

Tech doctoral student receives
'Best Student Paper' award

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Coleman Residence Hall undergoes renovations



PHOTO BY RALSTON ROLLO/The Daily Toreador

NEAL KING OF Germany Tile Company sets tile Wednesday in a bathroom on the second floor of Coleman Residence Hall. All 66 of the residence hall's bathrooms are undergoing similar renovations.

By EVAN JANSA
STAFF WRITER

Although the first day of the fall semester is still over two months away, students that will be living in Coleman Residence Hall can look forward to a few upgrades.

The all-male residence hall is currently being renovated in an effort to improve the living experience for students.

According to associate director of housing facilities Mark McVay, the twelve-story dorm is undergoing an approximate \$2 million renovation.

Multiple aspects of the building are under construction, and the university began the renovations as early as it could.

"We started when graduation was over on May 17," McVay said. "As soon as the halls were empty, we hit

the ground running."

Students can expect additional spaces on each floor for laundry and completely refurbished bathrooms and elevator lobbies. The bathrooms have already seen an overhaul.

"The demolition of the bathrooms is complete and everything is removed," on-site superintendent for MCS Contractors, Inc. John Oakley said. "Now, plasterers have finished the walls in preparation

for grout."

MCS's contract is up on Aug. 10 and the company seems to be progressing favorably toward that target without delay.

"We're 30 percent complete," Oakley said. "When the students get here (in August), we've got to be ready. That's all there is to it."

There will be noticeable change in the bathrooms for students that have called Coleman Residence Hall home in the past as well as incoming freshmen.

"We're trying to take the bathrooms that were constructed in the 1960s and repair and fix (them)," managing director of student housing Sean Duggan said. "We kind of want it to feel like a spa or high-end gym with the design. We're going to try not to make it look institutional."

Even though the building was constructed in the 1960s, there have been few issues with the bathrooms with regard to plumbing. McVay noted that there have been a few leaks from the showers which ran down into the lower floor's ceiling but nothing significant.

Those sparse amounts of problems should become nonexistent after the renovation is finished. Another effort has also been made to improve the showers with the student in mind.

"The existing showers will be where they were but they'll have dressing areas in front of (them) that they didn't have before," Oakley

said. "The students will have more privacy."

Along with the bathroom renovation, students will not have to worry about doing all of their laundry in the building's basement. There will be two additional coin-operated laundry stations on floors two through 14 with one washer and dryer in each.

"We know laundry is a need for college students and the more conveniently they get to do that, the better it is for (them)," Duggan said.

All 13 elevator lobbies will also be upgraded during the renovation. Functionally, the elevators are in good condition but the wear and tear on the tile surrounding the elevators on the walls needed attention.

"The elevators are fine," McVay said. "The tile on the walls has come off and we can't match it. We're doing the whole surface to fix the damages."

After the renovation of Coleman

Residence Hall is completed, McVay said Tech may look to do the same to the other two residence halls in its vicinity, Weymouth Residence Hall and Chitwood Residence Hall, in the upcoming summers.

"If it's successful, we look forward to doing Weymouth next summer and Chitwood the next," McVay said. "But a lot of things can change."

For MCS president and project manager, Kimberly Chitwood, being contracted for Chitwood Residence Hall would be unique. Her great-grandfather Richard Mortimer Chitwood, who the residence hall was named after, was instrumental in the establishment

of the university.

"It would hold a lot of special meaning for me," Chitwood said. "I stayed in Chitwood and I'm a Tech graduate. There's a lot of personal pride."

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"The demolition of the bathrooms is complete and everything is removed. Now, plasterers have finished the walls in preparation for grout."

JOHN OAKLEY

On-site Superintendent
MCS Contractors, Inc.

New jobless claims dip for third straight week

By CHRISTOPHER RUGABER
THE ASSOCIATED PRESS

WASHINGTON (AP) — New claims for jobless benefits fell for the third straight week but remain elevated, suggesting the labor market is still sluggish.

New claims fell by 3,000 to a seasonally adjusted 456,000, the Labor Department said Thursday. That's nearly the same level as in January.

At the same time, the tally of laid-off workers continuing to claim jobless benefits fell by the largest amount in almost a year. That could be because more people are finding work. But it may simply mean that they have exhausted their initial state benefits and have transitioned to extended federal benefits.

A Labor Department analyst said state agencies didn't provide any explanation for the drop.

In another report, the Commerce Department said the U.S. trade deficit rose to the highest level in 16 months as exports fell for the second time in three months. That's a potentially worrisome sign that Europe's debt troubles are beginning to crimp American manufacturers, which could impact the U.S. job market.

First-time claims have hovered near 450,000 since the beginning of the year after falling steadily in the second half of 2009. That has raised concerns among economists that

hiring remains weak and could slow the recovery.

"In short, the downward trend in layoffs which began in the spring of last year is clearly over, at least for now," said Ian Shepherdson, chief U.S. economist for High Frequency Economics. "With claims stranded at this level, big private sector payroll gains are just not on the agenda."

Last week, the Labor Department said the economy generated only 41,000 private-sector jobs in May, down from 218,000 in April. Temporary census hiring added another 411,000 jobs, and the unemployment rate fell to 9.7 percent from 9.9 percent.

Economists also look closely at the total number of people claiming benefits. They monitor those who are initially receiving 26 weeks of state benefits, on average. But they are also concerned about the number of people who have transitioned to extended federal unemployment benefits, which can last up to 73 additional weeks.

Nearly 5.4 million Americans are receiving extended benefits. All told, about 9.8 million people drew unemployment in the week ending May 22, the latest data available.

That total is likely to drop in the coming weeks. The extended benefit program expired in early June, and Congress is debating whether to continue it through the end of November.

GOING GREEN



PHOTO BY JUSTICE RICE/The Daily Toreador

Daniel Pate (left), a graduate student in Agriculture and Applied Economics from Bulverde, and David Beard, a Tech alumnus who received a degree in Agriculture and Applied Economics in May 2007, clear vines to make space for other plants Wednesday at the University Greenhouse and Horticulture Garden.

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THE DAILY TOREADOR

Lubbock Moonlight Musicals to kick off annual summer, fall musical lineup with "Hello, Dolly!"

By **TRISTIN WALKER**
STAFF WRITER

The Lubbock Moonlight Musicals will kick off the summer at the Wells Fargo Amphitheater in Mackenzie Park at 8 p.m. with its production of "Hello, Dolly!"

Gerald Dolter, director of Texas Tech University Music Theatre and associate professor of Music, is the general director for the Moonlight Musicals.

Candice Aipperspach, administrative assistant for the Lubbock Moonlight Musicals, said this is the fifth season for the musicals and "Hello, Dolly!" might be their best show yet.

"This year is a real treat for the Lubbock community," Aipperspach said. "All the shows include more choreography, more singing and more involvement from all of the Lubbock community, including around 30 Texas Tech students, as well as students from the other colleges."

This season the Lubbock Moonlight Musicals will include three musicals that will be played consecutively throughout the summer and the beginning of the fall.

The first musical will be the Tony Award-winning stage musical, "Hello, Dolly!," which will be stage directed by Dolter and conducted by Jacob Miller.

It will be followed by "Buddy: the Buddy Holly Story," which will begin June 25 and continue until September 7. This show will also engage in its first run-out, which means the musical will tour through the fall in communities around Lubbock.

The last production will be Roald Dahl's "Willy Wonka" and will be performed from July 23 to Aug. 28. This show should be a delight to the community because it will involve a lot of children and will be highly enjoyable, Aipperspach said.

Christopher Bailey, a Tech graduate with a Philosophy Doctorate in Fine Arts, will be playing the role of Cornelius Hackle, a character in the play "Hello, Dolly!"

This is Bailey's second season to be in the Lubbock Moonlight Musicals and he said it has really been a joy to work with Dolter and with his fellow actors.

"I'm very excited to see success for all the shows," Bailey said, "Hello, Dolly!" is a very popular show to kick off the season

with, and Dolter has done a stellar job directing it."

Tonight, the gates will open at 7 p.m. to welcome the public for the production of "Hello, Dolly!" Dolly, The musical's lead role, will be played by Karen Dolter.

At Mackenzie Park, the public has the opportunity to purchase general admission tickets for \$17 or premium tickets for \$25 at the gate. The public may also bring food, drinks, lawn chairs and blankets.

"It's really rare that people have the opportunity to bring their own food to a show," Aipperspach said, "and it's something that we allow, so the audience can feel right at home while enjoying the musicals."

Ryan Day, a junior business major from Sugarland, said he is looking forward to attending the show tonight with his girlfriend.

"My girlfriend and I are looking forward to (attending the show) and seeing something neither of us have," Day said. "No one would expect Lubbock to have something like this, but it should be a lot of fun."

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PHOTO BY TRISTIN WALKER/The Daily Treador
The cast of Lubbock Moonlight Musicals' "Hello, Dolly!" rehearses Thursday in Mackenzie Park. The premiere is set for 8 p.m. tonight in Mackenzie Park

Corrections

The DT strives for accuracy and fairness in the news-gathering process. If information presented in the paper appears to be incorrect, please contact Editor-in-Chief Ralston Rollo at rolston.rollo@ttu.edu

Census indicates increasing racial diversity in US

WASHINGTON (AP) — The nation's minority population is steadily rising and now makes up 35 percent of the United States, advancing an unmistakable trend that could render them the new American majority by midcentury.

New Census estimates show minorities added more than 2 percent in 2009 to 107.2 million people, boosted by a surge in Hispanic births and more people who described themselves as multiracial. During this time, the white population remained flat, making up roughly 199.9 million, or 65 percent of the country.

In 2000, whites comprised 69 percent of the total population and minorities 31 percent.

Currently four states — Hawaii, New Mexico, California and Texas — as well as the District of Columbia have minority populations that exceeded 50

percent. About 311 of the 3,143 counties — one in 10 — have minority populations of 50 percent or greater. That's up from more than 250 counties in 2000.

And it's one state more from 2000, when Texas had not yet become a minority state. The 35 percent overall minority proportion of the population was up from 34 percent a year ago.

The new Census estimates released Thursday documented a widening age and race divide. They also are the last government numbers before completion of the 2010 census later this year, which could change the balance of political power when legislative districts are redrawn based on population and racial diversity.

Locally, the changing race dynamics were even more widespread.

Seven U.S. counties last year saw their minority populations become the majority: Gwinnett County, Ga.; Titus and Victoria counties in Texas; Finney County, Kan.; Saguache County, Colo.; Contra Costa County, Calif.; and Yakima County, Wash.

The overall rise in the minority population is due to recent sharp increases in minority births, especially among Hispanics, who made up more than half of the total population gains last year. There are now roughly 9 births for every 1 death among the Latino population, compared to a roughly one-to-one ratio for whites.

As a result, even with immigration of Hispanics now slowing, U.S. minorities make up 49 percent of the children born in the U.S., up one percentage point from 2008. Based on current rates, data from the

2010 census could show a new "tipping point" in which babies born to minorities outnumber that of babies born to whites.

About 1 in 4 counties now have more minority children than white children or are nearing that point.

"Fertility is playing a critical role in reshaping the racial and ethnic structure of the country," said Kenneth Johnson, a sociology professor at the University of New Hampshire.

Multiracial Americans, the fastest growing U.S. demographic group, are also adding to minority gains. About 5.3 million last year were identified as being of multiple race or ethnicity, up 3.2 percent from the previous year.

Among the individual races, Hispanics grew by 3.1 percent to 48.4 million and Asians increased 2.5 percent to 13.7 million. They now represent about 15.8 percent and 4.5 percent of the U.S. population, respectively.

Blacks, who make up about 12.3 percent of the population, increased less than 1 percent last year to 37.7 million.

"Most parts of the country are now totally dependent on minorities for achieving growth in their young adult and child populations," said William H. Frey, a demographer at the Brookings Institution, citing the low birth rates among whites as well as the aging white baby boomer population.

"Minorities are especially important for current and future labor force gains in all but the most rapidly growing parts of the country," he said.

Other findings: —The median age for Hispanics and Asians edged lower — to 27.4 and 35.3 respectively — compared to 36.8 for the total population. The median age for blacks was unchanged at 31.3, while whites rose slightly to 41.2, due mostly to an aging boomer population.

—Utah had the youngest residents, with 1 in 10 people who were younger than five. Florida was the oldest, with nearly 1 in 5 residents who were 65 or older.

—Charlotte County, Fla., was the nation's "oldest" county, with 34 percent of its population age 65 or older, due to retirees seeking warm winters, golf courses and the county's lower costs. It was followed by La Paz County, Ariz.; Highlands County, Fla., and Lancaster County, Va.

The 2009 Census estimates used local records of births and deaths, tax records of people moving within the U.S., and government statistics on immigrants. The figures for "white" refer to those whites who are not of Hispanic ethnicity.

Results from the official 2010 head count will be published beginning in late December.

Los Angeles Times Daily Crossword Puzzle
Edited by Rich Norris and Joyce Lewis

ACROSS

- Two percent alternative
- Trans Am option
- Chain with a cowboy hat logo
- Stale Italian bread?
- Stray
- Whoopi's role in "The Color Purple"
- Red, in Mongolian
- Headlight?
- Hosiery shade
- Cheese records?
- Bud
- Oil-rescued comics heroine
- Three-in-one vaccine, familiarly
- Cheese from the deep?
- ___-toity
- Tool or fool
- Perfume by Dana
- "The West Wing" actor
- Actress
- Beckinsale et al.
- Canoodling couple, maybe
- Octopus feature
- Sign
- Having a bite
- Cheese no one is eating?
- RR depot
- Canaanite god
- Social
- Cheese and beef concoction for humorist Mort?
- Pasta sauce herb
- "The Phantom Tollbooth" protagonist
- How busy people often work
- Much the same
- Rights org.
- Annoying spots
- He voiced the curmudgeonly homeowner in "Up"
- Joke around
- Store

DOWN

- Defame
- Narc's seizure
- Where Al Sharpton is broadcast
- Show some backbone, slangily
- Toy (with)
- List heading
- No longer hooked on
- Garden supply
- Erucic Willis genre
- True-to-life
- Left-leaning ones
- Golfier's nervousness during putting, with "he"
- Holy follower?
- "Calm down!"
- Skedaddles
- Abu ___
- Moved, as a gondola
- Potomac River feature
- "There Is Nothing Like ___"
- Toned down
- Invert
- "Your Movie Sucks" author
- Latin dance
- "Get lost!"
- Department store chain that began in Wisconsin
- Mars counterpart
- Talk radio regular
- Dined at the bistro, say
- MapQuest predecessor?
- "Do the Thing" pizzeria
- Key using all five black keys in its scale; Abbr.
- Jambalaya ingredient
- Misfortunes
- Par
- 56 1 for H, e.g.
- Retain
- Sheep trill

By Donna S. Levin 6/11/10

Friday's Puzzle Solved

SKIM TTOP ARBYS
LIRA ROVE CELIE
ULAN IDEA TAUPE
ROQUEFORTFILES
PAL LOIS
DPT SEAMUENSTER
HOITY DUPE TABU
ALDA KATES ITEM
BEAK OMEN ACERB
IDLECHEDDAR STA
BAAL TEA
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Tech doctoral student receives award in Paris

By MERIDETH MURPHEY
STAFF WRITER

Li Yan was awarded Best Student Paper at this year's Institute of Electrical and Electronics Engineers' International Symposium on Circuits and Systems conference from May 30 to June 2 in Paris, France.

Yan is a doctoral student in the Department of Electrical and Computer Engineering and is the first author of the paper and he had help from others in his department including Jerry Lopez, Donald Lie, K.C.J. Chen, S. Wu and T.Y. Yang.

The paper is titled 'Efficiency Enhancement and Linearity Trade-Offs for Cascode vs. Common-Emitter Sige Power Amplifiers in WiMax Polar Transmitters.'

According to www.iscas2010.org, the symposium is the world's premier networking forum of leading researchers in the highly active fields of theory, design and implementation of circuits and systems.

Vittal Rao, chairman of the Department of Electrical and Computer Engineering, said this recognition is due to the diligent work of students and faculty in his department.

"This is a very premier conference in the area of the circuits and the systems," Rao said. "Our students and the faculty members are working at the cutting-edge technology, in which they're applying the system on a chip type of concept to the biomedical related kind of applications. So getting this recognition for one of the four papers is a very high recognition for the people working in that area."

There were 2,058 papers submitted to the conference this year. All were reviewed and 905 were accepted.

Donald Lie, associate professor in the Department of Electrical and Computer Engineering, said winning the award is extremely significant because this year's conference was the largest.

"This is a record in terms of the number of submissions and the number of people participating," Lie said.

Lie said the paper is about a tiny computer chip that can make wireless devices more power efficient.

"This paper is really more about

how to make the wireless transmitter or any portable, wireless devices more power efficient, much lower power," Lie said. "Most of the time for 3G or 4G cell phones the transmitter probably burns about 30 to 40 percent of the total power. So we try to reduce that 30 to 40 percent of the power and cut it down at least 50 percent and maybe even up to 90 percent, and that's really what this paper is about."

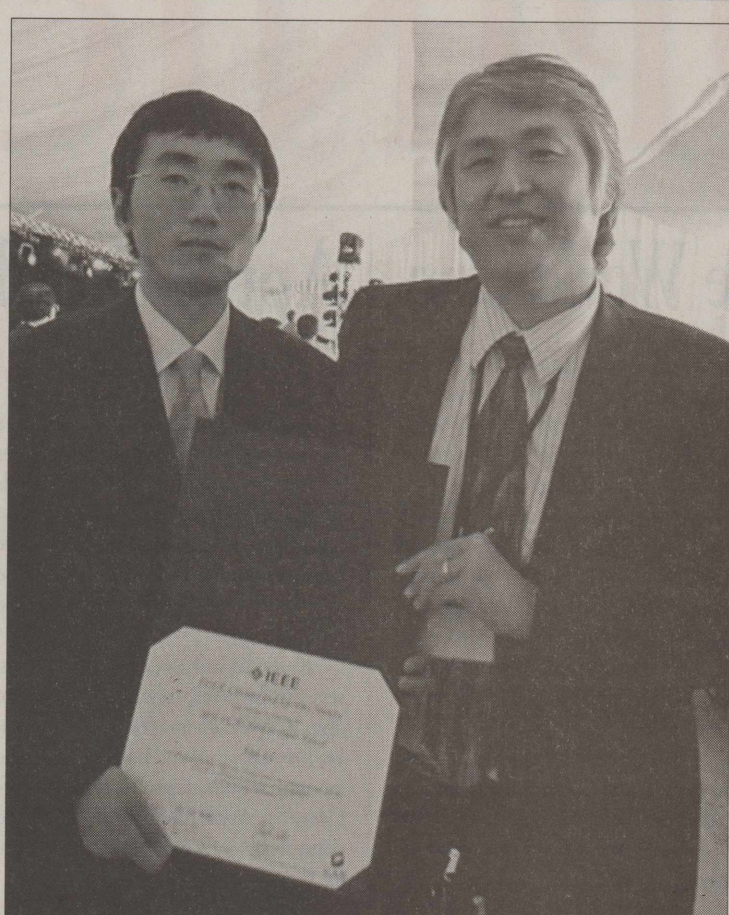
Jerry Lopez, also a doctoral student and second author of the paper, said by using a smaller, more power efficient chip, cell phones will be more reliable and will undoubtedly last longer.

"Also, phone reliability issues," Lopez said, "usually they only last five years, that's the lifespan of a regular phone, so you can make it more efficient by making it run cooler."

Lopez said winning this award has a big impact on Texas Tech.

"This is how you bring a school to a first level rank," Lopez said, "by publishing papers that win conferences."

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Li Yan, left, received the Best Student Paper award at the International Symposium on Circuits and Systems on June 2 in Paris, France. Yan's paper discusses a microchip which can improve the efficiency and longevity of mobile telephones.

PHOTO COURTESY OF DONALD LIE

POLICE BLOTTER

Tech employee receives verbal threat

June 4

8:30 a.m., theft of United States currency at the International Cultural Center.

1:23 p.m., accident without injuries in the Z5-B parking lot.

8:31 p.m., accident without injuries in the 1800 block of Texas Tech Parkway.

June 5

10:59 a.m., arrest of a non-student for two outstanding Lubbock County Sheriff's Department warrants and criminal trespassing at the bicycle racks outside the Mass Communications building.

June 7

2:45 p.m., accident without injuries in the C11 parking lot.

5:30 p.m., accident without injuries in the Z5-A parking

lot.

10:40 p.m., theft of a black iPhone on the first floor of the Texas Tech University Library.

June 8

4:22 a.m., detention and transportation of a non-student to Covenant Medical Center from the A1 parking lot at the Texas Tech University Health Sciences Center.

3:32 p.m., theft of a wallet and its contents from a dormitory room in Bledsoe Residence Hall.

7:39 p.m., arrest of a non-student for criminal trespassing and possession of drug paraphernalia in the 1700 block of University Avenue.

8:11 p.m., verbal assault on a Texas Tech employee in the R7 parking lot.

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The Daily Toreador accepts submissions of unsolicited guest columns. While we cannot acknowledge receipt of all columns, the authors of those selected for publication will be notified. Guest columns should be no longer than 650 words in length and on a topic of relevance to the university community. Guest columns are also edited and follow the same guidelines for letters as far as identification and submittal.

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

Puzzles by PageFiler

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

Solution to yesterday's puzzle

In Sudoku, all the numbers 1 to 9 must be in every row, column and 3 x 3 box. Use logic to define the answers.

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Available now. Clean one bedroom house. 10 blocks off campus. Near 25th & University. Appliances. Private parking, fenced yard. \$325 plus pet fee. Call for appointment 795-2011.

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One bedroom/one bath home. Tech Terrace area. Prelease today for July 15th. 4 blocks off campus. Darling one bedroom house. Appliances, all hardwood, with large study. Large, private fenced yard. Driveway parking for one car. \$625 plus pet fee. 795-2011.

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ROOMMATES

NEED STUDENT to rent one room in large 3/2/2. Safe, quiet neighborhood, 5 minutes to Tech off of 19th St. Totally furnished including bedrooms. \$475 with utilities included. No pets, no inside smokers, prefer serious student. More info and photos from Adam at b_anderson58@att.net

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LOST & FOUND
LOST: SAPPHIRE blue-colored graduated stone necklace. Lost April 26th in College of Business parking lot. Yolanda 742-0632.

The US doesn't care about the World Cup

By THOMAS LOTT

This Friday, the 2010 FIFA World Cup will begin with South Africa taking on Mexico in Johannesburg. I only know this because of the persistent ad campaign that ESPN is running to try and promote this as a pivotal event for the entire world.

The way they are promoting this event, one would think that Pelé had come back to the soccer world to face Darth Vader in a battle to the death that will never be seen again on live television.

Obviously, this is not going to happen and it is a bit of an exaggeration. However, I cannot believe how much they are pushing this event.

I understand that soccer is the most popular sport in the world. But is it really the most popular sport in the United States? I would have to say no. Just look at the television ratings from the last world cup in 2006. Approximately 21 million people watched the finals in the U.S. that year. But what they fail to mention when they say this apparently large number is that 21 million people is

only about 7 percent of the United States viewing audience.

To put this into perspective, let us look at the truly-most-popular sport to watch in the U.S. and its most-watched event: the Super Bowl. This year's Super Bowl was the most watched event in U.S. television history with over 106 million people in the viewing audience.

Now, you say to me that this event was held this year and the last World Cup was in 2006. Well, let us look at the 2006 Super Bowl then. This was the second highest viewing audience in U.S. history at the time with 45.85 million viewers. That is not as big as 106 million but it certainly dwarfs 21 million.

Now, I am not saying that the World Cup is not popular. I know that people all over the world look forward to this event every four years and they treat soccer as a religion over there.

I hate to break it to ESPN, but the real sport of football is the religion of the U.S. To be honest with them, the only reason that 21 million people watched the World Cup four years ago was because that is the only soccer they ever get to watch at all. What those viewers

won't tell you is that they can only really watch soccer once every four years. People tell me that baseball is boring to watch, but have they ever sat down and tried to watch a soccer game?

I tried so hard to sit down and watch the World Cup in 2006. I feel it is only fair that if I am going to criticize the event I have to watch it first. I couldn't get through the first ten minutes because all the flopping going on. If I wanted to watch that, I could go watch Manu Ginobili with the Spurs.

Now, I never played soccer and I have no doubt that it is a fun game to play, but watching soccer is worse than watching paint dry. Not to mention having to watch all of the advertisements that are attempting to make this sport look important to the U.S. I hate to break it to them, but I don't care about soccer. And in the United States the odds are pretty good that I am not alone. In fact, I am one of many people that don't care about the World Cup.

ESPN, please stop trying to make us watch the World Cup. In all honesty, we just don't care.

>> tlott33@yahoo.com

Apple should keep one eye to history

By CHRIS LEAL

An army of subservient Apple-ites will be huddled outside of Apple stores on June 24, waiting to get their hands on the new iPhone 4. The new phone was introduced this week by CEO Steve Jobs in his typical shepherd-like style as if he were delivering people to the promised land.

It's touted with over 100 new features, seven hours of talk time, an A4 processor chip, a 5MP camera, a front-facing camera for video chat and has four times the amount of pixels than the iPhone 3GS. Great. So, Apple has and will continue to control the consumer technology space for years to come, right?

If there's one thing the launch of the iPhone 4 highlights more than Steve Jobs' obsession with redefining how humans interact with technology, it's Jobs' fear of Google — and for good reason. Over the last decade Jobs and his brilliant team at Apple have reinvented the mp3 player, how people buy music, the personal computer and the cell phone.

These recent phenomenal successes have reshaped our relationship with our technology and created a lot of profit for the Apple company.

But this isn't the first time Apple has managed to democratize technologies and make them appealing to the masses. In 1977 with the launch of the Apple II, Apple brought personal computing to an entirely new level.

And for the first time they got everyday people, not just techies and nerds, interested in computing. But did Apple go on to dominate the PC market and put a computer on nearly everyone's desk in America? No, Microsoft did.

The reasons for this outcome boil down to two key points: 1. Steve Jobs is unquestionably a visionary but also a stubborn control freak and not the best strategist when it comes to business matters, and 2. Bill Gates was very lucky but also played his business strategy brilliantly.

Jobs' personal vision of what he thought computers should be and how we should use them caused Apple to make picky closed-system products at

non-competitive prices.

While this may be a promising way to bring revolutionary new products to the market, it isn't a very sustainable way to dominate a market. As sales slumped, Jobs was eventually forced out of his position at Apple and the company languished through the 1990's as Gates dominated the world pairing his open-system software with third-party programs and hardware.

Fast-forward to 2010 (Jobs came back to Apple in 1996) and it looks like Steve Jobs is in danger of facing the same fate. Apple has enjoyed a tremendous head start and virtual monopoly on all of these new, hip products it has brought to market. Every other tech company is scrambling to catch up.

It's had so much time that it has even been able to tease consumers incessantly with upgrade after upgrade as it withheld readily available technologies in order to better milk consumer's willingness-to-pay with each additional upgrade.

It seems as if the company was jaded for some time with all of its success.

You think Mr. Jobs would have learned his lesson, but Google CEO Eric Schmidt is right on his tail. Google has made tremendous advancements in the mobile market with its Android system.

Apple gets about half of its revenue from sales of the iPhone, and Google is coming after its bread-and-butter revenue generator.

The iPhone holds a comfy 28 percent of the market share for smartphones, but the Android platform is catching up quickly and now holds almost 20 percent of the market share.

The iPhone 4, as feature-packed as it is, still doesn't have technologies that currently available Android phones already have. The launch of the iPhone 4 is Apple's attempt to stay relevant in

comparison to Google's Android software and third party "Droid" phones.

Apple is also extremely limited as long as it keeps its exclusive contract with AT&T. Meanwhile, Google will continue to make partnerships with every other carrier available.

But Apple's problems are deeper than the iPhone. It's comically hypocritical the way Steve Jobs has turned out to be the overbearing oppressive figure his commercials attempted to mock in his 1984 commercial, based off Orwell's novel 1984 (and what happened to Job's anti-monopolistic-Microsoft rhetoric of the 1990's). Jobs' attempts to hold on to his vision of the 'iLife' are causing him to increasingly isolate his company from others while he burns more corporate

bridges than he makes.

Disputes with Google and other companies have recently escalated as Apple continues to not support basic platforms such as Adobe Flash, refuses to open up its iTunes software to other mp3 players and

"In an age of unlimited connectivity, isolation is a failing strategy."

specifically targets Google by refusing to let the iPhone be compatible with Google's voice technology and AdMob mobile advertising program in favor of its own new iAd program.

The truth is, being the first to market doesn't make you immune to competition forever. Once the technology is out there and producers know what consumers want, then fierce competitors will enter the market.

Steve Jobs is naive if he thinks he can hold onto a monopoly for very long just by attempting to not let his technologies play nicely with any and every other technology out there. In an age of unlimited connectivity, isolation is a failing strategy. Ultimately, Steve Jobs will learn that you can both live and die by the same dream.

>> chris.leal@ttu.edu

College students can eat healthy foods

By EMILY MCCOY
UNIVERSITY DAILY KANSAN (U. KANSAS)

College students take on calculus tests with ease, whip out 30-plus page papers and deliver in-class presentations without breaking sweats. Yet, all too often, otherwise confident people are struck with fear by thoughts of grocery shopping.

Without Mom around to keep the pantry stocked, college students must independently navigate the supermarket.

True, the latest study findings and nutrition tips can be confusing. What's more, cryptic food labels can be enough to make any person toss the salad aside and reach for a Snickers.

Simply developing a basic understanding of food labels goes a long way toward making healthy eating stress-free — no need to call Mom for support while sobbing in the cereal aisle.

First of all, foods without any labels are usually the healthiest. Fresh fruits, vegetables, nuts and grains are winners when it comes to making diet-friendly choices. As a general rule, the less processed a food item, the better its nutrition.

Author Michael Pollan simplifies this concept, saying, "Eat food, not too much, mostly plants."

Processed foods are often made by taking naturally healthy foods, stripping them of nutrients and morphing

them into something unrecognizable, à la Twinkie.

Few people claim that sugar-laden treats have health benefits. However, sometimes making good choices isn't so simple as picking whole wheat toast over Pop Tarts.

For example, "enriched wheat flour" sounds pretty good. If the package says, "enriched" then it must mean its even healthier, right?

Not so. Enriched wheat flour is made by removing the germ and bran, the most nutrient-rich portions of the grain. Artificial vitamins and minerals are added, but this faux-food doesn't parallel the original grain's nutritional profile.



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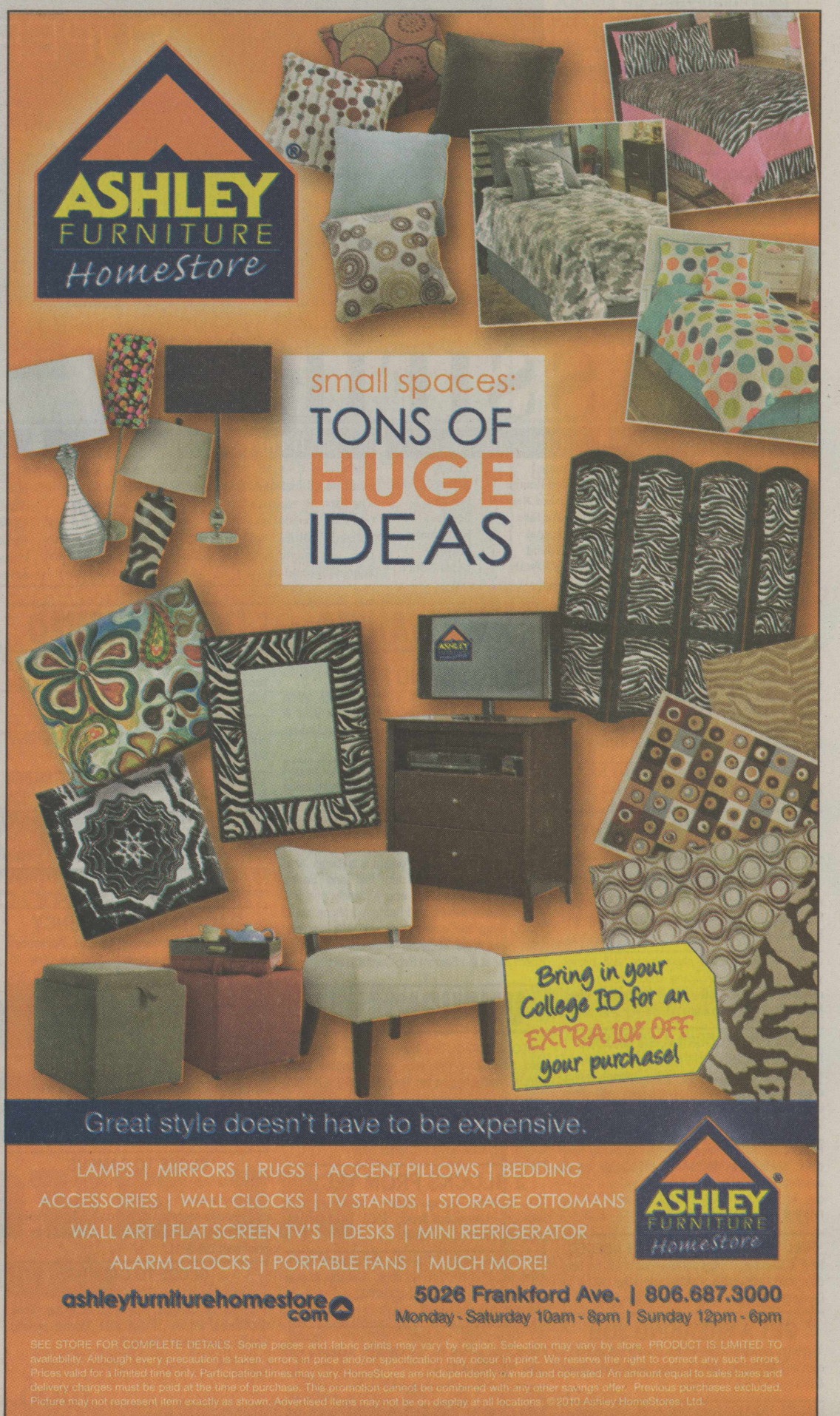
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