Perspectives

Liberal Arts and Management Program, Fall 2009

LAMP Celebrates 21st Birthday

Alumni and current LAMP students gather to celebrate LAMP's 21st birthday

This fall, the LAMP staff invited the Student Advisory Board to partner with them in hosting a LAMP Alumni Reunion to celebrate the 21st Anniversary of the program. With nearly 40 students, staff, and alumni in attendance, the event was an absolute success. The weekend began with a Saturday breakfast discussion about the legacy and influence of LAMP and transitioned into a lively evening reception overlooking Kirkwood. Another breakfast on Sunday morning served as an opportunity to discuss the future of our beloved program and was the perfect end to a truly wonderful weekend. During the events, students were able to hear the experiences of alumni while alumni learned about the activities of current LAMPers. One alum at the Reunion, Ben Londergan, was honored as the Featured Young Entrepreneur at the College of Arts and Sciences Alumni Banquet. Students also had an opportunity to hear from another former LAMPer, Eric Riddle, who is currently promoting a book he authored. Clearly, students were able to hear about the interesting activities of the alumni and learn how LAMP has facilitated their successes. Likewise, alumni were excited to find out about the Virtu Project, Fall Philanthropy, Marketing Team and volunteering at Pinnacle School. The weekend was so enjoyable that the alumni decided to meet again in Chicago in the spring. Many thanks to the LAMP faculty, staff, students, and alumni for making the reunion celebration such a success.

In This Issue

Pinnacle Volunteer of the Semester 2
Virtu Project Update 2
Point and Counterpoint 3
Doing Good While Doing Well 4
LAMP Fall Philanthropy Project 4
Reasons to Love LAMP 5
Book Club Review 7
Right on Target Internship 7
Hoosier Oncology Group 8
Catching Up Your Fellow LAMP Student 8
LAMP Comic 9

Amanda Karas selected as Volunteer of the Semester at Pinnacle

Amanda Karas, a LAMP junior majoring in speech and hearing sciences, was chosen by the director of the after-school program at Pinnacle School as the Outstanding Volunteer of the Semester. Amanda explains why Pinnacle is such a great place to volunteer and describes her personal experience.

"Volunteering, particularly with children, has always been an interest of mine. When I heard about the opportunity for LAMP students to volunteer at the Pinnacle School, I immediately knew that I wanted to get involved. The Pinnacle School is a local, independent school that tailors its curriculum to students with dyslexia and other information processing differences. I have been volunteering at the Pinnacle School for the past two years, assisting students with their homework. I feel fulfilled knowing that I am making a difference in someone's life."

This upcoming spring will be LAMP's 3rd semester working with Pinnacle, and they are always extremely grateful for volunteers to work with their after-school Homework Help program. Homework Help is a time when students can get one-on-one tutoring Monday through Thursday 3:30 to 4:30. The students also take part in after-school activities, ranging from guitar lessons to art classes, where volunteers are also needed. Students can volunteer from 4:30-5:30 Monday through Thursday, and 3:30-5:30 on Fridays. If you think you would

I feel fulfilled knowing that I am making a difference in someone's life.

enjoy helping these great students with their homework, or maybe just have a little fun after class, please contact the director of these programs at Pinnacle, Becky Eisinger at beisinger@pinnacleschool.org. This really is a great, highly rewarding opportunity to give back to the community!

Virtu Project Sees Growth in Tough Economy

The Virtu Project is wrapping up its second year of investing. The Virtu Project is an innovative, student led, socially responsible investing philanthropy project started by three former LAMP students. Last year we were able to donate over $7,000 to the Timmy Foundation, an Indianapolis-based, global healthcare organization that operates primarily in Latin America.

Despite difficult economic times that have plagued the market this year, the Virtu Project will close out the year with roughly a 30% return on investment. This will translate into a substantial donation to the Timmy Foundation, which they may use to provide medications, hospital supplies, and medical services to communities in Guatemala with which Timmy operates.

Virtu Project members gather to discuss plans for the year

With our first successful year behind us, we are working to develop a plan for long-term sustainability. Over the summer, the investment team created an 8-week investment curriculum for new incoming members. The fund development team started to work on grant writing to underwrite our costs. The fund development team continued developing a network of donors, and has started to focus on pledges from corporations. They are currently in the process of reviewing applications for Virtu and are excited about adding new members for next semester!

For more information contact virtu@indiana.edu

Point and Counterpoint

Ideologies in the Face of the Present Market

LAMP junior Austin Piech outlines the liberal perspective

Being a liberal is about recognizing that one of the most beautiful qualities of humanity is our ability to have the whole of our efforts be greater than the sum of their parts. We know that we're stronger when we work together, we reject the objectivist notion that selfishness is a virtue, and we reject the idea that greed is good.

Instead, by working together, we know that we are capable of creating a future brighter and greater than any we would have had if we had worked separately. Some might argue that liberals and progressives fight for cooperation at the expense of the individual spirit. But that couldn't be further from the truth. Liberals don't want a future of terrible Harrison Bergeron-esque restraints. Instead, we have consistently been champions of individual rights.

Suffragism, the Civil Rights Movement, the current fight for equality for gays – it has historically been those with progressive viewpoints who have fought in opposition to the incursions of government against the rights of people.

Continued on page 6

Chase Cooper, a LAMP senior, presents a conservative viewpoint

Over the past three years, I've developed something of a reputation for being "that conservative guy" if you're feeling polite, or something perhaps closer to "mouth-breathing right-wing fanatic" if you're feeling less so. Either way, my views clearly fall outside the mainstream on campus. At the X298 "mocktail" party as a sophomore I met an older conservative gentlemen who advised that we not spend too much time near each other; if there was a fire, he reasoned, it would be a shame for IU to lose both of us at once. But I've loved my time in Bloomington and have made many great left-leaning friends whom I have often enjoyed challenging, debating and, from time to time, teasing. I've joked about being a member of CAMP: the Conservative Arts and Management Program. I'm graduating soon, however, and like most of you, I'm concerned about entering what's called "the real world" in such uncertain economic times.

But even in a bad job market, I'm not looking for more bailouts. I remain convinced that the time-tested principles of American conservatism provide the best hope for returning our country to a path of prosperity, innovation, and strength.

Continued on page 6

Doing Good While Doing Well
A Look at Social Entrepreneurship

A visit from Heidi Kuhn, the founder and CEO of Roots of Peace (www.rootsofpeace.org), gave LAMP students a vision of how enthusiasm and dedication to a good cause can be the most fulfilling career path of all. "Pursue your passion," she encouraged students. Heidi's life work proves that doing what you love really can coincide with making a living. A mother from Marin County, California, Heidi started Roots of Peace, an organization devoted to removing landmines from war-torn countries and replacing them with grape vines. Incredibly personable, Heidi shared her experiences at a leadership lunch exclusive to LAMP students as well as at an afternoon lecture open to the public. "Hearing that one organization working with many governments could be so effective at removing land mines without the distraction of political bias was truly inspiring" said Rafe Kaplan, a LAMP sophomore.

Heidi gave students an inside perspective on the emerging field of social entrepreneurship, and she is only the first of many guests that LAMP plans to invite for future events as a resource for students interested in the field. An "Avenues of Innovation" weekend is planned for March 6-7th that will serve as a great opportunity for students interested in entrepreneurship and small businesses.

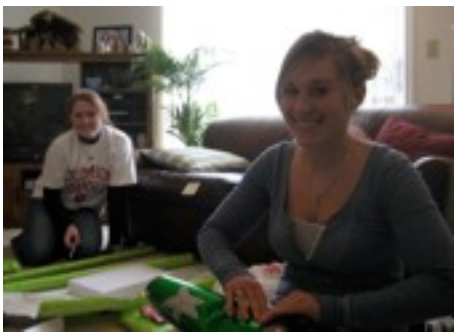
Heidi Kuhn, founder of Roots of Peace, speaks in the University Club of the IMU in early October

Fairview Kids Receive Holiday Presents From LAMP Fall Philanthropy Project

Christen Gallagher, Sam Johns, and Lauren Waterman wrap presents for Fairview students

After collecting $1363.60 in generous donations to the Fall Philanthropy Project, LAMP students purchased and wrapped presents for 15 kids from Fairview Elementary School.

We would like to thank all those who gave of their time and money to help make these Fairview students' holidays a little brighter.



Brynne Underwood and Rachel Eldert join in the holiday spirit while wrapping gifts

Marketing Team Counts the Reasons to Love LAMP

In its second year running, LAMP Marketing Team (dubbed "MTeam") hasn't changed its main goals, which are to increase both the overall number of quality applicants and the number of applicants with diverse backgrounds or majors. Amidst university-wide budget cuts, MTeam has enthusiastically adapted to the financial constraints and is working on fresh new ways to tackle their goals. This year, MTeam launched a new campaign called "Reasons to Love".

We all know that there are so many reasons to love LAMP, and that is just the direction the marketing team chose to take with this year's campaign. MTeam's print campaign features posters in campus buildings, dorms, and university buses that reveal endless reasons to love LAMP.

Just a couple reasons you might see around include:

Reason # 2: Great advising. Full candy bowl (and sometimes even therapy!). Come meet our knowledgeable advisor, Stephanie Gray.

Reason #19: Oh the places you'll go! From law to medicine and finance to non-profit, LAMP graduates have exciting careers in a variety of fields.

Backed by the team's work in copy-writing, strategy, and ad-distribution, MTeam's Artistic Director, Amanda Monarch, has been integral to making the visual execution of this campaign possible. The integrated campaign also features RA Boards, events, classroom presentations, table tents, and more.

Interesting in joining MTeam? Contact Elana Kelber at ekelber@indiana.edu or Stephanie Gray at lamp@indiana.edu

Point and Counterpoint; continued.

Being a conservative isn't about change. In the eyes of the conservative, he or she views the world as being fine. The only differences in the status quo a conservative believes should happen is one that favors him or her individually. It is a special quality of the modern liberal that we believe in the beauty of the common good.

On the other hand, to watch the exclusive gluttony praised by conservative thought in action, you only need to look at the recent actions taken by Wall Street executives. As their stocks plummeted, they cut their workers and awarded themselves exorbitant seven digit bonuses. As their stocks rose, thanks in no small part to the stimulus package provided by a liberal President, they used the higher profits to award themselves massive bonuses, not to help bring back the jobs their selfishness helped destroy. In contrast, the historical foundations of liberalism rest with a single quote from the philosopher John Locke, "No one ought to harm another in his life, health, liberty, or possessions."

An unfortunate problem is that modern conservative thought is a celebration of selfishness wrapped up in the guise of individual rights. We can look at our recent history to see that this selfishness rewards so few at the expense of so many. Going back to Wall Street, this current economic crisis was caused by greedy lenders seeking solely short term gains and by executives seeking predatory profits with no regards for the long term.

In fact, no regards for the long term seems to be par for the course when describing the actions of a conservative. A conservative is on the losing side of history. The ideas championed by a conservative only a generation ago, such as segregation, are now seen as horrifying and archaic. There is little wonder about how the future will regard current conservative opinions about gays and lesbians.

Liberals believe that the opening lines of the Preamble, that "all men are created equal," stands true without exception. We believe that our nation is stronger when we work with each other instead of against one another. And finally, we refuse to be affiliated with anything even remotely related to Sarah Palin.

And I think many of you agree. "Conservative" is an admittedly imperfect political designation, and you can take it or leave it as far as I'm concerned. The word itself doesn't have any absolute meaning across time and space and varies widely depending on what it is that cultures want to conserve. I call myself an American political conservative because I want to preserve the institutions and ideas that have created American exceptionalism.

Many of you would never dream of attaching the conservative label to yourself, but really, we're not so different. You understand that you can't spend your way out of debt and wonder why Congress can't grasp this simple economic fact. You don't like the idea of the government taking over banks and car companies or funding supposedly independent media outlets. You recognize that true diversity includes diversity of thought, and you're not afraid to question the ideological conformity and group-think that are commonly found in academia, the news media and pop culture. You know that free market capitalism has raised more people out of poverty than any other economic or political order ever devised. You value personal responsibility and know that failure is sometimes a painful but necessary part of life. You agree with Benjamin Franklin that "Those who would trade liberty for security deserve neither liberty nor security." That includes *economic* security.

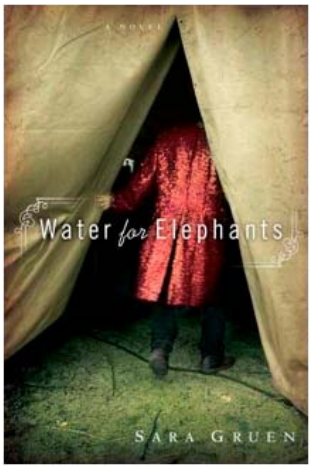
As you continue as a LAMP student or graduate and move on, take the time to actively consider the type of people that we as a nation will be in the coming years as our generation assumes leadership roles. Will we become increasingly dependent on government, consolidating power into the hands of an elite caste that supposedly knows best? Or will we commit ourselves to restoring a heritage of individual liberty, personal responsibility, and cultural integrity?

LAMP Students Explore *Sex, Drugs, and Cocoa Puffs*

LAMPers got a chance to get outside the usual class discussions and explore a new perspective on American culture as seen through Chuck Klosterman's pop culture critique *Sex, Drugs, and Cocoa Puffs*. Kathryn Brown, a sex educator from the Health Center, led a stimulating discussion that ranged from the recent SEXploration lecturer Dan Savage to the stigma of sexually transmitted diseases. Even students that hadn't read the book were able to join in the discussion and share their opinions and experiences.

Are you wishing you had been there to share in the free pizza and interesting discussion? Then keep an eye out for the next selection *Water for Elephants* by Sara Gruen. Maybe grab a copy to read over break so you are ready to discuss when we get back. Let the words of William Faulkner inspire you: "Read. Read. Read."

Tired of school and feel like running away to the circus? Get some perspective before you go by reading the next LAMP Book Club selection over break:



Water for Elephants by Sara Gruen

Meeting info to come in January.

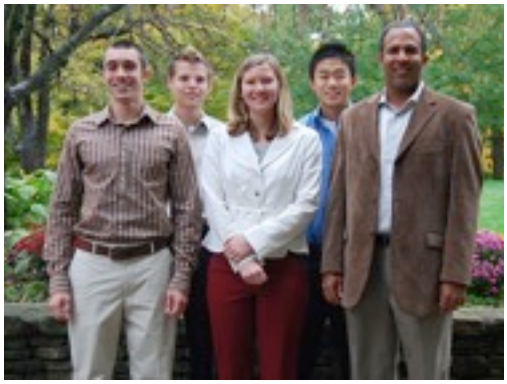
Right On Target

Erika Gustafason, a senior majoring in English and Japanese, completed an internship with Target over the summer. Read about her experience here:

This past summer I had the privilege of interning in Minneapolis as a Business Analyst for Target. As a BA intern, I worked with a team on a Promotion Effectiveness project within Dry, Dairy, and Frozen foods. Our project had 3 distinct goals: to analyze sales lifts on congruent promotion types, to understand the effectiveness of online ads, and to think of creative ways to reduce unproductive inventory (products that do not sell). Whether it was pulling and analyzing data, meeting with experts, or just basic collaboration with team members, every day proved to be a challenge. LAMP has helped me succeed by enabling me to build a strong analytical mind through classes like L316 and develop strong communication skills that I found essential when completing the summer project. As a result, I was offered and accepted a full-time position with Target upon graduation. I look forward to starting my career and being able to continue to apply the knowledge I've gained through LAMP. Thanks LAMP!

Hoosier Oncology Group Interns

Ellen Knecht, Brad Kleinschmidt, Michael Cui, and Jonathan Bell participated in an internship this semester with the Hoosier Oncology Group (HOG), a non-profit cancer research organization based in Indianapolis. The HOG coordinates clinical trials throughout the state and country for experimental cancer treatments. The interns were assigned to a project entitled "A Valuation of 25 Years of HOG Cancer Research". In this project, the interns evaluated the impact the HOG has on several aspects of cancer research. Ellen Knecht evaluated the HOG's extensive alumni network of physicians who have participated in cancer research through the HOG. She also developed an alumni survey that will be distributed this spring. Brad Kleinschmidt examined the value of the cancer drugs that HOG provides to clinical research sites. Michael Cui studied HOG's network of community sites that allow for efficient cancer research outside of academic settings. Jonathan Bell explored the improved quality of life that HOG patients experience as a result of their participation in HOG clinical trials. The interns will present their final project to the HOG Board of Directors in early December. LAMP hopes this internship will represent the beginning of a long-standing relationship between the HOG and LAMP. The HOG is considering a Phase 2 internship project next spring in which other LAMP students will continue the work of the current interns.



Interns Brad Kleinschmidt, Jonathan Bell, Ellen Knecht, and Michael Cui work with the Hoosier Oncology Group

For more information contact lamp@indiana.edu

Catching Up With Your Fellow LAMP Students

What's the best movie you've seen this year?
"District 9" is probably the best movie I've seen this year. "Public Enemies" runs a close second.

What's your favorite part of being a LAMPer?
LAMP has definitely added to my college experience. I've gotten to know some cool people, and my Global Marketing and Advertising class has been really interesting.
-Eric Holub

LIBERAL ARTS AND MANAGEMENT PROGRAM
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What's the best thing that happened to you in 2009?
Getting a job.

What's the best movie you've seen this year?
I finally saw "Casablanca". That was the best movie I've seen this year.

What's your favorite part of being a LAMPer?
Interesting classes and enthusiastic professors
-Natasha Benfer

What songs are you currently listening to?
Christmas songs

What's your favorite part of being a LAMPer?
Meeting new people
-Sarah Chestnut

What's the best movie you've seen this year?
Seven Pounds

What's your favorite part of being a LAMPer?
Meeting other students that share many of the same interests and making new friends.
-Dustin Silverman

What songs are you currently listening to?
I'm currently listening to Naomi by Neutral Milk Hotel.

What's the best movie you've seen this year?
The Shawshank Redemption.

What's your favorite part of being a LAMPer?
My favorite part of being a LAMPer is meeting all of the cool people!!
-Hena Ahmed

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