

Fall registration opens today

Many students have questions, U-Center page has answers

Marissa Rodriguez
THE RIDER

Registration for the fall semester began today but many students have had difficulties understanding the online services or finding the needed information, which often results in hourlong waits at the U-Center lobby.

The Registrar's Office suggests seeking out the

When in doubt, seek advice,

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available information on the UTRGV website and planning course schedules before the appointed enrollment dates.

Students will be able to add classes based on classification for the fall semester.

Registration opens for graduate and post-baccalaureate students, seniors and special populations today and will continue to become available every other day for the following classifications:

--juniors, Wednesday
--sophomores, Friday
--freshmen, April 25.

To register through ASSIST, students must clear all holds on their accounts and have the prerequisites for the course.

For help with enrollment or student account information, Debbie Gilchrist, director of Undergraduate Admissions and interim registrar, recommends that students first check on the UTRGV website's U-Central tab to prevent a lengthy wait in the See REGISTRATION, Page 10



GABRIEL MATA/THE RIDER

Ben Cohen, co-founder of Ben & Jerry's Ice Cream, pours metal BB pellets into a bowl representing how much money businesses give to politics, with each BB representing \$600, during last Tuesday's presentation on the Edinburg campus. Also shown is Jerry Greenfield, co-founder of the company.

The power of business

Ben & Jerry talk history and money

Ena Capucion
NEWS EDITOR

After Ben Cohen was rejected from medical school twice and Jerry Greenfield failed to graduate with a college degree, the pair didn't know what to do with their lives. They eventually decided to take a \$5 correspondence course from Penn State University on how to make ice cream.

About 750 students, staff and community members attended the second Distinguished Speaker Series of the spring semester last Tuesday on the Edinburg campus. It featured the founders of Ben & Jerry's Ice Cream, Cohen and Greenfield, who shared their history and business values.

The two grew up in Long Island, N.Y., met during gym class in middle school and remained friends during high

school at Sanford H. Calhoun High School. After going their separate ways for college, the two reunited in 1977. Once the pair decided on an ice cream business, Cohen and Greenfield took a course in ice cream making.

Upon completion, the pair decided to relocate to Burlington, Vt., and opened their first Ben & Jerry's in May 1978 with \$12,000. During the summer, Cohen and Greenfield

would make nearly 10 batches of ice cream a day. However, when winter came around, about negative 20 degrees Celsius, business was barren. Cohen came up with an idea that when executed didn't turn out as planned.

"We came up with what I think is the best marketing promotion in the history of Ben & Jerry's. It was called ... Penny-Off-Per-Celsius-Degree-

See POWER, Page 5

A scholar from the Rio Grande Valley

Américo Paredes' legacy celebrated

Felipe Zamorano
THE RIDER



Richard Flores

"Don Américo knew it was not his job to tell the public what they wanted to hear. Rather, he knew it was his charge and responsibility as a cultural creative scholar to hold culture, in its various forms, accountable for practices of injustice, inequality and misrepresentation."

Those words by Noreen Rivera, an assistant professor of literatures and cultural studies and Mexican American Studies



ANA CAHUICHE/THE RIDER

José Villarreal performs the corrido "La Adelita" during "A Texas-Mexican Centennial: The Legacies of Américo Paredes" event last Wednesday in the PlainsCapital Bank Gran Salón on the Brownsville campus. About 180 people attended the event, which was hosted by the UTRGV College of Mexican American Studies.

faculty affiliate at UTRGV, highlight Paredes' unrestricted commentary on the Mexican

American experience.

UTRGV's Mexican American Studies program and UT

Austin's Center for Mexican American Studies jointly hosted "A Texas-Mexican Centennial:

The Legacies of Américo Paredes" on Wednesday at the Plains Capital Bank El Gran Salón on the Brownsville Campus.

The celebration was an homage to Paredes, a musician, scholar, author, folklorist and a Brownsville native who went on to have an accomplished career as a professor in the University of Texas at Austin. He received numerous honors including the Charles Frankel Prize from the National Endowment for the Humanities, awarded for outstanding contributions to the public's understanding of the humanities, and the Order of the Aztec Eagle, the highest honor given to foreign citizens by the Mexican government for services given to Mexico or humankind.

See AMÉRICO, Page 7

THE RIDER

The Rider is the official, award-winning student newspaper of the University of Texas Rio Grande Valley. The newspaper is widely distributed on and off campus in Brownsville and Edinburg, Texas. Views presented are those of the writers and do not reflect those of the newspaper or university.

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ANNOUNCEMENTS

Stargate Talks
Sean Casey co-founder and managing director of the Silicon Valley Space Center, will present a lecture titled “Creating New Space City” from 10:30 a.m. to noon Tuesday at the Brownsville Event Center, 1 Event Center in Brownsville. Also speaking will be Christopher Wren, a Google software engineer, and Fredrick Jenet, an associate professor of physics at UTRGV. For more information, call Bertha Garza at 547-1017.

Documentary screening
Stories of the Mind, documentaries aiming to change the conversation on mental health, will be screened from 6:30 to 8 p.m. Tuesday in PlainsCapital Bank El Gran Salón. For more information, call **Counseling and Psychological Services** at 882-3897.

Game Room tournaments
An **Air Hockey Tournament** will take place from 3 to 5 p.m. Tuesday in the Student Union Game Room on the Edinburg campus. VBucks will be awarded to top-place finishers. For more information, call 665-7989.

Health and Wellness Series
A presentation, titled “**Cultural Barriers and Sexuality**,” will take place from noon to 1 p.m. Wednesday in Cortez Hall 118 on the Brownsville campus. The session is part of the **Health and Wellness Series** sponsored by the **Counseling Center**. For more information, call 882-3897.

Make a Difference Fair
Community organizations will offer volunteer opportunities for students during the **Make a Difference Fair**, scheduled from 11:30 a.m. to 1 p.m. Wednesday on the Chapel Lawn in Edinburg. For more information, call the **Office of Student Involvement** at 882-5111.

Suicide prevention training
The **School of Rehabilitation Services and Counseling** will host **QPR Suicide Prevention Training** from 1:15 to 2:45 p.m. Wednesday in Sabal Hall 1.106 on the Brownsville campus. Participants will receive a certificate of completion. For more information, contact **Antonio Aguirre**, a clinical assistant professor, at antonio.aguirre@utrgv.edu.

Game-A-Palooza
The Student Union invites students to **Game-A-Palooza** from noon to 3 p.m. Wednesday in the PlainsCapital Bank Comedor on the Brownsville campus. For

more information, call 665-7989.
Government, Law Enforcement Expo
The **Career Center** will host a **Government and Law Enforcement Expo** from 9 a.m. to noon Wednesday in the Main Courtyard on the Brownsville campus. Students are encouraged to bring copies of their résumé and network with potential employers. For more information, call 882-5627.

Engaged Scholar Symposium
The **ES² 16 Engaged Scholar Symposium** will take place from 9 a.m. to 5 p.m. Thursday at the Student Union on the Brownsville campus and from 8 a.m. to 5 p.m. Friday in the Ballroom on the Edinburg campus. The symposium is a celebration and promotion of UTRGV undergraduate achievement in the areas of research, service learning and creative works in all disciplines. For more information, call 665- 3461.

Earth Day
There will be an **Earth Day** celebration at noon Friday in the Commons on the Edinburg campus and on the Student Union’s patio on the Brownsville campus. For more information call, 665-7989.

Suicide prevention walk
The **School of Rehabilitation Services and Counseling** will host the American Foundation for Suicide Prevention (AFSP) Out of the Darkness Walk beginning at 9:15 a.m. Saturday on the Student Union lawn. Registration opens at 8 a.m. For more information, contact **Antonio Aguirre**, a clinical assistant professor, at antonio.aguirre@utrgv.edu.

AMazing Festival
The **American Marketing Association** will host the **AMazing Festival** at 7 p.m. Saturday at Galleria 409, 409 E. 13th St. in Brownsville. There will be live music, food and art exhibits. Admission is \$5. For more information, visit the event Facebook page at www.facebook.com/events/1758787517677946/.

Vaquero Ice Cream Bar
Ice cream will be served from noon to 1 p.m. April 25 in the Main Building’s courtyard on the Brownsville campus. For more information, call the Student Union at 665-7989.

Denim Day
The **Counseling Center** and the **Office**

of Victim Advocacy and Violence Prevention encourage the campus community to wear jeans April 27 in protest against sexual violence. **Denim Day** will be from 10 a.m. to 2 p.m. in Main Courtyard on the Brownsville campus. For more information, call 882-3897.

Volunteers needed
The **Cameron County Children’s Advocacy Center** is looking for volunteers for its San Benito and Brownsville locations. The center is a nonprofit organization that advocates for and serves child victims of abuse. For more information, call **Elsa Garcia**, volunteer coordinator/community educator, at 361-3313.

Graduation application deadlines
Students who plan to graduate in Fall 2016 must submit their application by May 1. For more information, contact the **Graduate College** at 665-3661 or email gradcollege@utrgv.edu.

Peace of Mind Yoga
Learn how to manage stress levels and do various types of yoga exercises from 6 to 7 p.m. Tuesday and Thursday on the Brownsville Student Union lawn. The event is sponsored by the **Student Government Association**. For more information, call 882-5937.

Meetings
Social-confidence group
The UTRGV **Counseling Center** hosts a social-confidence group, “**Reveal Yourself**,” from 3 to 4 p.m. Tuesdays in Cortez Hall 118 on the Brownsville campus. For more information, call 882-3897.

G.A.L.S.
A group therapy session for women by women, titled “**Growing and Loving Ourselves**” (G.A.L.S.), takes place from noon to 1 p.m. each Monday in Cortez Hall 220 on the Brownsville campus. For more information, call the **UTRGV Counseling Center** at 882-3897.

LGBTQ Group
The **LGBTQ Group** meets at 4 p.m. each Tuesday in University Center 306A on the Edinburg campus. Meetings are facilitated by experienced counselors and discussion is driven by concerns and needs of the group. For more information, call the **UTRGV Counseling Center** at 665-2574.

--Compiled by Monica Gudiño



POLICE REPORTS



The following are among the incidents reported to University Police between March 31 and April 11.

March 31
11:23 a.m.: An officer was contacted by a law enforcement agency in regard to a sexual assault that occurred in 2008 at the Vaquero Village apartments, formerly known as Bronc Village, on the Edinburg campus. The case is under investigation.

April 1
11:49 a.m.: A faculty member reported an electron microscope was stolen from inside a lab in the Health Sciences West building. The total loss to the department is \$27,638.69.

April 5
12:30 p.m.: A student reported that a male student, who has been trying to contact her through Facebook, may be following her. She stated that she has seen him come into her place of work on campus and follow her into the Student Union. She also saw his vehicle in the parking lot of her off-campus apartment complex. She is scared of him physically hurting her and her boyfriend. She reported that the male has not made any threats toward her. A report will be forwarded to the Dean of Students Office and the Title IX coordinator will be notified.

3:42 p.m.: University Police responded to a call regarding a suspicious vehicle that was parked in the Sports Complex on the Brownsville campus. When officers contacted the driver and passenger of the vehicle they discovered the individuals had an odor of marijuana. The officers conducted a search of the vehicle and found a usable amount of marijuana located on the vehicle’s floorboard. The passenger admitted the marijuana

belonged to her. She was arrested on a charge of possession of marijuana and was transported to the Brownsville City Jail. The driver was released without incident.

April 7
4:38 p.m.: A student reported that while he was walking under the covered walkway by the University Center on the Edinburg campus, another student on a Segway used derogatory language against him and struck him on the left arm and foot with the Segway. The reporting student is unsure if he wants to pursue criminal charges. He also reported the incident to the Office of Student Rights and Responsibilities.


April 9
9:50 a.m.: An officer was dispatched to the Casa Bella student housing complex after staff reported a noise complaint. The sergeant arrived and identified a man who had been issued a criminal

trespass warning by police for a previous incident. The same man was arrested on a charge of criminal trespass and issued a citation for consumption of alcohol by a minor.

April 11
12:28 p.m.: A student reported that she received several harassing text messages and phone calls from another student, a former friend. The officer contacted the parents of the student, who is underage, and they said they would like for an officer to contact the male student and advise him to stop communicating with their daughter. The student was contacted by officers and warned about the consequences if he continues to contact the student.

4:18 p.m.: A student reported receiving inappropriate images to her UTRGV email account.

--Compiled by Andrea Torres



Have a story idea?
Call us at 882-5143
or 665-2541

When in doubt, seek advice

What you need to know about the Advising Center

Monica Gudiño
THE RIDER

As of last Thursday, 8,413 advising appointments had been made on both campuses for Spring 2016, a 7 percent increase in student appointments from last fall semester.

The center faced some challenges at the start of last semester, as it was not prepared for the number of students that needed assistance, according to Gabriel Bermea, director of Academic Advising. “We were getting all the advisers ready to go,” Bermea said. “So, when we opened, there were long lines, there was wait times, the calendar was full and those were issues that we were not fully ready for.”

By Fall 2016, the Advising Center on the Brownsville campus will have seven new advisers, for a total of 17, and the Edinburg campus will have 25.

Advising is not mandatory for every student. It is required for freshmen who began at UTRGV in Fall 2015, all student athletes, all international students, Texas Success Initiative students, veteran students who are freshmen or sophomores and College of Engineering and Computer Science sophomores, juniors and seniors.

To make an advising appointment, students can go to myUTRGV.edu and click the link “Grades First.”



MARIO GONZALEZ/THE RIDER

Marina Gutierrez, an academic adviser (left), speaks to criminal justice freshman Gabriel Gonzalez about the required courses in his degree plan last Wednesday in the Academic Advising Center on the Brownsville campus.

Students can choose on which campus they want their appointment to take place, the time of the appointment, the kind of session it is and the adviser of their choice. Once students complete the appointment process, they should receive a confirmation email to their UTRGV account.

The 360 advising session is a 30-minute session that allows the student

and adviser to review the degree plan, determine relevant program admissions and develop course options for the next term.

In the 10-minute walk-in session, students can ask quick questions. The sessions are only available from 1 to 4 p.m. on both campuses.

“One of the things that we want our students to recognize is that advising is

a two-way process,” Bermea said. “It is not simply just us telling you what to do, it’s us having a conversation about your academic journey.”

Students going to advising should review their online degree evaluation, which can be accessed through the evaluation tool in ASSIST. They should also have two or three course schedule options before going into the session.

“If you have the right questions, they can answer it for you,” said Ana Jasso,

Fall registration opens today,
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a psychology senior. “That’s why I come every semester because I can choose the right courses.”

The students who have mandatory advising must go to the Advising Center, and not to their respective school. Bermea said all advisers are trained to know the different programs of the institution.

“I think that the advising process is constructed very well,” said Derek Saucedo, a criminal justice freshman. “I like the people that are here. They are very professional, they know what they are doing and they do their best to assist the students.”

The Advising Center is open from 9 a.m. to 4 p.m. Monday through Friday on both campuses. For more information, call 882-7362 in Brownsville and 665-7120 in Edinburg.

Molina-Castro elected new SGA president

Ballot distribution problems causes delay in senatorial election results

Reprinted from utrgvrider.com

Jesus Sanchez
EDITOR IN CHIEF

Gathering 841 out of the 1,472 votes cast for the executive ticket, political science senior Denisse Molina-Castro defeated civil engineering sophomore Rodrigo Gonzalez for the presidency of the University of Texas Rio Grande Valley Student Government Association.

A total of 1,671 votes were cast in the election, which was held April 11 through last Wednesday.

“It was a really successful elections for SGA,” Molina-Castro said. “We got a lot of support and a lot of students involved as well as the entire university, that was our goal. Our goal was to make sure that everyone was part of the election.”

Molina-Castro served as the vice president of UTRGV’s student government this academic year.

Alondra Lisset Galvan, a political science junior, will serve as the Brownsville vice president and Peter Averack, a communication junior, will be the vice president for the Edinburg campus.



MARIO GONZALEZ/THE RIDER GRAPHIC

“Our priority will be to continue to work on the issues of transportation and, also, the SGA is currently having some resolutions that have been passed,” Molina-Castro said. “So, our goal is to continue working on that because it just doesn’t stop at the resolutions. We still have to continue to work with administration to make sure that those resolutions are effective.”

All elected SGA officials will begin there at noon May 2.

Others who were elected to the 2016-2017 UTRGV senate are as follows:

--Senator at Large (Brownsville): Ernesto Issai Farias, Denisse Sarai Palacios, Eric Anthony Silva and Julian Han Verdream

--Senator at Large (Edinburg): Kristina Aileen Cantu and Marc Sherwin Roque

--Senator for the College of Business and Entrepreneurship: Brianna Nicole Alvarado

--Senator for College of Engineering and Computer Science: Noe Flores

“Overall, the election process, aside from the technical issues that we faced, went very well,” said Cindy Mata,

See ELECTIONS, Page 10

East Coast primaries around the corner

Trisha Maldonado
THE RIDER

Registered voters on the East Coast will have the chance to vote for presidential candidates this month. The first primary will be in New York on Tuesday.

Connecticut, Delaware, Maryland, Pennsylvania and Rhode Island will have their primaries April 26.

Texas primaries took place on March 1. In the Republican Party, Ted Cruz beat Donald Trump by 17.1 percent. In the Democratic Party, Hillary Clinton beat Bernie Sanders by 32 percent.

“Sanders has done very well in caucuses,” said Mark Kaswan, a political science professor at UT Rio Grande Valley. “In fact, most of the recent results have actually been in caucus states, not

in primary states.”

He said Clinton does better where they have closed primaries and New York is a closed primary.

“Clinton is leading Sanders by double digits in New York and Pennsylvania, which are the two largest upcoming states,” Kaswan said. “I would say Clinton should do pretty strongly in [the states of Delaware, Connecticut, Maryland, Pennsylvania and Rhode Island].”

However, Sanders has shown that young people favor him.

“Reportedly, the [percentage rates] have been higher,” the professor said. “But, remember they are only one part of the relatively small group. When you have a group that has traditionally voted in small numbers that turns around and starts to vote in larger numbers, that means they will have a larger impact on the result.”

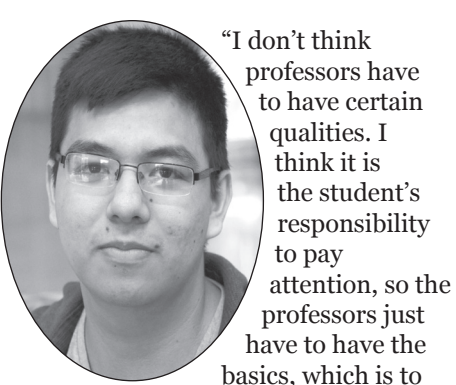
“I just want to encourage people to vote [for] whoever they believe is the best candidate. It takes, like, five minutes. It’s that easy.”

Iridiana Garcia
Psychology senior

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Campus Q & A

What qualities must professors have that stand out to you?
What do you look for?



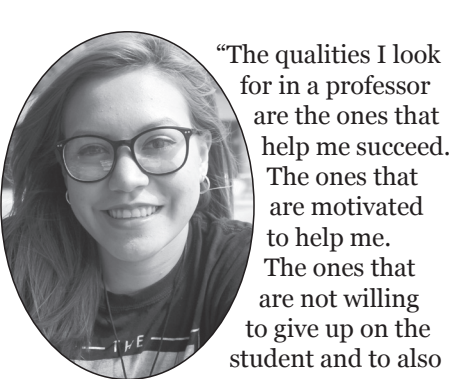
“I don’t think professors have to have certain qualities. I think it is the student’s responsibility to pay attention, so the professors just have to have the basics, which is to teach the material and be able to explain it correctly to the students. The students should be the ones who are trying to engage the professor’s lectures because it’s their obligation as a student.”

Ramon Santiago
English junior



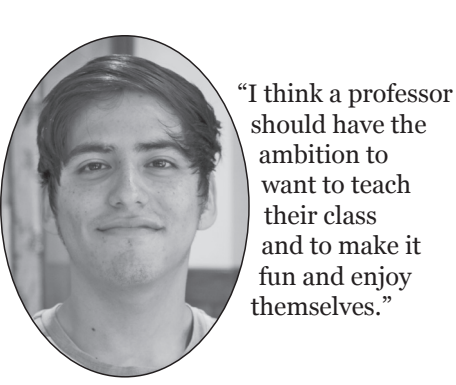
“I look for professors who are understanding, who are empathetic and who teach and show us how to correct ourselves and not expect us to automatically know what they want us to do.”

Nancy Terán
Education graduate student



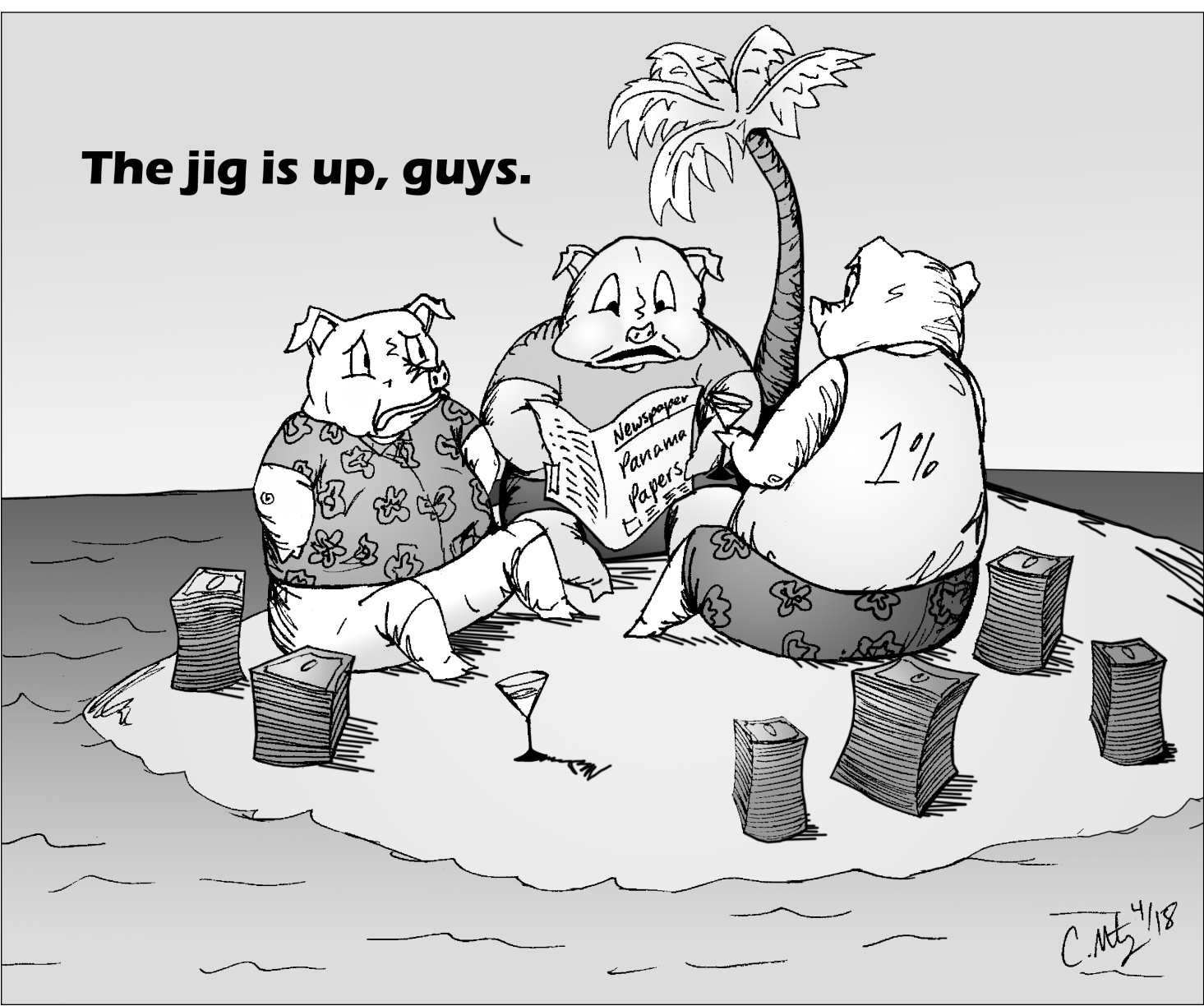
“The qualities I look for in a professor are the ones that help me succeed. The ones that are motivated to help me. The ones that are not willing to give up on the student and to also keep track of them, not just after or once they are done with a class. They keep up with you and they ask about their student and they remember you. Those are the most memorable professors that you could ever ask for because those are the ones that make an impact in your life.”

Krystal Villarreal
Rehabilitation services freshman



Vincent Vasquez
Mathematics freshman

--Compiled by Michelle Espinoza and Lesley Robles



When will we learn?

Rick R. Ramirez
SOCIAL MEDIA EDITOR



At the end of every semester, I tell myself that I won’t let it get to this point: the point where I have minimum sleep, a pile of books that I haven’t read and nothing but old crumpled receipts in my wallet.

Who can relate? Well, let’s put it this way: you know who you are. I’m supposed to graduate this May with a bachelor’s degree, yet I have much to learn. Why can’t we just learn the first time around? Instead, we insist on cramming information the night before an exam, pumping our bodies with enough Red Bull to power a small truck.

I start each semester relatively positive and hopeful that my procrastination will

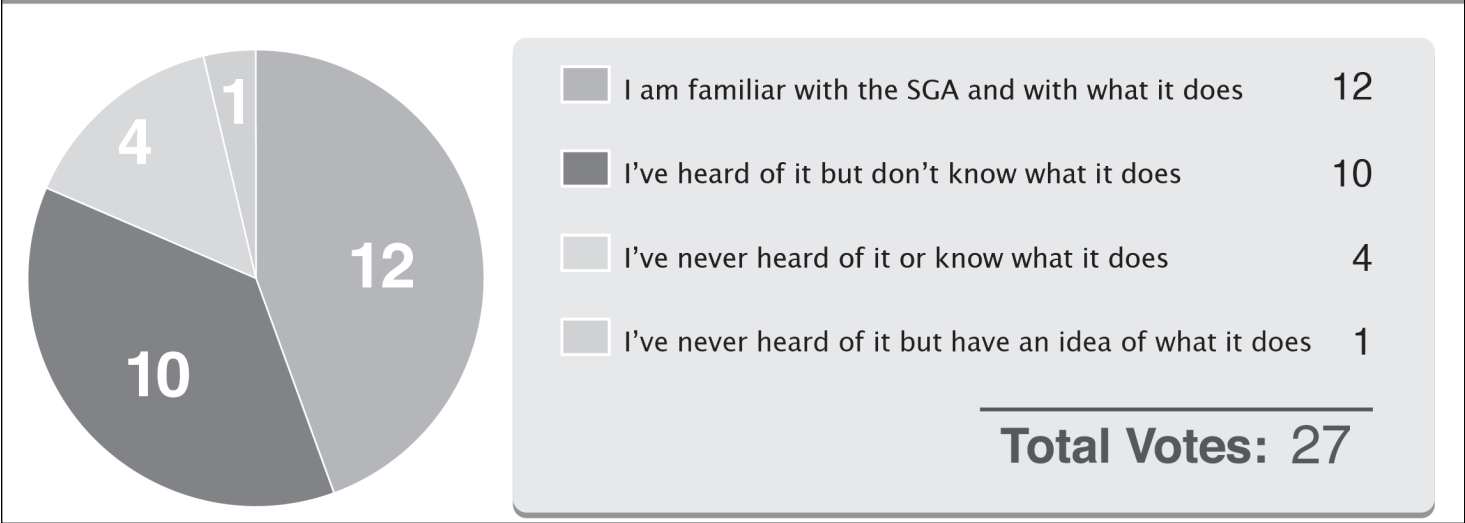
not get the best of me. I tend to fall off-track after midterms. I start wearing wrinkled clothes, forgetting my notes and showing up to class dazed and confused. I wish I had a fire extinguisher to put

“ Why can’t we just learn the first time around? Instead, we insist on cramming information the night before an exam, pumping our bodies with enough Red Bull to power a small truck. ”

out the hot mess of a student that I have become. But why do we let it get to this point? You know which point I’m talking about: the all-I-own-is-yoga-pants-and-oversized-T-shirt point. Could it be, that just maybe, we like the rush? Maybe we crave the semi-

controlled chaos. Some may argue that it has a lot to do with our egotistical self-righteous generation. I’ll put it even more bluntly; maybe we just like the drama. I think that we get bored with the routine and it feels nice to have a change of pace. We go about seven weeks attending class on time, keeping up with required readings and we may even have study groups on the weekends. Then what happens? We get bored. So we start slacking off, secretly knowing that we are slowly creating a massive wave of drama that is sure to hit right before it’s time to take our finals. We have less than three weeks of school left, so I urge you, break the cycle. Climb that ladder and make yourself famous. Make this your last lazy semester. I’ve purchased my Scantrons, opened up my books and procrastinated for the last time. On May 13, I will walk the grandest stage in Brownsville, and leave my lazy days behind me.

The Rider Online Poll:
Do you know what the Student Government Association is and what it does?



MARIO GONZALEZ/THE RIDER GRAPHIC

Preparing for the future

Career Center assists students in creating résumés and online profiles

Bryan Ramos
and Rick R. Ramirez
THE RIDER

Résumés and job interviews are two things that will send chills down a college student's spine. UTRGV is helping its students prepare.

The UTRGV Career Center hosted events in observance of National Student Employment Week at both campuses, aimed at helping students and student employees.

National Student Employment Week began at UTRGV on April 11 with a Résumé and Mock Interviews Seminar, giving students a chance to practice essential skills that will help prepare them to land their dream job when the opportunity arises.

Mauro Uriegas, a student employment coordinator at UTRGV in Edinburg, explained how the seminar is designed to help students.

"The importance of it is to highlight something the student might not think about right away. Students have a lot of worries about what organizations, what clubs and academics are going to be high priority. Some students are going to rush through all that just to get done," Uriegas said. "The ultimate goal is, of course, to get a degree, but then it's going to be to pursue a career. We're highlighting what's going to come afterwards once students finish their degree."

The same day on the Brownsville campus, Jaime Villanueva, senior program coordinator for the UTRGV Career Center, gave a tutorial on how to create a LinkedIn profile and approach employers using an online platform.

"Always be professional," Villanueva



CLARISSA MARTINEZ/THE RIDER

Jaime Villanueva, senior program coordinator for the UTRGV Career Center, informs students about the do's and don'ts of creating a résumé during the Résumé and Mock Interviews Seminar April 11 in Salón Cassia on the Brownsville campus. About a dozen students attended the event.

said. "Use a professional headline to grab an employer's attention."

LinkedIn is a popular website that companies use to communicate with

potential employees. The website has become the equivalent of an online résumé and is a preferred method of recruiting by many employers.

The purpose of creating the online profile, Villanueva said, is to "better market yourself and create value for yourself."

POWER

CONTINUED FROM PAGE 1

Below-Zero-Winter-Extravaganza," Greenfield said. "The way this worked is when the temperature got below freezing, 32 degrees Fahrenheit but zero degrees Celsius, we started taking money off the price of an ice cream cone and the colder it got, the more money we took off the price of a cone. But, not even that was enough to get people in the [parlor]. [So], we got through winter by selling ice cream to some of the local restaurants that [had] been asking for it."

The pattern continued into the following year, until Cohen decided to become their salesman. He would drive around town during the winter from restaurant to restaurant, then from grocery store to grocery store, selling the duo's ice cream. By doing this, Ben & Jerry's made its way into the ice cream manufacturing and distribution business. The ice cream brand was then picked up by big ice cream distributors in Boston and Connecticut. Soon after, two distributors met with Cohen and Greenfield at a restaurant at the Logan Airport in Boston where the men were faced with an issue.

"Häagen-Dazs Ice Cream, which had just been bought by the Pillsbury Corp. had come to them and told [the distributors] that if they continued to carry Ben & Jerry's on their trucks, they weren't going to sell them Häagen-Dazs anymore," Greenfield said. "And as these distributors explained to us, 'Look, we like you guys, we like your ice cream, but Häagen-Dazs is the most profitable item we carry on our trucks. We can't afford to be without it. So, we're going to have to drop your product.'"

To counteract, Cohen and Greenfield considered filing a lawsuit against the \$4 billion corporation at the time. The pair also tried to bring the issue to the Federal Trade Commission. However, they were told that the FTC was more interested in helping big companies grow as opposed to helping the smaller companies survive.

Eventually, the duo took their issue to the people through ads and signs on transit buses. Once it gained publicity, several articles on the situation were published by the *Wall Street Journal*, *The New Yorker* magazine and the *Boston Globe* newspaper.

"Because there was so much of a public outcry, Pillsbury and Häagen-Dazs backed down," Greenfield said. "They allowed these distributors to carry Ben & Jerry's on their trucks, right next to all the other brands that they carry and that's what permitted Ben & Jerry's to

business. After encouragement from a friend, the duo decided to take a few steps forward to change up the game.

Despite making \$2 million in sales, Ben & Jerry's was still using equipment from World War II and needed an upgrade to maintain consumer demand. Businesses mainly bring their needs and request venture capital. However, Cohen and Greenfield turned toward the community.

They were discouraged by their business advisers because no other business, known globally, has relied on the community for



GABRIEL MATA/THE RIDER

Jerry Greenfield, co-founder of Ben & Jerry's Ice Cream, speaks to students who filled the Fieldhouse to hear how he and his partner, Ben Cohen, created the company's brand during last Tuesday's presentation on the Edinburg campus.

eventually be distributed across the country."

As Ben & Jerry's grew, the two noticed that they strayed away from the art of ice cream making and conversing with customers, to a business duo that hired and fired people, spoke with accountants and lawyers, and wrote memos and correspondence. Cohen and Greenfield saw themselves caught in the economic machine, so they considered leaving the

money.

"The way we found to do that was to become the first ever Vermont public stock offer--selling stock in the company to Vermonters, people who have been supporting the business since it started," Greenfield said. "If we're going to grow our business, we want to do it in a way that's consistent with our values."

About a year later, they made their stocks

national and then created the Ben & Jerry's Foundation, which received 7.5 percent of pre-tax profits from the stocks and sales. The corporate average is about 1.5 percent. The foundation would fund issues that would target hunger as well as housing.

"The reason we chose such a high percentage was that our feeling at the time was that business is essentially a machine for making money," Greenfield said. "So that if we want to be as of much [a] benefit to the community as possible, we should give away as much money as possible."

By the year 2000, Unilever, a multinational consumer goods company, made a \$325 million offer to buy Ben & Jerry's from the pair. Cohen and Greenfield reluctantly sold the company to Unilever, which also owns Ragu, Lipton and SlimFast.

"Selling the company was not something we wanted to do," Greenfield said. "We wanted to stay independent. But, Ben & Jerry's at the time was a public company, which meant anybody could purchase shares of the company and Unilever offered so much money that the board of directors was not able to find a suitable alternative for the shareholders. So, since that time, we have continued to work at the company, we are employees. We're not involved in the management or the operations of the company, so we have jobs where we have no responsibility and we also have no authority. So, if you like what's going on at Ben & Jerry's, you don't get to thank us and if you don't like what's going [on], you don't get to blame us either."

BUSINESS, SOCIETY AND POLITICS

Cohen and Greenfield tried to approach business from a different perspective in order to meet the needs of society. By first looking at the definition of business, the activity of producing a product or providing a service, Ben & Jerry's took it beyond

See POWER, Page 10



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On-campus opportunities



MICHELLE ESPINOZA/THE RIDER

Kristopher Nava (right) shares information about on-campus opportunities in the Office of Student Involvement to education graduate Perla Frias (left) during the Student Employment Job Fair last Tuesday in the Main Building’s Salón Cassia on the Brownsville campus. The UTRGV Career Center hosted the event in observance of National Student Employment Week.



LESLEY ROBLES/THE RIDER

Psychology junior Giovanna Granados shakes hands with Aliver Lozano, program coordinator for the P-16 Outreach program during the Student Employment Job Fair for on-campus opportunities last Wednesday at the Ballroom on the Edinburg campus. The job offered by Lozano’s department allows students to become tutors or mentors for high school students interested in taking concurrent dual enrollment courses in the summer. UTRGV offers various positions to students for the summer and fall semesters. Positions include office aide, camp counselor, supplemental instructor and public relations intern. For more information on the employment opportunities, visit the Career Center in Student Services Building room 2.101 in Edinburg and in Cortez Hall room 129 in Brownsville.

And the winner is...



GABRIEL MATA/THE RIDER

Kinesiology senior Kassandra Sanchez accepts her award as student employee of the year during the Student Employee Award ceremony last Thursday at the Ballroom in Edinburg. Shown with Sanchez is Ana Perez, assistant director of Student Employment.

AMÉRICO

CONTINUED FROM PAGE 1

Among his works are “With His Pistol in His Hand: A Border Ballad and Its Hero,” “George Washington Gomez: A Mexico-Texan Novel” and “Between Two Worlds.”

“He’s about validating who we are,” said Richard Flores, a professor of anthropology and senior associate dean of UT Austin’s College of Liberal Arts. “He’s about showing the nuance and the diversity of who we are and celebrating that.”

Paredes died in 1999.

The event, which was attended by over 150 people, opened with a welcoming speech by Walter Diaz, dean of UTRGV’s College of Liberal Arts. Diaz lauded Paredes’ type of scholarship as one “which doesn’t merely extract knowledge ... for the benefit of the scholar.”

“Rather ... [it is one] where the scholars work with the community to produce knowledge that not only benefits them but also directly benefits and empowers the community,” he said.

The event’s coordinators, UTRGV’s Marci McMahon, an associate professor of literatures and cultural studies and Mexican American Studies faculty affiliate, and UT Austin’s John Morán González, an associate professor of English and associate director of the Center for Mexican American Studies, delivered some introductory remarks in which they acknowledged Paredes’ influence on and contributions to the field of Mexican American studies.

“The field of Mexican American and Chicano studies, and in turn the scholars that have been nurtured and mentored within those fields are really part of the living legacy of Paredes,” McMahon said.

Additionally, McMahon highlighted the growth of the Mexican American Studies program and listed some of its milestones, including an increased number of undergraduate and graduate courses, as well as a new offering of a Mexican American studies course for Brownsville Early College High School students.

In his keynote speech following the

Distracted driving campaign



ENA CAPUCION/THE RIDER

Business management junior Cristina Rios tries out the driving simulator during the Talk. Text. Crash. demonstration conducted by Texas Department of Transportation last Thursday at the Quad on the Edinburg campus. The purpose of the driving simulator is to allow the individuals to drive on a screen and attempt to text on their personal device while driving, a risky habit the department cautions against.

opening remarks, Flores explained the significance of a line in the last letter Paredes sent to him.

“He closed with a shakily scribbled ‘P.S.’ that states simply, ‘Sorry for the typos,’” Flores said. “On the first read, it struck me as odd.”

“His apology for typos, I now understand,” he said. “There is little room for error. Scholars ... cannot afford to misplace words, nor miss the key. Incisiveness of mind, clarity of word: the politics of the pen. This is Paredes’ legacy.”

He said Paredes’ lessons of honor and integrity of work are what he wants to celebrate.

“While it’s been nearly 60 years ... the lessons of [his] texts are no less important,” Flores said. “The need for honor and integrity remain, and, in fact, are perhaps more necessary than ever.”

After the keynote speech, a panel composed of Rolando Hinojosa-Smith, the Ellen Clayton Garwood Centennial Professor in Creative Writing at UT Austin and friend of Américo Paredes;

Rivera; and Jamie Starling, an assistant professor at UTRGV’s History department who substituted for history Lecturer Manuel Medrano, detailed Paredes’ life and the importance of his work.

Closing remarks noting the influence the scholar has had on their academic career were delivered by UTRGV graduate students Victoria Valdez, Martha Garza and Abel Moreno.

“If you really dug into his scholarship, it’s universal,” Moreno said.

“He was beyond his years in the way he thought about the Mexican American culture and what it really meant to everybody,” he said. “[Paredes believed] that the people in this community belong to something greater, something he termed ‘The Greater Mexico.’”

The celebration concluded with a performance by José Villarreal of the corridos “La Adelita,” “El Corrido de Gregorio Cortez” and “El Mayor De Los Dorados.”

During the reception following the celebration, Los Halcones Del Valle also performed corridos.

Un erudito del Valle

El legado de Américo Paredes es celebrado

Felipe Zamorano
THE RIDER

“Don Américo sabía que no era su trabajo decirle al público lo que quería escuchar. Más bien, él sabía que era su cargo y responsabilidad como erudito cultural creativo hacer que la cultura, en sus diversas formas, rinda cuentas por prácticas de injusticia, inequidad y tergiversación.”

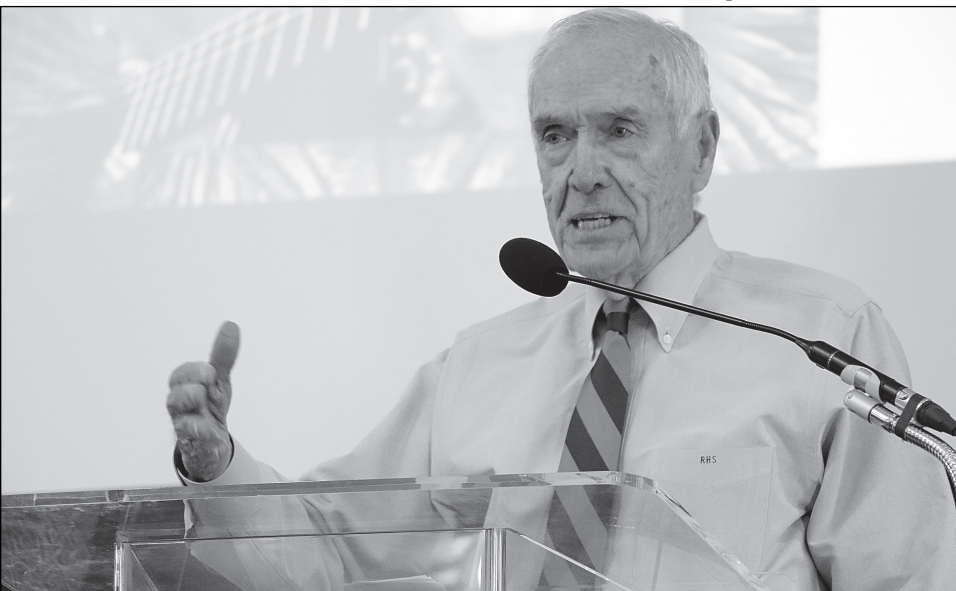
Esas palabras por Noreen Rivera, profesora de literaturas y estudios culturales y profesora afiliada de Estudios México-Americanos en UTRGV, subrayó el comentario irrestricto de Paredes sobre la experiencia México-Americana.

El programa de Estudios México-Americanos de UTRGV y el Centro de Estudios México-Americanos conjuntamente organizaron “Un centenario Tejano-Mexicano: El Legado de Américo Paredes” el miércoles en el PlainsCapitalBank El Gran Salón en el campus de Brownsville.

La celebración fue un homenaje a Paredes, músico, erudito, autor, folclorista y nativo de Brownsville que llegó a tener una celebrada carrera como profesor en la University of Texas at Austin. Él recibió numerosos honores incluyendo el Premio Charles Frankel del Fondo Nacional para las Humanidades, otorgado por contribuciones sobresalientes al entendimiento público de las humanidades, y la Orden del Águila Azteca, el honor más grande otorgado a ciudadanos extranjeros por el gobierno mexicano por servicios dados a México y la humanidad.

Entre sus obras se encuentra “Con una pistola en la mano: Una balada de la frontera y su héroe”, “George Washington Gómez: Una novela mexico-texana” y “Entre dos mundos”.

“Él hablaba sobre validar quienes somos”, dijo Richard Flores, un profesor de antropología y decano asociado de la facultad de Artes Liberales de UT Austin. “Él hablaba de demostrar la matiz y la diversidad de quienes somos y celebrarlo”.



Rolando Hinojosa-Smith

Paredes murió en 1999.

El evento, al que atendieron más de 150 personas, inició con un discurso de bienvenida de Walter Díaz, decano de la facultad de Artes Liberales de UTRGV. Díaz elogió el tipo de erudición de Paredes como uno “que no solamente extrae conocimiento... para el beneficio del erudito”.

“Más bien... [es uno] en el que los eruditos trabajan con la comunidad para producir conocimiento que no solo los beneficia a ellos pero que también beneficia y empodera directamente a la comunidad”, él dijo.



ANA CAHUICHE/FOTOS RIDER

José Villarreal toca el corrido “La Adelita” durante el evento “Un centenario Tejano-Mexicano: El Legado de Américo Paredes” el miércoles pasado en el campus de Brownsville.

Los coordinadores del evento, Marci McMahon, una profesora de literaturas y estudios culturales afiliada de Estudios México-Americanos en UTRGV, y John Morán González, profesor de inglés y director asociado del Centro para los Estudios México-Americanos de UT Austin, hicieron algunas observaciones

posgrado, al igual que la nueva oferta de un curso de estudios México-Americanos para los alumnos del Brownsville Early College High School.

En el discurso principal que siguió las palabras de apertura, Flores explicó el significado de una línea en la última carta que Paredes le mandó a él.

“Cerró con un tembloroso y garabateado ‘P.D.’ que simplemente dice, ‘Lo siento por los errores de tipografía’”, dijo Flores. “A la primera leída, me pareció extraño.”

“Su disculpa por los errores de tipografía, ahora entiendo,” él dijo. “Hay

poco espacio para el error. Los eruditos no pueden permitirse colocar mal las palabras, ni perder la clave. Una mente incisiva y claridad de palabra: las políticas de la pluma. Este es el legado de Paredes.”

Dijo que las lecciones de honor e integridad de trabajo de Paredes son lo que quiere celebrar.

“A pesar de que han sido cerca de 60 años... las lecciones de sus textos no son menos importantes”, dijo Flores. “La necesidad del honor y la integridad permanece, y, de hecho, son tal vez más necesarias que nunca”.

Después del discurso principal, un panel compuesto de Rolando Hinojosa-Smith, el Profesor Centenario Ellen Clayton Garwood de Escritura Creativa en UT Austin y amigo de Américo

Paredes; Rivera; y Jaime Starling, un profesor en el departamento de historia de UTRGV que sustituyó al profesor de historia Manuel Medrano, detalló la vida de Paredes y la importancia de su trabajo.

Las palabras de clausura que reconocieron la influencia que el erudito ha tenido en sus carreras académicas fueron hechas por los estudiantes de posgrado de UTRGV Victoria Valdez, Martha Garza y Abel Moreno.

“Si realmente excavaras a su erudición, es universal,” dijo Moreno.

“Él estaba más allá de sus años en la manera en la que pensaba sobre la cultura

“Él hablaba sobre validar quienes somos. Él hablaba de demostrar la matiz y la diversidad de quienes somos y celebrarlo.”

Richard Flores
Profesor de antropología de UT Austin

México-Americana y lo que realmente significaba para todos”, él dijo. “[Paredes creía] que la gente en esta comunidad pertenecen a algo más grande, algo que él llamaba “El México Mayor”.

La celebración concluyó con una función de José Villarreal en la que cantó los corridos “La Adelita”, “El Corrido de Gregorio Cortez” y “El Mayor De Los Dorados”.

También dando una función estaban Los Halcones Del Valle”.

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Anti-LNG movement continues

Sierra Club says proposed terminal site puts residents in hazardous zone

Andrea Torres
THE RIDER

Stephanie Herweck believes a liquefied natural gas export terminal in the Port of Brownsville would bring problems to the neighborhoods near the proposed site.

“If anything were to happen there, there would be a lot of issues in terms of evacuation,” Herweck told a group of more than 60 people April 11 during the Save RGV from LNG meeting hosted at the historic Alonso Building in downtown Brownsville.

Texas LNG formally filed an application with the Federal Energy Regulatory Commission on March 31 to build the terminal in the port.

The company’s proposal is to construct two 2 million ton per annum liquefaction trains; two single containment, 210,000 cubic meter capacity storage tanks; one LNG carrier berth and dredge maneuvering basin; and all necessary ancillary and support facilities, according to a notice of application published last Thursday by FERC.

“These facilities will enable Texas LNG to liquefy and export up to 0.6 billion cubic feet of natural gas per day. Texas LNG states it will receive natural gas via a non-jurisdictional intrastate natural gas pipeline,” according to the notice.

Herweck, executive committee member of the Lower Rio Grande Valley Sierra Club, presented a map that showed the proximity of residential areas to the proposed Texas LNG site. She explained what could happen if there were an accident in the export terminal.

“In terms of safety, we are less than 2 miles from the Texas LNG site,” Herweck said. “That’s the 2-mile radius right there, so this is really putting Port Isabel in the evacuation zone--in the hazardous



FELIPE ZAMORANO/THE RIDER

Stephanie Herweck, executive committee member of the Lower Rio Grande Valley Sierra Club, speaks about her visit to Lusby, Md. where residents voiced their concern over a liquefied natural gas terminal’s proximity to their town. Herweck presented to more than 60 attendees April 11 in the Alonso Building in downtown Brownsville.

zone. ... In addition, this is cutting off the evacuation route to [South Padre] Island.”

Annova LNG, Rio Grande LNG/Next Decade LNG and Texas LNG are among the companies that have proposed constructing export terminals in the Port of Brownsville.

The presentation was intended to inform residents of the area about what could happen if the LNG companies receive approval from FERC.

Part of Herweck’s presentation included pictures from her visit to Lusby, Md., where she met with residents who talked to her about their experiences with the construction of a Dominion LNG export terminal in Cove Point.

“A quote I have from a Lusby resident says, ‘If anyone were to do a risk assessment, Cove Point LNG would not be built,’” Herweck said. “But FERC is not requiring a risk assessment. FERC does not work.”

Dominion LNG applied for FERC approval of liquefaction and export in 2013. The following year, FERC approved the export terminal, Herweck said.

She said FERC approved construction of the export terminal in a densely populated area even though safety experts have identified the hazard zone to be within 3-mile radius of the export terminal.

Asked in an interview after the presentation why she believes FERC

approved the Dominion project in Maryland, Herweck said FERC receives its budget from the fees companies pay in order to receive approval for permits.

“FERC isn’t working for us. It isn’t working for the people,” Herweck said. “Therefore, they are going to permit these projects, even though they don’t really pass muster in terms of safety, in terms of environmental impacts, in terms of health.”

Another member of the Sierra Club explained the process for approval to build an export terminal and for the public to intervene or comment on the proposal.

Individuals have the option to intervene in FERC proceedings and have the right to request rehearing of commission orders and seek relief of final agency actions in the U.S. Circuit Courts of Appeal, according to the commission’s website (ferc.gov).

Any motions to intervene, protests and comments may be filed electronically, with instructions given on the commission’s website under the “e-Filing” link, according to the notice.

Brownsville resident Oscar Zertuche attended the presentation because he wants to be more informed about the arrival of the LNG companies to the Valley.

“Get involved,” Zertuche said. “We are the ones that are going to be choosing who will be in the offices and who’s in charge of actually taking care of these situations. We are the ones that are getting to choose that. ... It’s very important to speak out.”

To read the rest of the FERC notice, go to http://elibrary.ferc.gov/idmws/file_list.asp?document_id=14448523 and click on notice.DOCX.

Organizations gather together for autism



MARIO GONZALEZ/THE RIDER GRAPHIC

Ena Capucion
NEWS EDITOR

Since National Autism Awareness Month was first recognized in April 2008, numerous organizations have come together in their communities to bring attention to the disorder.

Autism, or autism spectrum disorder, is a range of neurodevelopmental disorders characterized by social impairments, communication difficulties, and restricted, repetitive and stereotyped patterns of behavior according to Team Mario, a local organization that educates, supports and advocates for children with autism and their families.

UTRGV’s National Student Speech Language Hearing Association currently has 87 members who give back to the community through volunteer work.

President Ivon Ramirez said the organization is primarily composed of juniors and seniors who have been formally accepted into the

communication disorders program.

Ramirez was introduced to the organization her junior year and NSSHLA sparked her ever-growing interest as a leader.

“It completely surrounds the field of speech pathology. With the program, we intend to either be a speech language pathologist or an audiologist,” the speech pathology major said. “This organization is perfect for those individuals because it pretty much gives more insight on the profession, it connects you with other SLPs in the [Rio Grande Valley, as well as] more information on research and innovation technologies coming up.”

NSSLHA gave out free food--hot dogs, chips and drinks--April 5 in observance of Autism Awareness Month. The organization also participated with Team Mario, another organization in support of those with autism, in a Superheroes Unite 5K April 2.

The Student Organization for Unique Learners also promotes awareness

of different disabilities, including autism, throughout the campus and the community. SOUL also partners up with Team Mario and other community organizations.

Co-President Susanna Perales was introduced to SOUL through her sister, who graduated with a bachelor’s degree in education with a concentration in special education.

“Basically our mission is to promote awareness [of] different disabilities throughout campus and the community,” Perales said. “We partner with a lot of outside organizations as far as volunteering, dedicating our time, fundraising ... as well as some of the events they have here on campus.”

Perales joined the organization her sophomore year after her sister graduated in 2013 with a degree in special education.

“I always knew that I wanted to work with special needs kids,” the special education major said. “At first it was

more rehabilitative services, but once I started school, I got into the UTeach program to have something to fall back on and as soon as I got into the program, I fell in love with it. I was working with special needs kids ... and I just loved interacting with them and figuring out new ways to help them learn.”

For the community, Team Mario hosts sensory friendly movies for families with autistic children.

“Families are able to go in and take their kids and not have to worry about their kids standing up or making noise throughout the movie,” Perales said. “[Families], basically, let [their kids] go and have a good time and they don’t have to worry about other families looking down on them.”

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ELECTIONS

CONTINUED FROM PAGE 3

director of Student Activities and SGA co-adviser. “The candidates showed a clean campaign. ... I am looking forward to working with this next executive team.”

Senatorial positions for the colleges of Education and P-16 Integration, Health Affairs, Liberal Arts and Sciences will be announced at a later date due to problems with the distribution of ballots.

“We found that there were a few academic programs that were coded to the wrong college,” said Rebecca Gadson, interim associate vice president for Student Life and Dean of Students. “So, there were students that didn’t have the opportunity to vote for their college-based senatorial candidate and in a couple of instances, perhaps they were able to vote in a college senatorial candidate that was not associated with their college.

“In order to ensure the integrity of the elections and the results, the ballot will be sent to the targeted population impacted so that the results clearly reflect the

PRIMARY

CONTINUED FROM PAGE 3

a brokered convention,” Polinard said. “The brokered convention is sometimes called an open convention. That refers to a convention to where you don’t know who the nominee is yet.”

Polinard said the conventional wisdom right now is, if that occurs, Trump will lose a lot of delegate support on the second ballot in the Republic party.

He also provided his thoughts on the current state of the presidential campaign.

“Trump is way ahead, in terms of delegate count, of Ted Cruz,” Polinard said. “He is way ahead in terms of the popular vote, super ahead in terms of the popular that he’s won. ... Mathematics of it still, Trump is the only one in the three that is, realistically, has a chance to get to that number because he [is] expected to

REGISTRATION

CONTINUED FROM PAGE 1

Student Services building.

The U-Central page features general information for enrollment as well as several video tutorials, which provide detailed assistance with online registration. The page can be found under Current Students in the Academics tab on the utrgv.edu website.

Gilchrist said the most common problems that students have when registering are not being able to understand the online registration site and overlooking basic requirements for enrollment such as prerequisites and restricted courses.

“There is a way for a student to be able to tell when looking up courses if the class has a prerequisite or not,” Gilchrist said. “It is something that we need to advertise more. They come over to U-Central and have to ask because they just didn’t see it.”

Gilchrist also suggests that students view the courses being offered in the fall before the opening date for their classification to pre-determine their schedule. This would help ensure that students are able to get into the courses that they need and shape their desired schedule, she said.

“In order to prepare for enrollment, be sure to go onto ASSIST to make sure you

outcome of students eligible to vote for those college-based senator positions.”

Gadson said she hopes students will be able to vote for the senatorial positions by early next week.

“We have manually verified coding in those programs and have created unique ballots for each of those populations impacted,” Gadson said, “so as to ensure that the information is accurate and easy for us to pull the results.”

Vacant positions in student government will be announced when the results of the pending senatorial positions are finalized, Molina-Castro said.

Vacancies will be filled by appointment of the president, subject to a two-thirds approval of the senators present and voting, according to the SGA constitution.

Students may apply for appointment to a vacant position on the SGA V Link page. The last day to apply is April 28.

“We are open to any suggestions or anything that the students want to know about us,” Molina-Castro said. “Our doors are open to students or for anyone that wishes to join SGA.”

win New York big next week.”

He said Kasich is hiding in the corner and wants a brokered convention to happen.

“That’s literally his only chance because if he won every delegate still out there from now, he wouldn’t have enough going,” Polinard said.

Iridiana Garcia, a psychology major and registered voter, said she does not agree with the candidates.

“They are for the majority, some of them, are decent candidates but we could have a better pool of candidates,” Garcia said. “Hopefully if [Sanders] wins the primary, I will be voting for him as our president.”

She said she voted because she has the opportunity to.

“I just want to encourage people to vote [for] whoever they believe is the best candidate,” the senior said. “It takes, like, five minutes. It’s that easy.”

don’t have any holds that would prevent you from registering,” Gilchrist said. “You can actually, right now, look at the schedule to see what you want to enroll in.”

Lupita Neyra, a mass communication junior, said she will attempt to register as soon as the date arrives but the lack of readily available information often makes enrollment stressful.

“Help from faculty and staff is available but many students aren’t aware of the services many departments provide,” Neyra said. “I try to avoid the struggle of not finding the courses I need because they are full.”

She said students benefit greatly from registration information being advertised on the myUTRGV page. It helped her seize the opportunity of the 15-hour semester plan, where students receive one class at no additional charge due to the capped tuition fees, a financial advantage many students were not aware of until the homepage advertisement.

“Students aren’t aware where they can go to receive the help, and maybe promoting it on myUTRGV can help out,” Neyra said. “For example, the email that was sent about the 15 hours allowed many students to be informed and take advantage. I’m hoping I can find the classes I need to register for 15 hours [in] the fall semester.”

POWER

CONTINUED FROM PAGE 5

commerce and concluded that business is the current day’s most powerful force in society. Cohen said that in previous times, religion was the most powerful force, then the government.

“As that most powerful force, business controls our society. It controls our elections, through campaign contributions, it controls our legislations through lobbyists and Congress,” Cohen said. “It controls our media through ownership and it controls our everyday lives as customers and employees.

“And yet, all of that is done in the narrow self-interest of business, and that’s the big difference between today’s most powerful force and those other former most powerful forces because, at least, religion and government had as their purpose to improve the quality of life for the entire society, whereas business has never had that as part of its brief. Even today, most business schools are teaching that the only legitimate purpose of business is to maximize profits.”

Cohen made an analogy that there is a spiritual aspect to business as there is in the lives of individuals.

“As you give, you receive,” Cohen said. “As you help others, you are helped in return. As your business supports the community, the community supports your business. We’re all interconnected. And as we help others, we cannot avoid helping ourselves. These are truths that are written in the Bible, but despite that, it [is met] with incredible resistance in the business world.

“The German philosopher Arthur Schopenhauer wrote about situations like this and said that all truth goes through three stages: First, it is ridiculed; second, it is violently opposed; and third, it is accepted as being self-evident. So, we’re somewhere along that continuum now in relation to how people in our culture see the purpose of business.”

Cohen and Greenfield questioned the reason why people involved in business have a large number of social concerns, but don’t use its power to help improve the quality of life for others. They came up with two observations; the first is the compartmentalization of lives in society and the second is that business has only one thing to measure: profit.

Cohen and Greenfield built Ben & Jerry’s to reflect their personal values that include considering the quality of life in the community. Cohen said if the business fails at either, the business has failed as a whole. At Ben & Jerry’s, they link their money to social purpose and business activities to social benefits to continue the process of innovation.

“We live in a culture where we deal with our social concerns by donating some time or some money to a nonprofit organization. We deal with our spiritual concerns on Saturday and Sunday at church or temple or mosque,” Cohen said. “We deal with our financial needs, most of us, in the world of business. Yet, the reality is that we will never

accomplish our spiritual concerns or our social concerns until we integrate them into the form where we as human beings are at our most powerful, which is the form of business. And the second reason why business has not been doing its bit, is the reality that you only get what you measure ... [which] is profit. It is that focus on profits that keeps everybody in the business aligned and moving in the same direction, but the other side of the coin is that it disregards the negative fallout of its activities and it misses so many opportunities to integrate social concerns into its activities.”

Cohen said the media accused Ben & Jerry’s of performing good deeds to persuade customers into buying their ice cream.

“We replied that the things that our company was doing were based on deeply held values and they were just another integrated and holistic effort to meet another set of our customers’ needs, which was the need to help solve some of the increasing social problems of our day,” he said.

Cohen and Greenfield published a book, “Double Dip: Lead with Your Values and Make Money, Too,” which mentions that the strongest component that businesses have for improving the life in the community is their voice.

“When business talks, the politicians listen, the media listens [and] the public listens,” Cohen said. “But what’s going on today is that many incredibly large, multinational corporations are using that voice only in their own self-interest.”

Cohen closed with a visual demonstration to show how much of the nation donates to politicians. There were several cases of BB pellets and a large tin bowl. Each BB represented \$600. First, he demonstrated how much 90 percent of the American public donates to politicians--zero were poured into the bowl. Next, Cohen showed how much the next 9 percent of the American population donated--one BB. The top 1 percent were demonstrated with six BBs. Finally, Cohen demonstrated the average donation to politicians from the top 100 corporations--10,000 BBs, which represent \$6 million.

Cohen and Greenfield started a movement, separate from Ben & Jerry’s, to stamp money out of politics. The two created several stamps with different messages such as “Not to be used by bribing politicians” and “Corporations are not people” in hopes of decreasing private funding to politicians. Today, there are about 60,000 stampers across the nation. When an individual stamps a bill, it stays in circulation for about two and a half years. And when a single person stamps three bills a day for an entire year, it will reach one million people.

“What this is about is the idea that numbers of people working together are stronger than dollars--are more powerful than dollars,” Cohen said. “And when you think about it, that’s what every revolution has ever been about. The money interest always has the control, but when people are working together, they’re able to overturn the interest of money.”

“ When business talks, the politicians listen, the media listens [and] the public listens. But what’s going on today is that many incredibly large, multinational corporations are using that voice only in their own self-interest.

Ben Cohen
Co-founder of Ben & Jerry’s Ice Cream

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Ring leaders

Throwers building momentum in track and field season

Nathaniel Mata
SPORTS EDITOR

The Roadrunners Invitational was successful for UTRGV Track and Field. Senior Megan Shaw had a career weekend, placing first in both shot put and discus. Student-athletes that participated in throwing events led the charge during the strong weekend.

The Track and Field team competed April 8-9 at the Park West Athletics Complex in San Antonio.

Leading the way for field events in San Antonio was Shaw. The thrower from Refugio is in her senior year, after having spent all four years with the program, and is coming into her own this season. She placed first in shot put. Her throw was a career-best of 14.29 meters, Shaw was the only thrower in the event to surpass 14 meters.

In the six-team field, Shaw also claimed first place in discus throw the next day. She won the event throwing the 2 kilogram discus 47.98 meters, another effort that approached her personal records.

Shaw said that setting career highs is a boost of confidence as the outdoor season progresses to its later stages.

“It’s actually a big boost of confidence, if you are able to PR (personal record) and get stronger as the season goes on. I was close to a PR in discus also, so it was just a great weekend,” the senior said. “You just want to keep that going and continue to PR, so that you can improve your regional position, that’s the goal.”

Shaw earned WAC Track and Field athlete of the week honors, her second time receiving the award in less than a month. She was bestowed with the same title March 15.

Her coach, Jaimee’ Bennett, says the impressive throws do not come as a surprise. Shaw’s success is the tail end of her bouncing back from injury.

“She has battled a lot of injury and I’m not really surprised to see her come on this strong,” said Bennett, who joined UTRGV’s coaching staff in the summer. “She has it in her to be one of the best throwers in the conference. We have [the throwers] on a four-week program focusing on strength, so remaining healthy is key.”

She will want to stay healthy for the remainder of the season building up to the WAC Outdoor Championships May 11-15. Only a handful of meets this month are left to tune up before aiming for conference supremacy.

On the men’s side of UTRGV throwing events, Isaac Samuels also had a record-breaking weekend at the competition hosted by UT San Antonio. Samuels broke the program record in discus



LESLEY ROBLES/THE RIDER

Senior Megan Shaw throws the discus across the field during practice last Tuesday at the UTRGV Soccer and Track & Field Complex in Edinburg. Shaw won the women’s shot put at the Roadrunners Invitational held in San Antonio on April 8, where she surpassed the standard by hitting a mark of 14.29 meters for the win.

throw. He placed third overall, but his 50.85 meters eclipsed Isaac Ybarra’s 2005 mark of 50.70.

Samuels, the WAC all-academic, is in his second season with the program. Coach Bennett said Samuels has high aspirations from himself and has drive to excel.

“He really has goals of national contention and he continues to get better,” Bennett said of the sophomore. “It works out in his favor considering he is a sophomore and has a couple more years left.”

These top throwers, along with their running and jumping teammates, headed west last week to compete across three different meets in California.

Student-athletes were split among the Mt. San Antonio College relays in Walnut, Calif., the Bryan Clay Invitational hosted by Azusa Pacific University in Azusa, Calif., and the Long Beach Invite hosted by Long Beach University.

The results will be final by the time this article reaches press. Keep up with current results on Goutrgv.com.

THE RIDER

Coach of the Week



JESUS ESPARZA/THE RIDER

Name: Manny Mantrana

Sport: Baseball

Title: Head Coach

What is your favorite part about coaching? “My favorite part about coaching will have to be the teaching. The practice time, I like the games, I like competing, but more than that I like teaching the game to our players.”

What was your biggest adjustment going from athlete to coach? “The biggest adjustment going from an athlete to a coach is, basically, you just worry about your own job. As a middle infielder, I would just worry about the shortstop position or if I played second base, just that. But as a coach, you have to worry about all nine positions. So, athleticwise, worry about, basically, your position making sure that you do your job, and as a coach, you have to make sure all nine players are doing their job.”

What is your favorite thing about life in the Valley? “My favorite thing in the Valley, it’s got to be the cost of living, the barbecue and, obviously, the climate.”

What is your favorite place close to campus? “That would probably be the baseball field. Because I love the game of baseball.”

Where would you go on your dream vacation? “You know what, I’ve had a couple of opportunities to do that. We’ve been to Hawaii and we’ve been to Alaska. So, those two places are probably already done on the bucket list. Someplace we have not gone would probably be Europe.”

What is the best advice you have received? “That’s an easy one, and that’s by my mother, to make sure to always keep the Lord first.”

Who is your favorite artist? “My favorite artist, I’m going to tell you, old school right there. My favorite single artist will probably be Barry White and my favorite band is Earth Wind and Fire.”

--Compiled by Jesus Esparza

Home Games

Baseball

Friday, April 22

**Baseball
vs Sacramento
State**

7 p.m.

UTRGV Baseball Stadium

Saturday, April 23

**Baseball
vs Sacramento
State**

6 p.m.

UTRGV Baseball Stadium

Sunday, April 24

**Baseball
vs Sacramento
State**

Noon

UTRGV Baseball Stadium

MARIO GONZALEZ/THE RIDER GRAPHICS

Just keep swimming



GABRIEL MATA/THE RIDER

Economics Associate Professor James Boudreau warms up with a backstroke before the UTRGV Swimming Club’s open competition last Wednesday inside HPE1.



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