Halloween has evolved through the ages

By La Vaughn Marshall
The Collegian

Halloween is typically associated with costumes, candy, horror and trick-or-treating, but the pre-Christian Celtic holiday has been traced to have begun 2,000 years ago.

The Library of Congress in its online collections describes the event as the biggest and most significant holiday of the Celtic year. The Celts were known for worshiping nature, the Sun God and Samhain, the lord of the dead.

The Celtic believed that during Samhain now known as Halloween, the lord of the dead could blend with the living. The Celtic gathered sacrificed animals, fruits and vegetables to help strengthen the Sun God. They would also light bonfires to help the dead through their journeys.

Celtic year became Halloween when Christianity spread and the Celtic underworld became the Christian Hell. Halloween has now contributed to a boost in market sales. The National Retail Federation estimates that shoppers will be spending about $7.7 billion on Halloween this year. In 2005 Americans spend $6.3 billion.

The National Retail Federation estimates that this year 161 million Americans will celebrate Halloween. Estimates that this year 161 million Americans will celebrate Halloween.

Fresno State student Thomas Nichols is one of many college students shopping for a costume on a budget this year. Alley added that the amount of money consumers spend reflects the status of the economy.

“When people make less money they cut out extra things like buying costumes,” Alley said. “Now that unemployment rates are going down, people with jobs can buy costumes.”

However, Fresno State student Thomas Nichols is one of many college students shopping for a costume on a budget this year.

“I’m going to make my costume,” Nichols said. “I’m dressing up as Mr. T.”

Nichols said his costume consists of an old Navy shirt, a chain he bought from The Home Depot, which he spray painted gold. His total cost was about $10.

Halloween stores such as Halloween Express and other merchants begin preparing months in advance. In January, Halloween vendors met in Houston for a four-day Halloween show.

“The billions of dollars being made will help generate income, jobs and tax revenue,” Alley said.

Betsy Behlen, owner of the Fresno Halloween Express, said these trade shows allow them to see the latest costumes.

By Samuel Cosby
The Collegian

Fresno State Associated Students Inc. met for a Senate meeting last week on Wednesday, Oct. 19, to discuss campus issues.

Some of the larger issues during the meeting included the bike racks that were moved from the Free Speech Area, approving the new library hours and the election of a new ASI senator.

Toward the beginning of the meeting, a University Student Union representative met with ASI senators. This was part of a new meeting segment in order to promote transparency between the two organizations, an ASI senator said.

The USU representative informed ASI senators about the Goodwill donation drive that started on Oct. 24 in order to collect toys, clothes and electronics for those less fortunate.

The representative also discussed the new spirit pride day where students can together sport their Fresno State pride

Parking administrator Amy Armstrong also discussed the movement of the bike racks from the Free Speech Area.

“Over the summer we extended the brick pathway through the Free Speech Area,” Armstrong said. “And while that was under construction we took that as an opportunity to relocate the bike racks, because as you all know, that’s the most densely traveled area by pedestrians.

“There have been a lot of issues with bicycles, skateboards and scooters coming through there,” she continued. “Our intention is to protect that area for pedestrians. The bike racks were relocated to various areas on the perimeter of the Free Speech Area, such as near the quad, near the university center and by McClane Hall.”

Armstrong said it makes her happy to see so many bike riders and to see so many racks full, but because of that, she will have to step up enforcement of biking policies on campus. Alongside this, Armstrong’s department is working on installing a cement pad for bike racks just south of the library.

“We are going to put 31 bike racks in there,” Armstrong said. “So it will hold 62 bikes, which is way more than what is in the Free Speech Area before.”

The billions of dollars being made will help generate income, jobs and tax revenue,” Alley added.

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Striving for a backup plan

I was never a particularly easy task to find a job directly after graduating college, but the economy’s current state and several factors relating to it can make graduation a less than jubilant experience for some. This week, it was reported that U.S. student loans soared higher than ever, reaching $100 billion in loans taken out this year. Outstanding student loans are expected to reach $1 trillion sometime this year. When you look at the factors leading to this massive debt, it shouldn’t be surprising. Every semester students face significant fee increases while programs and courses are cut. Education is one of the few areas where we are still willing to pay more while receiving less, but not much can be done if we have no other options. Think of it in other terms. None of us would buy a new car if a salesperson told you that the new model is the same as your old one, only much more expensive and stripped of half the options package. Now most students are trying to enter a more competitive workforce with large amounts of debt on their shoulders.

Another factor aiding to the incredibly competitive workforce is high unemployment and the countless stories of layoffs. A significant number of those who are unemployed are returning to universities in an effort to become more competitive in the marketplace.

Of course, this results in younger students competing with a large group of people who have degrees and more work experience. Some entry-level positions are also being filled by people who would have been considered overqualified before the economy crashed. From what I gather after talking with numerous people is that it is easier to find jobs in labor positions. It makes sense when you think about the advice economists give during hard economic times. Most economists advise people to get involved in areas that either save people money or that serves an area consumers will always need even with a bad economy.

There are more examples than I can think of, but consider these few examples. Consumers will always need something fixed on items like vehicles, homes and property. Sales are another area where employees are always needed. I don’t think any of us should look past the possibility of starting out in any of these positions. That’s not to discourage striving for bigger things, but everyone needs a backup plan. A lot of the companies employing these types of positions have advertising, marketing and relations positions as well, but might just take a foot in the door before an employee can work their way up.

I understand that the point of college education for some is to leapfrog over labor positions, and some will, but the economy is in a different position than it was a short time ago. That might mean starting out in a different position that most of us planned for.

University High School — Fresno State’s tanning booth

The Collegian is a student-run publication that serves the Fresno State community on Mondays, Wednesdays and Fridays. Views expressed in The Collegian do not necessarily reflect the views of the staff or university.

Letters to the Editor (collegian@csufresno.edu)

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Corporations recruit Web-savvy students as campus insiders

By Tori Stilwell
McClatchy-Tribune

When Duke University sophomore Christian Drappi sees someone using a Square credit card reader, he pulls out his phone, snaps a picture and uploads it to Twitter.

“It just kind of spreads like wildfire through retweeting,” said Drappi, who is a campus brand representative for Square. Started by Twitter founder Jack Dorsey, the company makes miniature credit card readers for smartphones and offers competitive swipe rates.

Companies are increasingly using college campus brand ambassadors to spread the word about their products. These representatives often rely on word-of-mouth tools like social media to publicize the company and any promotional events they host.

Though the brand ambassador is no stranger to the college marketing scene, social media are changing how these representatives interact with their peers and how effectively their companies communicate.

Companies like Red Bull, Microsoft, Verizon and Twitter all have campus brand ambassadors dedicated to spreading good news about the brand.

When a company has a large presence on the West Coast but is trying to expand its grasp eastward, one way it can do this is through campus representatives, said Adam Bassett, who runs the SquareU program.

Campus ambassadors approach students, local merchants and other prospective customers to promote the company by demonstrating how the card reader works and its advantages over traditional machines.

Bassett said, “A lot of people heard about it through the Facebook page.” Summers said, “We can see the impressions, how many people actually saw it, so we know how much influence we have. It’s really great.”

Cathy McCarthy, who heads the campus ambassador program for American Eagle, said the company has brand representatives at 48 schools in 31 states and Washington, D.C.

When looking at ambassador applications, McCarthy said the company looks for outgoing students who are social media savvy. For the retailer, whose clothing targets college students, the ambassador program is an ideal fit.

Summers uses the group’s Facebook page to interact with UNC students about the retailer’s products. “We will promote ‘sneaker sales’ for a photo of sunglasses to be distributed before a Saturday football game,” Summers said. “We also post photos of the game and other events they attend.”

When the group sees a picture of someone, they may make it their profile picture, Summers said. “They’re usually holding some branded material from American Eagle. They’re promoting the brand, and they don’t even know it.”

Heidi Hennik-Raminski, a marketing and advertising assistant for UNC’s School of Journalism and Mass Communication, said the peer-to-peer referrals brand representatives provide can be invaluable for companies that do not have traditional ambassadors.

“Most college students in that age demographic end up trusting each other recommendations coming from corporations,” she said.

“Many students recognize they have to be cautious about saturating the target market and inundating students with social media promotions, a symptom often called ‘program fatigue.’ Because some customers of the online deal service grew annoyed at receiving daily email offers, many pulled out and canceled subscriptions,” Summers said.

“The question becomes, ‘How do you break through the clutter?’” said Summers. “It’s not easy.”

Hennik-Raminski added that this convention gives vendors an opportunity to show their merchandise.

“If we see something new, we get it,” Behlen said. “The Halloween Express is the best store on campus. It’s not easy.”

This year the owners of Halloween Express opened one store to lessen their risks of losing money. The store opened for business as early as Labor Day. The most popular costume this year are accessories in the costume aisle and zombie costumes.

Behlen added that the average amount spent on a costume at the Fresno Halloween Express is about $42. A study done by the National Retail Federation found that 70 percent of 18 to 24-year-olds wear costumes, which is the highest of any age group.

Other students prefer to minimize expenses by buying costumes. Fresno State student Aklatesis Harris says she’d rather not waste money on something she won’t wear many times.

“I’m going to just stay in, eat pizza and watch movies,” Harris said. “I don’t want to waste money on something I won’t wear many times.”

Hennik-Raminski added that to enjoy Halloween money does not need to be spent.
Halloween 2011

Any monthly or V.I.P. tanning package (New Members Only) Existing members receive $10 off with this coupon and your Fresno State student I.D. Offer ends 11/9/11 Not valid with any other offer

135 Shaw Ave.
Next to Old Navy
(559) 298-2771
• Open 7 days a week
10% Off All Lotions (Excluding samples and body shots)

LUNCH STARTS FIVE DAYS OF HALLOWEEN
Thursday - Super Heroes and Villain Karaoke
Friday - 80’s Prom w/ 80’s cover band Max Headroom
Saturday - Camp Swiggs Halloween Bash with the Captain Morgan Promo Girls
Sunday - Jersey Party (“Jersey Shore”/ sports teams)
Monday - HALLOWEEN HOUR AT 11 a.m.

Captain Morgan Promo Girls
Mendelsohn’s Vision Center
WWW.DRISAMENDELSOHN.NET • OPTOMETRIST
5478 N. Palm Ave • Fresno • 447-4990
Eyes examined with advanced computer technology
Designer Eye Wear
Over 1,500 Contact Lenses & Frames

One month unlimited tanning $1440 E Shaw • SwiggsBarSports.com
Mon. - Sat. 11 a.m. - 2 a.m. • Sun. 10 a.m. - 11 p.m.
Swiggs promotes responsible drinking.

FREE MEDIUM DRINK WITH PURCHASE OF 6-INCH SUB OR LARGER (WITH FRESNO STATE STUDENT I.D.)

FREE WI-FI

DJ Gizmo
CRUZY CONTESTS CASH PRIZES & WHOLE LOT MORE!
Fresno’s Premiere Thursday Night Party FREE MEDIUM DRINK WITH PURCHASE OF 6-INCH SUB OR LARGER (WITH FRESNO STATE STUDENT I.D.)

FREE WI-FI

HUGE WINTER SPORTS PARKING LOT SALE HERO BAKER SPORTS CENTER OCTOBER 27-30

70% OFF SKI & SNOWBOARD EQUIPMENT FREE MEDIUM DRINK WITH PURCHASE OF 6-INCH SUB OR LARGER (WITH FRESNO STATE STUDENT I.D.)

FREE WI-FI

FREE MEDIUM DRINK WITH PURCHASE OF 6-INCH SUB OR LARGER (WITH FRESNO STATE STUDENT I.D.)

FREE WI-FI

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The daily crossword
Edited by Rich Norris and Joyce Lewis
Los Angeles Times

Across
1. Traveler’s reference
6. Baldwin of “30 Rock”
10. A month of Sundays
14. Go after
15. “Later, dahling!”
16. Fictional sleuth who first appeared in the Saturday Evening Post
21. A month of Sundays
22. Euripides tragedy
23. What Shakespeare’s parents had to do?
27. Zoo re-creation
30. Hippy dances?
31. More than portly
32. Frost, for one
33. Opening
36. __ chic
37. Low grade, or an appropriate title for this puzzle
39. 18-Down’s love
40. Orch. section
41. Quarry
42. Post-tonsillectomy treat
43. Gaucho’s gear
45. Tabloid fodder
47. Green that’s hard to swallow?
50. Material for some balloons
51. Couple’s pronoun
52. Continental wine region

11. Easy to babysit, say
12. Number no longer used?
13. “Such a shame”
18. Princess with great buns?
22. Get weak in the knees
24. Had
25. K or G
26. Shades
27. Big bikes
28. Stand watch, say
29. Colt 45 holder
32. Layer
34. Teatro __ Scala: Milan opera house
35. Parlor game
37. Movie monster, casually
38. Tip of the Yucatán peninsula?
39. Banish
41. Movie house suffix
42. In a pinch
44. Michael of “Caddyshack”
45. Like many ski slopes in April
46. Italian sweetheart
47. Uriah Heep, by profession
48. Is sporting
49. Numbers game
53. Freelancer’s enc.
54. “South Park” co-creator Parker
55. Empty
57. On-target
58. Wheels
59. Neither masc. nor neut.

Puzzle by Mike Peluso

PUZZLE SOLUTION: http://collegian.csufresno.edu

Word of the Day

I’m very humbled
A phrase used to be modest under false pretenses.

Source: UrbanDictionary.com
BYE: The ‘Dogs will need to win three of four WAC games to get back to a bowl game
grown due to eight straight weeks of practice and games. “There is more cohesiveness, but it is still a work in progress,” Grady said. “The bye week will help. The guys will get some freshness back. We’ll practice and work on the little things to try to iron out some details.”

And the fine details are what have been hurting the ‘Dogs, who have lost three of their past four games against Nevada, Mississippi and Boise State. This season, the ‘Dogs have only converted 35 percent of their third downs, while defensively allowing their opponents to successfully convert on third down 42 percent of the time, or 50 conversions on 120 attempts.

While the offense hopes correct the miscues before its next competition next Saturday at Bulldog Stadium, Grady is confident the unit will improve more than it has after this week’s breath of fresh air.

Rouse has helped this young offense get to where it is with just more than half of the season in the books. He has already gained over 1,000 yards and punched in seven touchdowns to provide some consistency to a unit that has several first-time starters.

“We need to take advantage of more of our drivers,” Rouse said. “We need to execute and be more perfect on offense.”

CONTINUED from page 8
By Angel Moreno

After 12 straight weeks of football with two top 10 teams on the schedule in No. 10 Nebraska and No. 5 Boise State, including last week’s 45-38 loss to Western Athletic Conference rival Nevada, Fresno State can finally catch its breath before its next game at Louisiana Tech on Nov. 5.

Head coach Pat Hill is in his 15th season as the face of Bulldog football and now will be the face of the Fresno State program as it will be moving to the Mountain West Conference.

Fresno State’s coaching staff has had to usher in a young team with a bunch of new starters on both sides of the ball. The offense has a brand new starting quarterback and young playmakers. On defense, the Dogs lost its two starting safeties in the first weeks of the season. The offensive playcalling has been up and down all season as in the Boise State game it was inconsistent, but in the last two games Fresno State has balanced itself.

Offense: Fresno State has been consistent on defense throughout the season besides the season opener against California and No. 5 Boise State. Quarterback Derek Carr is in his first season under center and has brought the big play back to the offense. Running back Robbie Rouse has provided big runs every game. Also, he has been connecting with his weapons on the outside in sophomores Jalen Saunders, junior Rashad Evans and senior Devon Wylie.

Defense: The defense has been a bend, but don’t break unit all season. Fresno State has given up the big play against most of its opponents. This in part has been caused by the loss of its two starting safeties in junior Phillip Thomas and sophomore Derron Smith. The Dogs have been inconsistent on any given week as they shut down Utah State’s vaunted rushing attack in the second half of that game, but couldn’t slow down Nevada’s running game.

SP Teams: The special teams have brought some stability to Fresno State with senior Devon Wylie already returning two punts for touchdowns. Senior Kevin Goessling has made seven out of 11 field goals so far this season. The only game he struggled was against Mississippi when he missed multiple field goals. Other than that, he was been consistent. Junior Andrew Shapiro rounds out the special teams unit and is averaging 40 yards per punt.

Bye week offers time to rest, recuperate for Bulldogs

By Angel Moreno

Bye week has come at an opportune time for Fresno State because it gives the team the opportunity to rest injured bodies and catch up on school work before a full practice schedule slated for next week. Junior running back Robbie Rouse agreed having this extra time has allowed his teammates to get their bodies ready for the rest of the WAC schedule and a late-season date with San Diego State.

“We’ve played a lot of great teams and eight weeks back-to-back is no joke,” Rouse said. “So just this bye week is a good week for us to get a lot of schoolwork done, get our bodies fresh and get that extra week to prepare for Louisiana Tech.”

And the rest is much needed since the Dogs are sitting on a 3-5 record and have stumbled out to their worst start in half a decade. Losing last week to Nevada may have slashed Fresno State’s chances at an outright WAC championship before moving to the Mountain West Conference next season.

But the Bulldogs must rest and not get ahead of themselves during the bye week. Passing game coordinator Jeff Grady feels the team has

Running back Robbie Rouse has managed to stay relatively healthy this season, but plenty of Bulldogs are using this off weekend to nurse ailing injuries and recuperate.