

THE SILVERSWORD

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WE GOT THE BEAT

February is Black History Month, and Chaminade celebrates with on-campus events. **Page 6**



BASKETBALL BLUES

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CATCH CUH SOFTBALL

The Swords keep looking forward despite slow start this season. **Page 11**

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Photo by Cliff Bieberly

Communication major Jeannie Pinpin traveled to New York City in February where she was honored as one of the American Advertising Federation's Most Promising Minority Students. The program included industry seminars and networking opportunities.

Pinpin wins ad award in NY

TASHA MUDD
MANAGING EDITOR

Have you ever watched a TV commercial or noticed a magazine ad and thought, "Who are they trying to reach here?"

If you are part of an ethnic minority, you have probably experienced it a lot. That's precisely why the American Advertising Federation is working to bring minority students into

the profession. The organization, which refers to itself as "the unifying voice for advertising," sponsors a premier program to recognize and connect college students with the field.

Chaminade senior in communication Jeannie Pinpin recently received the honor. She is one of 40 people in the entire country to be named as one of the AAF's Most Promising

Minority Students.

The title is given to graduating advertising students who display strong ability in the field of advertising, media and marketing communication through their academic performance and leadership.

The honor included a trip to New York where Pinpin accepted the award and had a chance to

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Trees' fate stirs feelings, campus talk

TOM MORIN
STAFF WRITER

What began as a town hall meeting to save six large banyan trees at the entrance to campus has evolved into an effort to educate the community on the value of nature.

"I see all kinds of ways the school could use this to develop education," said Bro. Jim Facette, campus environmental safety officer.

Bro. Facette went on to say that he thought cutting down the trees was contrary to Marianist values, and that saving them is a way to show respect for old things and value diversity.

Several people at the Feb. 18 meeting about what has been dubbed "the Oval Beautification Project" questioned the reason the trees were targeted in the first place.

CSGA vice president Michael Devens doubted that the roots were really pushing up the pavement.

"When I first heard of this, I was very upset. I thought of a banyan tree in Waikiki that is very large, and they don't seem to be having a problem with the

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Student center opening delayed

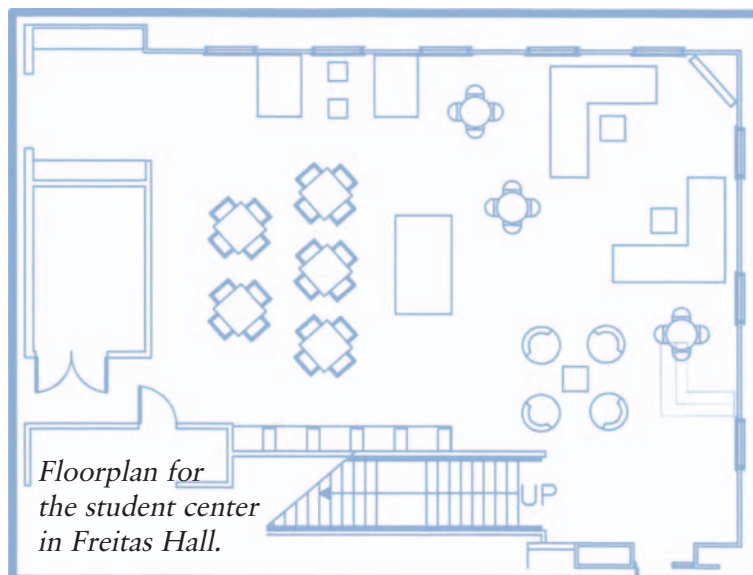
TOM MORIN
STAFF WRITER

Chaminade students will soon have an alternative to the Courtyard, and it will be insect- and bird-free.

The new Paul and Vi Loo Student Center in Freitas Hall was set to open in January, but delays have pushed the target date into summer.

Paul Loo, a member of the Chaminade Board of Regents, wanted an indoor place for students to go on their down time, so he donated money for the new student center to be built.

He wanted the students to be involved in the process, so last spring the plans were



Floorplan for the student center in Freitas Hall.

presented to students on Scholarship Day at the Ching Conference Center. The concept the students came up with was an "I'm no longer

on campus" theme.

Deborah Lowry, assistant professor of interior design, is planning the decor. "It was fun seeing what the students'

input was," Lowry said.

The design is going to be modeled after a cyber café, with bright colors and modern furniture supplied by Z Furniture. Aramark will operate a café that will serve coffee, pastries, sandwiches and beverages.

Several forms of entertainment will be available to help students relax and pass time. Electronic options range from a 60" plasma television, donated by the Board of Regents, to video game systems that can be rented out, to five wireless computer stations. There will also be physical entertainment consisting of a pool table and a

See Student Center, Page 5

eat

Why February?

Feb. 12, 1809

Abraham Lincoln, 16th president of the United States and civil rights proponent, is born

Feb. 14, 1817

Abolitionist, author and orator Frederick Douglass is born

Feb. 1, 1865

13th Amendment is passed abolishing slavery

Feb. 23, 1868

W.E.B DuBois, civil rights leader and co-founder of the NAACP, is born

Feb. 3, 1870

15th Amendment is passed granting blacks the right to vote

Feb. 25, 1870

Hiram R. Revels becomes the first black U.S. Senator

Feb. 12, 1909

The NAACP is formed by concerned black and white citizens in New York

Feb. 1, 1960

Four black North Carolina college students begin non-violent sit-in protests Woolworth's lunch counter

Feb. 21, 1965

Malcolm X is assassinated while giving a speech in New York City

Source: www.infoplease.com

Pinpin receives top honor in New York

Ad Award, from Page 1

network with her fellow candidates and industry recruiters on Feb. 8.

"I feel very honored to have this opportunity," said Pinpin, who was unaware of the award's prestige when told of her nomination.

"I thought it was for a monetary scholarship ... then I saw that it was under the American Advertising Federation, and I was like 'OK, this is a big deal.'"

Pinpin had to supply her college transcripts, résumé, and letters of recommendation along with her application.

As a part of the selection process, she was also asked to submit an essay on the subject of "Minority Pioneers in the Advertising, Marketing and Communications Industry." Pinpin explained that she wrote a piece she never thought would leave such an impact.

In her essay, Pinpin expressed her admiration for "Ray" Hood-Phillips, the woman who successfully dealt with racism and negative media exposure at Denny's restaurants.

"Her motto is 'Catch the vision,' and she had a vision of an equal world," said Pinpin.

"Passion has no boundaries on how diversity is important to me. And I never knew the message would go such a long way," she added.

While in New York,



Photos by Cliff Bieberly

Named as one of the American Advertising Federation's Most Promising Minority Students, CUH communication senior Jeannie Pinpin, along with Kathy Puangkham of the University of Illinois, wait to go on stage at the historic New York Athletic Club to accept the award.

Pinpin was interviewed by two Fortune 500 advertising companies, Valassis and Young and Rubicam.

She was also invited to tour Young and Rubicam's



Pinpin receives AAF's "little apple" in the Big Apple.

New York office, an opportunity not offered to all AAF Most Promising Student Awardees.

"When I went to the company I got to meet the potential people I might work with. They were real. They told me about the negative and positive things about working there," said Pinpin.

Cliff Bieberly, communication department director, nominated Pinpin for the award.

"It's a great honor and a wonderful opportunity for the student," Bieberly said. "Jeannie was eminently qualified to win, so the decision to nominate her was easy."

Bieberly has nominated two previous winners of the AAF Most Promising Minority Student honor, but Pinpin is the first from Chaminade.

The purpose of the AAF Most Promising Student Award program is to allow the advertising industry to better reflect the multiculturalism of today's society.

Pinpin sees a great importance in building an ethnically diverse advertising agency.

"Advertising should be geared to a specific audience," she said. "I don't think it would be successful if it didn't reach people on a personal level."

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For information, call **739-4673** or email alujan@chaminade.edu

