding poem to it,” she said.

A common thread in Chen’s work is the use of bold colors. “Maybe because of my eyes and because I always wear very bold colors,” Chen said. “I don’t know why.” She laughed and then fell silent, as if to suggest that she is still getting to know herself through her artwork.

“I feel like we do many things because other people do them, but not because we really are passionate about them,” she said. Although Chen discovered the thrill of painting late in her life, she is finally sure she is doing what she loves.



RACHEL TURNER FOR SPECTATOR

WAKE-UP CALL | The eponymous rooster greets diners entering the bar area.

Tenka puts free food at students’ fingertips

BY KAVITHA SURANA
Spectator Staff Writer

A bit of a phenomenon has hit campus lately—money-strapped students have been heard offering to treat their friends when grabbing a local bite. The key to this newfound generosity? Tenka deals.

The coupon and discount platform Tenka, which debuted in Morningside Heights last semester, finally seems to have caught on. It is the latest in a coupon scene already populated with websites like Groupon, Living Social, and Blackboard Eats. But unlike some of these other businesses’ offers, a Tenka deal doesn’t require a down payment and is redeemed upon physically entering a store and displaying the coupon on a smartphone or in a text message.

“I think Tenka is better because it doesn’t rely on popularity and social sharing as much for the coupon to be used,” said Tenka fan Rajib Mitra, SEAS ’11, referring to Groupon’s requirement that a certain number of people buy a certificate before it becomes active. But social sharing is exactly what Nhon Ma, CC ’04 and owner of Tenka, depends on for the success of his business model.

During his years at Columbia, Ma followed a finance track and worked in display advertising at Google. But he always dreamed of venturing into entrepreneurship.

Ma’s first attempt, a Korean taco truck called The Krave, taught him a lot about small businesses. “All of the food trucks make you think about the social media space a lot more,” Ma said. “Those small businesses are unique and have a cult following. They represent who you are.”

The problem, Ma found, was generating initial traffic to the food truck.

Traditional marketing techniques like print ads just didn’t cut it, and websites like Groupon also fell short of meeting his needs efficiently. “Groupon wanted to impose an unlimited cap in terms of the number of deals that could be purchased,” Ma said. “For me as a small business, it was hard to use the daily deal sites to fit my needs.”

After the failed Korean taco experiment, Ma took his frustrations and went back to the drawing board, brainstorming a solution with Google co-worker Tim Zhou. “We always wanted to work with small businesses,” Ma said. “One of the main things that helped jump-start this idea was facing the issues that small businesses have in marketing.”

Social sharing is exactly what Nhon Ma, CC’04 and owner of Tenka, depends on for the success of his business.

Soon the pair convinced another co-worker, Thomas Chau, SEAS ’09, to join the enterprise, and Tenka was born. “We are very deeply integrated into the social layer,” Chau said, explaining how people recommend Tenka deals they like on Facebook. “You can see what your friends like. The other alternative is to show some pictures and do a lot of writing to sell you something people don’t want or need.”

SEE TENKA, page 6



ANGELA RADULESCU / SENIOR STAFF PHOTOGRAPHER

FREE FOOD | Tenka cooperates with other small businesses like Saigon Shack to provide students with online coupons for free or highly discounted meals.

New spot Red Rooster Harlem clucks a sour note

BY ALLISON MALECHA
Spectator Senior Staff Writer

A month after the opening of Red Rooster Harlem, it should be safe to expect most of the kinks to have been worked out, but at 2 p.m. on a Sunday, the restaurant was frustratingly short-staffed and out of cornbread—two major configuration errors.

Celebrated Swedish-Ethiopian chef Marcus Samuelsson opened his much-anticipated soul food restaurant Dec. 17 at 310 Lenox Ave. (between 125th and 126th streets). So far, it looks like Samuelsson’s Harlem adventure might not live up to the hype.

The restaurant is styled as an airy Southern joint, with a wraparound Art Deco bar featured prominently. The décor is classy but whimsical, with an eponymous red rooster greeting visitors at the hat rack and a graphic black-and-white backsplash framing the open kitchen.

Eaters with the wherewithal to make an online reservation a week and a half in advance are promptly seated, but otherwise it’s an hour-long wait. Not exactly time-efficient for college students on a Sunday of work or a weekday between classes.

Guests are arbitrarily assigned to the bar or dining room side but should hope for the latter. The bar side has cramped tables shared Euro-style, and literally rubbing elbows only encourages more communal complaining about the food and service. It took 15 minutes for a server to take the first drink order.

Expectedly, the restaurant carries all the soul food staples, including fried yard bird with gravy and hot sauce (\$17) and corn bread (\$4). But they are not necessarily the best choices—or the most cost-efficient.

The corn bread is crispy-burnt around the edges but butter-soggy in the middle, while its accompanying warm maple butter spread conveys barely a hint of maple.

The consensus around the bar seemed to be against returning, due to the area’s reliance on one server and the lackluster quality of food.

Meanwhile, a twist on another staple—nuggets of fried chicken served atop French toast, rather than the usual chicken ’n’ waffles—is drowned in maple syrup. The fried chicken itself is at least well-crusted and well-peppered. Smart eaters should ask for the syrup on the side.

Another classic dish for brunch or dinner, shrimp and red grits (\$15), could be mistaken for a Southern

tomato soup. The poached egg is tenderly whipped on top and the shrimp are passable, but the grits are unappealing, adding only a grainy texture to the watery tomato base.

Where Red Rooster Harlem seems to fare best is with the less-expected offerings. There is duck liver pudding spiced with almond and pear (\$14) for the more refined palette, and salt- and sugar-cured salmon gravlax served on pumpernickel with avocado and dill cream cheese (\$13) for the sandwich-lover. A highlight of the appetizer menu is the pickled beet salad (\$12). The beets have an apple-like crunch and are served diced and swathed in pepper and creamy Manchego cheese. The dish is attractively served with a pouf of arugula on top and mustard and hazelnuts swirled around the plate.

For dessert, the best option might be to wrap up the cylindrical whiskey fudges crusted with macadamia nuts (\$4) to go. The recommended sweet potato cinnamon sugar donuts (\$8) have the right idea, but the execution is a little off—only two of the six had the purported whipped sweet potato inside.

The consensus around the bar area seemed to be against returning, due to the area’s reliance on one overwhelmed server and the lackluster quality of food, which did not seem to warrant such high prices. Although certainly still hopping, Red Rooster Harlem needs to kick it up a giant notch to keep customers coming back.



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A dispatch from Amsterdam Avenue

A little over a year ago, President Mohamed Nasheed of the island nation of the Maldives held an underwater cabinet meeting. He assembled his cabinet, equipped with scuba gear, in order to highlight the rising sea levels that threaten island nations around the world. Research conducted by the Intergovernmental Panel on Climate Change suggests that within the century, sea levels will rise between 19 and 59 centimeters. While oceans' rising a couple of feet may seem an insignificant change to those who live inland, for low-lying island nations in the Pacific like Tuvalu, Kiribati, and Nauru, a rise of mere centimeters can spur the existential crisis hauntingly referred to as "disappearance." Yet we would be remiss to discount disappearance as an exotic phenomenon, for it threatens to strike closer to home.

In 2008, our Dear Leader Michael Bloomberg had the foresight to establish the New York City Panel on Climate Change. Helmed by one of Columbia's own, Cynthia Rosenzweig of the Earth Institute, the panel convened to explore the breadth of climate change's implications for New York City. Unsurprisingly, as the city straddles the confluence of a river and a sea, rising sea levels were among the chief concerns of the NPCC. According to the 2009 edition of the panel's Climate Risk Information Report, New York will witness rising sea levels of between 12 and 23 inches by 2080. These are no ordinary inches.

Yet these figures do not matter for two parts of Manhattan. We can expect the ever-resilient Wall Street, anchored in a forest of skyscrapers, to survive. Even in the face of total cataclysm, the



ESFANDIYAR
BATMANG-
HELIDJ

C.U. in Hell

resourceful investment bankers of the Financial District, donned in nautically inspired attire, will pilot their Chris-Crafts in a convenient beeline from Greenwich to the valet marinas off Battery Park, giving new meaning to the phrase "captains of finance." Ascending the nearby skyscrapers, they will conduct business as usual, brokering, banking, and then boating home again. Uptown in Morningside Heights, shielded by the topography the university's forefathers favored for their school on a hill, Columbia will remain similarly undisturbed by the rising sea. Students will continue living in collegiate bliss while, next door, Harlem suffers the immense indignity of incessant flooding. New York City will be reduced to two poles: the ivory tower of Columbia and the steel towers of the Financial District. For those students who rarely venture out of Morningside, not much will change.

New York will witness rising sea levels of between 12 to 23 inches by 2080. These are no ordinary inches.

But for those who consider the charms of New York as being found in neighborhoods such as the Lower East Side, SoHo, and the Village, sea-level rise is a daunting prospect. For generations, a large proportion of Columbia's applicants have sought to attend a fine college in a fine city. In a year when Columbia can boast the highest rate of early decision application in its history, we are left to wonder: Will students keep coming if New York becomes a different city? Unlikely. New York is a unique place to study, an unendingly dynamic

patchwork of communities and cultures, nested in distinct and evolving neighborhoods. One can attend a fine college in a lot of places—any Ivy is a good example. The right city is harder to find. The NPCC's findings show that a long-valued aspect of a Columbia education is now at risk. For while the city may not cease to function, its most charming neighborhoods are set to go the way of Atlantis and join the ranks of the forlorn Maldives (unless Dutch engineers return to really make this a "New Holland").

The NPCC projections for sea-level rise include an interesting provision: In the case of "rapid ice-melt" at Earth's poles, the forecasted sea-level rise in New York City could reach 55 inches by 2080. Add to this the daunting findings that show previously once-in-a-decade floods recurring every one to three years, each time inundating the city with over seven feet of water. And to underscore the tempestuous wrath of Poseidon, the annual probability of an intense hurricane's striking the city is set to reach 50 percent. The low-lying neighborhoods downtown will be seized by the sea. Faced with biblical disaster, unable to afford Chris-Crafts, and unwilling to sully their vintage-inspired frocks, the hipsters who color downtown will likely decamp to less trying climes, the charm of New York lost in a mass exodus of alternative spunk. And with their flight, Columbia will lose a major part of its appeal. On the off-chance the hipsters stay to create some aquatic-grunge subculture (think "Waterworld"), the swim test will finally come in handy. Columbia really does prepare us for the future, however hellish it may be! Come the weekend, students will swim in packs like schools of fish: breaststroke to the Bowery!

Esfandiyar Batmanghelidj is a Columbia College first-year. He is a member of the rugby team. C.U. in Hell runs alternate Thursdays.

From gray matter to green matter

Show of hands—how many of you came here because at some point, before applying to college, you read "The End of Poverty"? How many of you scrambled to take or even sit in on a class with professor Jeffrey Sachs? Decided to major in sustainable development or work for the U.N.? Perhaps gravitated toward management consulting by the end of your junior year? After all, the current set of incentives we have as soon-to-be college graduates does suggest that the most likely way we will make an impact is by running a large company. Provided some of our idealism survives our ascension of the corporate or political ladder, we might even bring about some new, evolved form of social responsibility. End poverty. Fix climate change. I think many of us have grappled with these issues, but we and our future selves tend to act on our incentives. What we need is a working knowledge of how to alter these incentives more carefully. We need to gear higher education away from insular academic fields and toward interdisciplinary areas emerging at the intersection of economics, psychology, and neuroscience, which promise some solutions to global problems.

Climate change, for example, may be the greatest tragedy of the commons out there. It extends far beyond the control of single individuals, even those former Columbians working in the White House. It creeps in and out of the media and garners far less attention than familiar political faces, because we are not capable of changing each other's minds consistently about things that really matter in the long run. Here at Columbia, pioneering decision scientists explore where these limitations come from in the hope that one day, we as a society will know better how to act together despite individual biases. Conversations with some of them reveal potentially surprising career choices: Why would a Ph.D.-holding engineer, for example, take a U-turn and become a psychologist? The answer is not obvious, just as it is not obvious why the ongoing research happening in a nontraditional organization like Columbia's Center for Research on Environmental Decisions is in any way valuable when compared to, say, alternative energy or high-yield food crops. According to an article by Jon Gertner in the New York Times, a mere 2 percent of federally funded climate change research goes into so-called "human dimensions" research, with the rest consisting in work in the physical and natural sciences. Closer to home, the Columbia undergraduate sustainable development major covers basic science and some quantitative foundations, yet has no niche for potentially relevant psychology courses and labs that deal comprehensively with how individuals make decisions, and thus with effective policy strategies.

But if we can agree that humans are causing climate change, it is natural for some academics to argue that the solution will eventually come from better insights into how to shape the human behavior that generates the problem. This is not news. Advertising and propaganda have arrived, through trial and error, at some of the same core principles that neuroeconomics is codifying as science. The key is the end goal: What leaders in the field are now focusing on is putting their laboratory experiments in specific, socially relevant contexts like environmental risk and other issues that the market will not resolve for us.

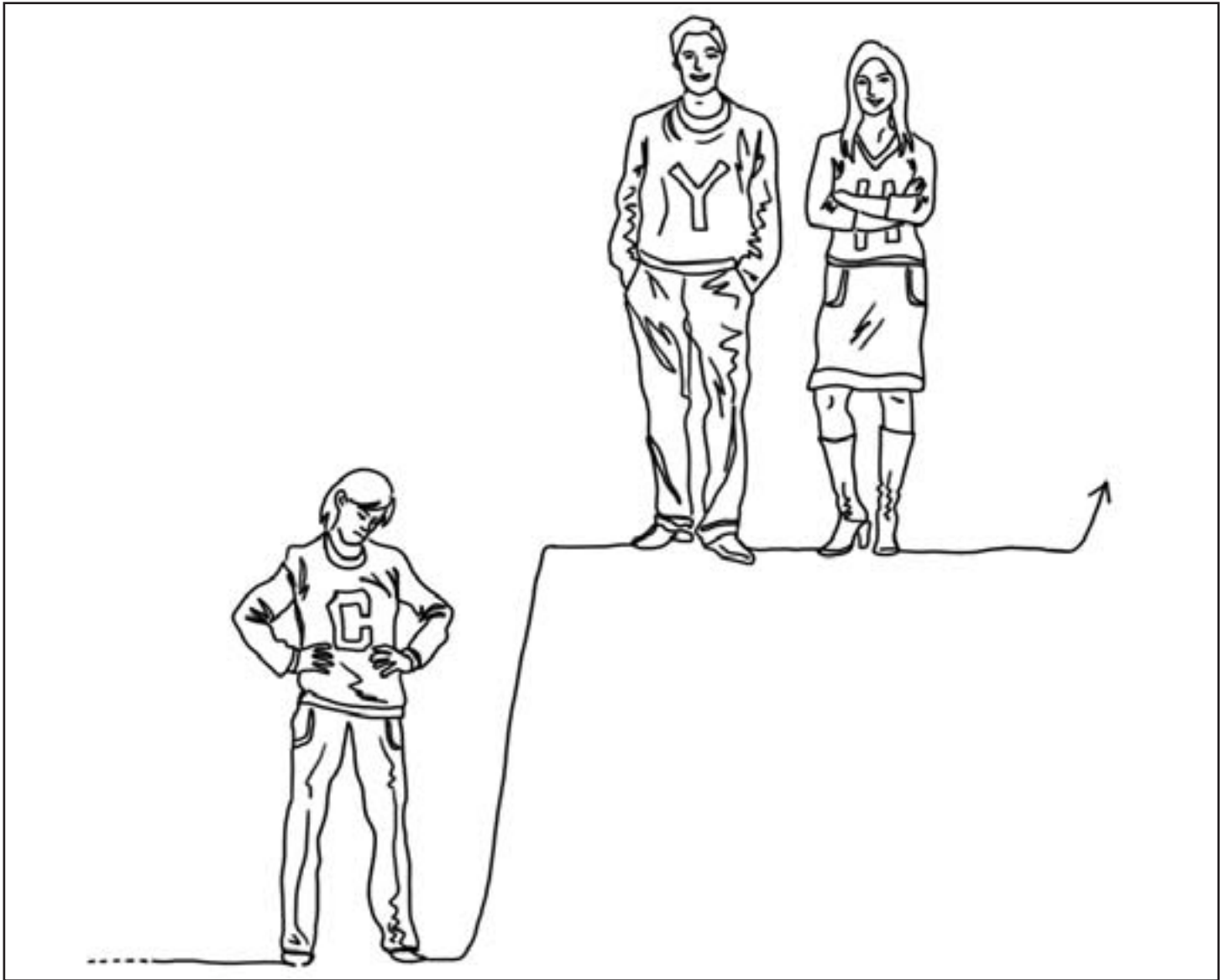
It turns out that because of limitations on how we make choices under uncertainty, we cannot constantly keep the threat of climate change at the forefront of our minds. We think of it as distant and immaterial. We selectively remember and respond to stimuli that are sorted through experience, so most people who have not been near obvious consequences of climate change will be oblivious to it, even after being warned. CRED researchers have also found that something as simple as using the words "carbon offset" versus "carbon tax" can make randomly selected undergraduates more supportive of policies that would increase the cost of airline tickets in order to fund alternative energy. In other words, a policy could, in theory, become acceptable if its proponents methodically tailored the environmental message to the context. This experimental approach has applications in sustainability outside the realm of climate change. At MIT, researchers in the emerging field of randomized field trials have shown that giving teachers in rural India small point-and-shoot cameras and instructing them to take a photo of themselves at the end of the teaching day significantly reduces teacher absenteeism. Cameras, word plays, and simple psychology. These are not commonly cited as fixes to our larger issues. Yet when combined in context, the psychological principles they rely on give us a better understanding of our collective humanity. If we are to make a difference, we should rethink our learning process and better integrate these principles into solving big-picture problems.

Angela Radulescu is a Columbia College senior majoring in neuroscience and behavior. She is a former Spectator photo editor. The Rookie Brain runs alternate Thursdays.



ANGELA
RADULESCU

The Rookie Brain



WENDAN LI

Do Columbia students fit the mold, and should we care?

BY TREY TOY

On January 12th the Spectrum post titled "Columbia just doesn't make the cut" reported on an employment study conducted by Northwestern professor Lauren Rivera, whose findings led her to conclude that employers at "elite" firms were interested exclusively in students from Harvard, Yale, Princeton, and maybe Stanford. With top institutions like our own Columbia left by the wayside, one is forced to ask the question: What are the real criteria for determining educational prestige, and to what extent must we try to tune out the rankings and rhetoric?

Though an admirable effort, Rivera's study ultimately raises more questions than it answers, as there are clear biases and inconsistencies that must be accounted for. For example, the bulk of the study seems to be devoted to the areas of business and finance. Little can be concluded about the job market as a whole from such a narrow view of employment opportunities.

Further still, Rivera introduces contradictions that are rarely resolved. For example, Rivera asserts that employers give priority to candidates who attended superelite universities, regardless of the candidates' performance at those institutions, but then qualifies those findings by expounding on the importance of outside accomplishments. At no point does she weigh the two against each other.

Let's take on, for a moment, what Rivera's study asserts. Let's say a Harvard grad with a 3.0 and no outside accomplishments is applying for the same job as a Co-

lumbia grad with a 3.75 and numerous extracurricular pursuits—who gets the job? Rivera provides little insight as to how an employer or recruiter might assess such a situation, as her stark generalizations leave much to be desired.

From the standpoint of a Columbia student, there are other issues with Rivera's findings and Tom Bartlett's tepid report on the study. Rarely, if ever, does Bartlett or Rivera discuss the idea of innovation or the ways in which a university education prepares its students to make enduring contributions rather than simply collect a paycheck.

With Columbia left by the wayside, one is forced to ask the question: What are the real criteria for determining educational prestige?

On a side note, it is difficult to take Bartlett's report seriously after comments such as, "Don't show up with a diploma from Dartmouth or MIT. No one cares about those places." To belittle a degree from Dartmouth or MIT, one must have serious evidence to back up his assertion, and Bartlett falls painfully short.

History has taught us that lasting progress is built with an education that seam-

lessly interweaves science, intellectualism, and the arts. Further still, in many dynamic fields that demand creativity and a keen depth of intellect, Columbia has matched and outdone the work of the supposed "super-elite." The new program in Sustainable Development serves as a testament to Columbia's innovation, displaying a deep understanding of the ways in which our nation must change in order to adapt to new global trends.

In an ever-expanding global market, a world of unique opportunities will continue to emerge, requiring a unique sense of understanding. While I understand the importance of Rivera's study with regard to the spheres of investment banks, consulting agencies, and law firms, if a student is not interested in those fields, Rivera's work is profoundly irrelevant. As a result, to attempt to generalize the quality of an entire university based on the words of a handful of recruiters working in highly specialized niches is misleading to the public and borders on irresponsible.

Those who are interested in Rivera's findings should take them for what they are, a specialized look into the world of recruitment in the spheres of business and finance, and the ways in which a degree from a particular university can aid in the quest for employment at one of these "elite" firms. Beyond that, the study says little about the job market as a whole, and fails to substantiate its many generalizations about America's top universities and the potential for success in a modern economy.

The author is a Columbia College first-year.

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

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Fill in the grid so that every row, every column and every 3x3 grid contains the digits 1 through 9. That means that no number is repeated in any row, column or box.

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Los Angeles Times Daily Crossword Puzzle

Edited by Rich Norris and Joyce Nichols Lewis

ACROSS

1 Volkswagen model since 1979
6 Stare
10 Cham
14 Unit of capacitance
15 "Would ...?"
16 Baseball's Moses
17 Tough handicap to overcome in a joust?
20 Words after post or suffer
21 Beginning
22 Hoopster featured in a news magazine?
26 Leo, for one
27 Manhattan neighborhood acronym
28 Ready to serve
32 Uncertain concurrence
35 Gave a buzz
37 Snaps
38 Mino of "Rebel Without a Cause"
39 What "purs of wisdom" is an example of?
41 HBO competitor
42 ... king
43 Hokkaido native
44 Shoot for, with "to"
46 Old Italian bread
48 Puts on
50 Biol. branch
51 Was familiar with Britain?
55 Unlikely link-gatherer
58 Without delay
59 Bow bed by mortal hands?
65 Pinup Hayworth
66 Pianist Gilels
67 Church parts
68 They have heads and handles
69 Mug
70 Symbol of strength

DOWN

1 LaGuardia alternative, familiarly
2 Suffix with Caesar
3 Like job

34 Like ugly remarks
36 Fast sports cars
40 " ... pronounce you ..."
45 Naval attire
47 Loyal Japanese dogs
49 Sluggards
52 "The Matrix" hero
53 Modern dash-mounted device: Abzor.
54 Croquet versus

55 Creole vegetable
56 Windows alternative
57 Handy bag
60 Kasbah headgear
61 "I didn't need to know that!"
62 Best seller
63 General at Antietam
64 Step up from dial-up

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P	E	T	S		R	I	N	G	O		P	C	P	
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kworceditor@aol.com 01/20/11

By Mark Buckham
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Freshman stars will lead Columbia to future glory

MOHANKA from back page

means just “also-rans.” They’re part of one of the most demanding conferences in the nation, and they always put up a fight. They fall short, in my opinion, not because of a lack of talent or trying, but because of a lack of belief that they can win.

There is no dearth of match-winners in the Columbia athletic department. 2010-11 has seen the rise of several freshmen who I would call match-winners. Two relevant to this January column are Steve Frankoski and Brianna Orlich.

Frankoski has burst on to the men’s basketball scene this year. There’s no doubt that he’s a real talent. He’s been an assured presence on the court, and will definitely be a big name for the program in years to come.

Orlich, star of the women’s basketball win against Cornell this past weekend, is another one to watch. Her performance in the Lions’ first win of the season last Saturday drew tremendous praise in the post-game press conference from her coach, Paul Nixon, and rightly

so. Orlich seemed determined to ensure that the Lions opened the Ivy campaign with a win. While the women haven’t had a good start to the season at all, the Cornell result could mean that more wins are on the horizon.

While teams may be uncomfortable when ahead, and lack the fortune and composure to hold on to league-leading positions, their match-winners like Orlich will bring a certain confidence, a confidence that is essential to any “winning team,” and is more important than you would ever imagine. Once a team understands how to win, the task becomes a whole lot easier.

I’m not saying that the Light Blue is going to crush every team they come up against in 2011, but something tells me that the winning feeling could be returning to Morningside very soon, in large part thanks to the many match-winners representing the Light Blue.

Mrinal Mohanka is a Columbia College junior majoring in Economics.
sports@columbiaspectator.com

Columbia strings second straight victory

SHAFER from back page

“Well, my shots were going in,” she said. “That was going right. And I think we were pushing the ball up pretty fast, swinging the ball around. It helps when we do that—it gets everybody open.”

By halftime, Shafer had hit four three-pointers and scored a total of 14 points.

“We were extremely fortunate that Melissa Shafer was on fire tonight, because we did not play a very good defensive first half,” head coach Paul Nixon said. “I thought we allowed them [St. Francis] way too many drives to the basket, easy hoops, and we just weren’t very solid defensively in the first half at all, so it’s very fortunate for us that Shafer was able to do what she did, because it really kept us in the game.”

The Terriers (2-15, 0-6 NEC) led by as many as six points in the back-and-forth first half and appeared unfazed by Columbia’s full-court pressure.

“I don’t think it affected them at all,” Nixon said. “Their freshman point guard, Jasmin Robinson, I think she did a really good job of handling the basketball. She made it very difficult for us to kind of hem her up and force any of those turnovers.”

After 20 minutes, Columbia trailed St. Francis 33-32. The game remained close after the intermission, and with 8:50 remaining, senior guard Kayla Williams hit a jumper for the Terriers that tied the game at 50-50.

“It’s very fortunate for us that Shafer was able to do what she did, because it really kept us in the game.”

—Paul Nixon, women’s basketball coach

Then the Lions took control. After holding four- and five-point leads during the second half, Columbia built its advantage up to 13 points—the largest lead the Lions have held this season. Shafer’s three-pointer with 4:26 left gave Columbia a 65-52 advantage, and after sophomore forward Autumn Lau answered with a layup, Barry hit two foul

shots to push the Lions’ lead back up to 13. In all, Columbia went on a 17-4 run.

But nothing has come easily for the Lions this season, and Wednesday’s win was no exception. St. Francis chipped away at Columbia’s lead thanks to Lau, who scored St. Francis’s next nine points. Lau cut the Lions’ advantage to seven on two occasions during that stretch. She finished the night with 24 points and was one of three St. Francis players, along with Robinson (15) and Williams (13), to score in double figures.

With 53 seconds left, Robinson hit a layup to make the score 71-65 in Columbia’s favor. But St. Francis did not score again. Meanwhile, senior center Lauren Dwyer made one free throw, Shafer made two, and Barry made one to seal the win.

After an 0-13 start, the Lions head into their rematch with Cornell as winners of their past two games and with a 1-0 Ivy League record. Columbia has to be feeling good.

But Shafer, always focused, would not reflect on the Lions’ current streak for too long.

“It’s great,” she said. “We’ve just got to keep it up, get the next win.”

Freshman Orlich stars in backcourt

ORLICH from back page

first freshman to earn a starting spot this season. Though Nixon knew that he would lose shooting guard Danielle Browne to graduation after the 2009-2010 season, he did not recruit Orlich with the intention of starting her in Browne’s place immediately.

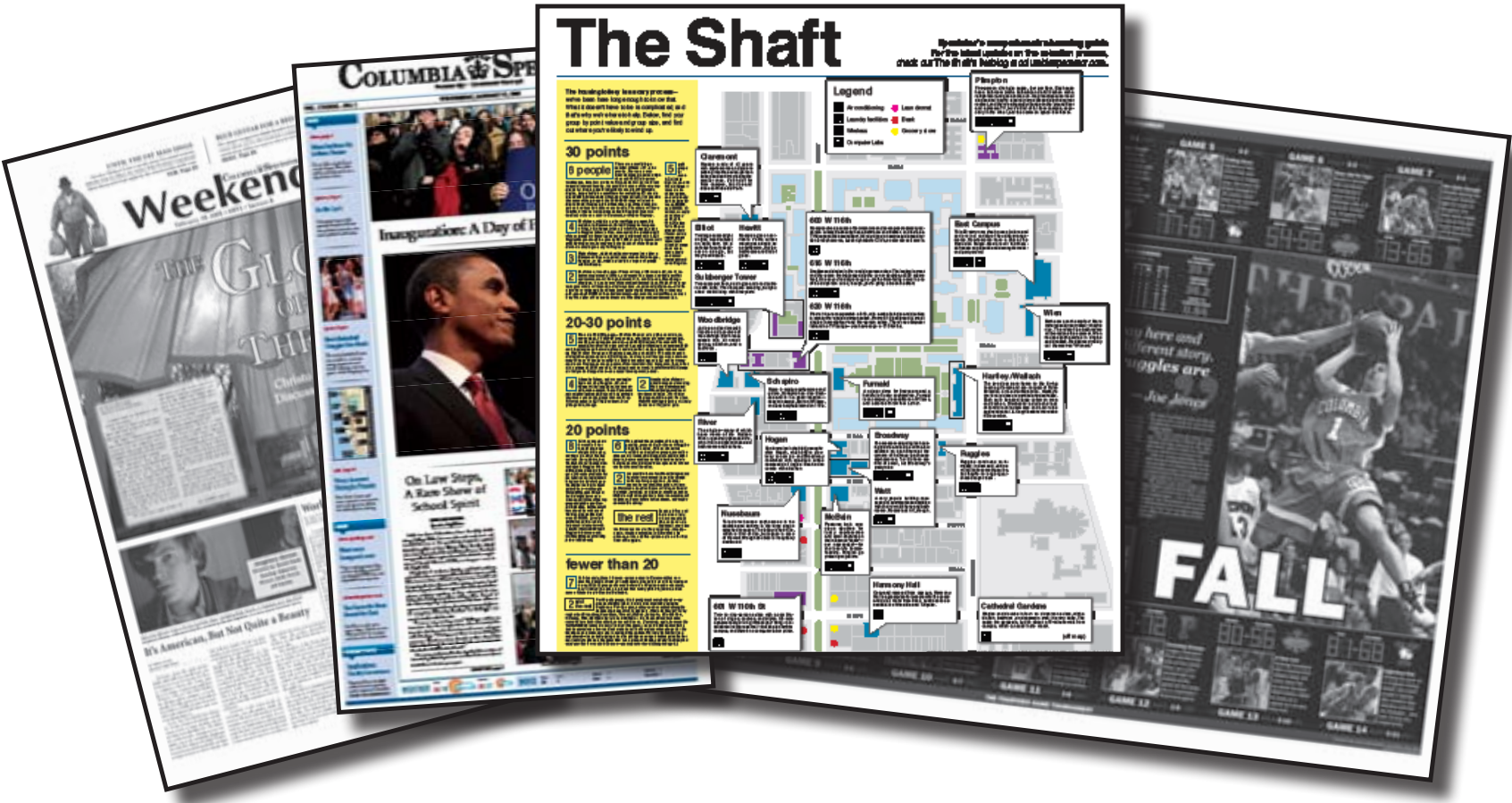
“We were looking for players who could come in and contribute right away,” Nixon said. “To sort of predetermine someone’s going to start before they actually get to your program, I think, is unfair to the [returning] players who are in your program. But you want to have players that you feel like are capable of competing for that position, and we certainly saw Bri as someone with that capability.”

Orlich should continue to thrive as the Lions continue Ivy League play.

“She’s got the size, the strength, and the athleticism to match up with wings in our league,” Nixon said. “She’s somebody who has a chance to do really well in this league, even as early as this season.”

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Breakout stars lining up for CU’s sports programs

I’ve often heard people talk about Columbia sports teams never winning. While that’s a generalization that has stuck around for a while, a case can be made that it’s wholly untrue. You just need to look at some sports like fencing, golf, and baseball to see that we’ve got programs that are easily among the nation’s—let alone the Ivy League’s—best. At the same time, I acknowledge that some teams don’t achieve resounding successes, and that makes me think about one of the broader implications of the common complaint.

When you think about a professional sports team that is etched into history, you often think of the match-winner associated with it. By “match-winner,” I mean the standout performer, the Lou Gehrig, Babe Ruth, Michael Jordan, Pelé, Joe Montana or any other superstar that almost defines the team they were part of. Match-winners have the ability to take a game by the scruff of its neck and turn it on its head almost single-handedly. The odds may seem against them on several occasions, but that doesn’t matter. These players know how to win. Because of that, their team knows how to win.

The teams fall short, in my opinion, not because of a lack of talent or trying, but because of a lack of belief that they can win.

While the Lions have blown many a game in recent years, the emergence of match-winners suggests that there exists huge potential for turning that corner.

We all love Columbia, and the Columbia athletes undoubtedly love donning the Light Blue—but sometimes it seems like they don’t feel right when they’re winning.

I remember a men’s soccer game last season against the eventual Ivy winners, Princeton. The Lions were outstanding in that fixture, bouncing back from an early deficit to take a 2-1 lead. However, at that point, suddenly something changed. They seemed uncomfortable in possession. It was the same pitch, the same football, the same opposition, and the same athletes wearing the Light Blue—but it was almost as if the Columbia players didn’t know what to do with the ball. With a stroke of luck and some composure, they would have held on for a truly memorable win. But instead, two late goals later, the Tigers were celebrating a 3-2 win at the final whistle.

It’s possible that this uneasiness is psychological—because of the performance of the team in recent years (before the current crop arrived)—and is therefore a vicious circle of sorts. It could even just be bad fortune.

The women’s soccer team was cruising for the best part of the campaign and looked odds-on to win an Ivy title (I hope the critics of Columbia athletics are still reading). But injuries to key players as well as bad luck with the manner of some of the goals conceded (a Dartmouth player scored a back-heel volley which was more a magic trick than anything else), meant that it wasn’t to be their year.

Even the baseball team suffered a similar fate. In the 2010 Ivy Championship Series, Columbia was ahead of Dartmouth by one game thanks to a magnificent complete game by Pat Lowery. However, the Gehrig Division Champions gave up 26 runs in the next two games to the visiting Big Green, and had to settle for second place in the Ivies while Dartmouth advanced in the NCAA regionals.

Both the men’s and women’s basketball teams have also been guilty of throwing away leads (often in late stages of games) this season.

Why am I mentioning this, you ask? Am I doing this only to add evidence to Columbia teams “never winning”?

No. I’m doing it to make a claim of my own: The Lions can compete with the best in the league. They’re by no



MRINAL MOHANKA

Word on the Street



ALYSON GOULDEN / STAFF PHOTOGRAPHER

A STAR IS BORN | Freshman Brianna Orlich scored a career-high 21 points to leads the Lions to their first win of the season—a 61-54 triumph over Cornell.

Freshman Orlich guides Lions to first win streak

BY SARAH SOMMER
Spectator Senior Staff Writer

Brianna Orlich began her Columbia basketball career with 13 straight losses. On Saturday, the freshman guard showed just how ready she was to win.

Orlich scored a career-high 21 points to lead the Lions to a 61-54 victory over Cornell. She provided an offensive spark early in the first half and hit a three-pointer and two free throws down the stretch to help guarantee the win. Orlich made eight of 13 field goals overall, including all three of her three-point attempts.

Orlich has now scored in double figures in four of Columbia’s last six games. Against California State Bakersfield, she tallied 17 points, a career high at the time. She followed that performance with 18 points against Lafayette before achieving her current career high against Cornell.

“I would have to say practice,” Orlich said on Saturday, when asked to describe what has led to her recent offensive success. “I’m working really hard in practice, and my teammates are working really hard, and we’re all pushing each other.”

Orlich’s scoring ability is impressive, but not surprising. The 5-foot-11

guard scored 1,377 points in her four years at Clovis West High School in Fresno, Calif. In her final season with the Golden Eagles, she averaged 21.6 points per contest.

“She’s got the size, the strength, and the athleticism to match up with wings in our league.”

—Paul Nixon,
women’s basketball coach

“We obviously knew that she was a talented player,” Columbia head coach Paul Nixon said. “But as we started talking with her and talking with her coaches, the common theme that we got—from both her AAU coach as well as her high school coach—was that she was just one of the hardest workers that they’d ever coached. And we’ve found, in my time at Columbia, that the players who really excel in the Ivy League are

BRIANNA ORLICH

YEAR: CC ’14
POSITION: Guard
HOMETOWN: Fresno, California
IN 2011: Second on the team with a 10.2 scoring average.
Averages a team-high 30.4 minutes per game.
Averaged 21.6 points per game as a high school senior.
Scored a career-high 21 points in win over Cornell.



COURTESY OF COLUMBIA ATHLETICS

the ones who really come in and just work really, really hard to make themselves into better players than when they first arrived on campus.”

Orlich scored in double figures in Columbia’s first two games, with 13 points against Long Island and 11 against Fairleigh Dickinson. But she struggled after those contests, reaching double digits in just one of the Lions’ next seven games. In two of the matchups during that stretch, she scored only one point.

Nixon attributed Orlich’s recent accomplishments partly to her return to the wing. In the four-guard lineup that Nixon often used earlier in the season, Orlich did not play as a shooting guard.

“I think it’s quite possible that she might have improved at an even quicker

rate if I hadn’t sort of tried the experiment of playing her at the four,” he said. “When we ran that lineup, it sort of pushed her to the four, and that’s just really not her natural position. And it’s obviously not the position we recruited her to play. So, after the Iowa State game [on Dec. 12], we made the decision to move her back to her natural position almost exclusively.”

But Orlich is more than just a scorer. She is tied for second on the team in assists (29) and is first in steals (22). Her speed makes her a threat in transition and on defense.

Orlich has been a starter since the Lions’ third contest, making her the

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Shafer scores career high, CU back on track

BY SARAH SOMMER
Spectator Senior Staff Writer

With 5.3 seconds left in the game and senior guard Kathleen Barry at the foul line, freshman forward Courtney Bradford flashed a huge grin near mid-court. Next to her, junior guard Melissa Shafer did not smile, refusing to break her concentration.

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If anyone had reason to start celebrating a few seconds early, it was Shafer.

Shafer scored a career-high 24 points to lead the Columbia women’s basketball team to a 75-65 victory over St. Francis (N.Y.) in Levien Gymnasium on Wednesday. The win was the second for the Lions (2-13, 1-0 Ivy) this season and their second in a row after beating Cornell 61-54 on Saturday.

Shafer shot 8-for-13 overall and 6-for-8 from three-point range.



ALYSON GOULDEN / STAFF PHOTOGRAPHER

ON THE RISE | After struggling in the first half the season, Melissa Shafer had a breakout game, scoring a career-high 24 points and dishing a game-high six assists.

SEE MOHANKA, page 7

SEE SHAFER, page 7