

Events

- > Friday 4/3
Last Day to Register for Commencement
- > Saturday 4/18 6:30p
Soiree
- > Tuesday 4/28
Last Day of Classes
- > Saturday 5/9
SDM Commencement!!!

The UB MBA Exchange

“ because knowledge is power. ”

The Exchange Needs You!

BETH TORNATORE

As we continue our search for the future leaders of the UB MBA Exchange, I wanted to provide some more information on how you can get involved. Whether you want to take a big role with a position like Editor-in-Chief or Director-in-Chief, or a smaller role contributing articles is up to you!

Editor-in-Chief: This position requires putting together the articles and editing newsletter content each week. It also requires writing an occasional article if you're in need of more content. Most weeks, putting the articles together/writing articles takes me about 1 hour. The time it takes me is greatly minimized with the more people that are willing to contribute articles. Luckily, I have a lot of help,

and this makes my time commitment minimal and provides a good variety of content.

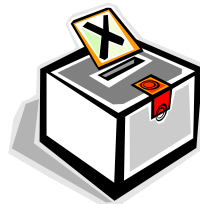
Director-in-Chief: The position involves taking the information you receive from the Editor-in-Chief and formatting it into your predesigned MBA Exchange template. The Director-in-Chief also pulls together a schedule of upcoming events using the GPO Weekly, GMA emails, etc. to add to the event calendar. The commitment is weekly, but won't take much more than 1 hour per newsletter.

Contributor: Becoming a contributor to the Exchange is easy...your contribution can be anything from an article, to pictures, games, etc. The opportunities are only limited by your imagination. Those who make a weekly contribution get the title "Senior Staff

Writer." Anyone who contributes regularly (at least a few times a semester) gets the title "Staff Writer," and anyone that makes a contribution ever can consider themselves an Exchange "Contributor." These titles can be valuable resume boosters!

Sharing your time with the MBA Exchange can help to giving your resume a boost. As we're all aware, the job market is becoming increasingly competitive with the downturn in the economy. This makes it even more important to differentiate yourself on your resume. I have had several people ask about my experience editing the MBA Exchange during interviews, and I feel that this leadership experience has helped me to stand out among interviewees.
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Remember to vote this week for the new GMA officers!!



“Just because you do not take an interest in **politics** doesn't mean **politics** won't take an interest in you.”

- Pericles (Ancient Greek Politician, General and Statesman, 495 BC-429 BC)

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The Raleigh Story: Gusty Quartet

RALEIGH LOVE

The man behind the story.



Oftentimes when life gets all higgledy-piggledy, we may hear of things being “scattered to the four winds.” While most English speakers recognize the idiom to mean going out in all directions, or otherwise vanishing by an unpredictable route, the origins of the phrase are a bit less well known.

It comes, like so many things, from Greek mythology. The most common example the people recognize is from Homer’s *Odyssey*. After escaping the Cyclops, Odysseus and his crew came to an Island inhabited by a man by the name of Aeolus. After providing them with hospitality, Aeolus gave Odysseus a bag containing three of the four winds, leaving only the west wind free to carry them home.

Of course, just as they were arriving in Greece, Odysseus’ men thought the bag contained gold and opened it while he slept. The resulting storms scattered them to the four winds, and the *Odyssey* continued.

Who, or what, were the four winds themselves? In some myths, Aeolus was a god of storms and the father of the four winds. In others, he was merely a mortal who was their

keeper. In the *Hesiod*, they are the sons of *Astraios*, god of stars and *Eos*, goddess of dawn. The winds themselves are called the *Anemoi*, and are often represented as winged men, though at times horses kept in *Aeolus’* stables. Each wind was associated with a cardinal direction and various associated attributes.

Zephyr (or *Zephyrus*) was the gentle west wind that carried *Odysseus* almost all the way home. It was associated with spring and early summer. Despite the connotations of gentility and agrarian fertility, in one legend *Zephyrus* became jealous of the attentions given by the mortal *Spartan Hyacinth* to *Apollo*. *Zephyrus* found the two throwing a discus and caught it with the wind, fatally striking *Hyacinth* in the head with it.

Boreas was the wind of the North, associated with winter and cold. He is often depicted as ill tempered and the strongest of the four winds. *Boreas* is credited with the sinking of 400 Persian ships when *King Xerxes* attempted to invade Greece, prior to the stand at *Thermopylae*.

Notus was with wind of the South. His domain included the hot winds of summer. If the winds were dry, they could ruin crops and harden

soils. If the winds were moist, they would bring visibility limiting fog.

Eurus was the wind of the East. Sometimes *Eurus* is associated with fall, but some sources instead give that distinction to *Notus*, and do not associate *Eurus* with a season. The East wind is sometimes depicted with a tipped urn, pouring forth torrents of rain.

There were four minor winds as well, corresponding to the ordinal directions. Most were considered significantly more tempestuous than the four major winds, and *Aeolus* kept them locked up. *Sikron* was the Northwest wind, and as associated with the onset of winter. *Kaikias* was the wind of the Northeast, and was the bearer of hail. *Apeliotes* was the gentlest of the four minor winds and associated with Southeast and light rains. Finally, *Livas* was the wind of the Southwest whose name is tied to the land of *Libya*, and the dry, hot winds originating therein.

Anyways, that’s it for this week. Let’s hope that *Zephyrus* brings us a pleasant spring, but keep an eye out for errant thrown discuses. Until next time, here’s to keeping your imagination well fed.

Hat of the Week



Cloche

French Origin, name meaning "bell"

Variations in the band could send messages about the wearer Popularized in the 1920's

Dave Anthony. The man with all the answers.



Ask Dave

DAVE ANTHONY

Dear Dave,

Why are the Bills going to finish the upcoming NFL season with a record of 7-9 and once again not fire their head coach? By the way, you were spot on about their record last year. You must be psychic!

Well it is tough being me, I must say. It's not easy being able to predict that the Bills

would lose all six of their AFC East games. Actually scratch that—it was simple to predict that. The Bills had a decent QB who was replaced by Losman, who probably couldn't start at Orchard Park HS, let alone Ralph Wilson Stadium.

On the other side of the football, the Bills defense after Week 5 had bigger gaps than Michael Strahan's teeth.

Looking forward, the Bills will have another subpar season. The team will certainly lose their first game of the season, as it will be the first Monday night game of the year. They will also likely play this game without Marshawn Lynch, who will either be in jail or suspended for a few games. Either way, I predict it's going to be another rough year for the Bills.

The Exchange Needs You!...continued from Page 1

Other MBA Exchange contributors agree, "It really doesn't take much time to write for the Exchange. It's a small commitment that helps the MBA program and also builds your resume," says Dave Anthony, Senior Staff Writer. The MBA Exchange is a great way to increase the value of your UB MBA degree as the newsletter is shared with alumni, area business leaders, and the Buffalo community. By communicating the activities and the successes of UB's MBA program to these groups, your degree will become more valuable over time.

The MBA Exchange is not all work, however. Senior Staff Writer Kyriakos Zannikos says, "If I have a busy week, the time I spend on this is like a relaxing break where I take time to write something that I want to communicate with my classmates and I think is interesting." In addition, he feels that "the biggest reward for me is when people come and tell me that they read my stuff, if they liked it or not, and when they give me their thoughts and ideas on the subject".

Raleigh Love, another Senior Staff writer believes that, "The whole purpose of the exchange is to realize the opportunity to reach out to your fellow classmates. It's up you whether or not you take advantage of that opportunity and what you choose to do with it.

If you're interested in getting involved in the future of the MBA Exchange, whether you would like a large role or a small one, please email Beth Tornatore at blt@buffalo.edu. The future success of the Exchange depends on you!!

THE UB MBA EXCHANGE

BETH TORNATORE-EDITOR IN CHIEF

EVAN LLOYD-DIRECTOR IN CHIEF

DAVE ANTHONY-SENIOR STAFF WRITER

RALEIGH LOVE-SENIOR STAFF WRITER

KYRIAKOS ZANNIKOS-SENIOR STAFF WRITER

Contact us at

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with any questions, suggestions or if you would like to contribute and help us build the newsletter further.

Join our group on Facebook!

The MBA Exchange:

Because knowledge is POWER