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The Link: Olin's Campus-Wide E-Bulletin

March 9, 2012

This newsletter includes news and information that will keep you informed of campus happenings.

If you have information you would like distributed to the Olin community, please send it to Announcements@olin.edu

The next edition of **The Link** will be available on **March 30, 2012.**

COMMUNITY ANNOUNCEMENTS

***"The Toaster Project"* for Summer Reading**

Provost Vincent Manno has approved the recommendation of the Summer Book Program Advisory Committee to use Thomas Thwaites's *"The Toaster Project: Or a Heroic Attempt to Build a Simple Electric Appliance from Scratch"* as the book for 2012 summer reading. Thanks to Committee members Rod Crafts, Allen Downey, Jeffrey Hart '13, Dee Magnoni, Rob Martello, Erika Swartz '12, Liz Threlkeld '13, and Janet Tsai '06. And thanks to members of the Olin community who recommended 23 books for the Committee's consideration. Books will be delivered to the rooms of current students (and mailed to the home addresses of students studying away or on leave) in early May and sent to the Class of 2016 in mid-June. Suggestions for the 2013 summer book should be forwarded to Rod (rod.crafts@olin.edu) by October 31, 2012. The summer book program is supported by the Class of 2006 class gift.

Olin Communication Survey

As the next phase of its communication strategy Olin is looking to learn more from its constituents about how they prefer to hear from the College; what types of information they are interested in learning more about; and which communications from the College they are currently reading. If you have not already done so we ask that you take a few minutes (less than 5) to complete the [Olin Communication Survey](#). Thank you!

You are cordially invited



to brunch with fellow Olin alumni
catch up with old friends and make some
new ones, while enjoying delicious food
guests are welcome, but space is limited

march 17

10:00 am

savor

3913 24th st
san francisco

rsvp

segalova
@gmail.com

brought to you by the Olin Alumni Council
please bring adequate cash to cover your meal

Help an Olin Student Raise Money to End Childhood Malnutrition

This spring, Rob Sobecki '12 and his Dad will attempt to climb to the summit of Mt. Everest at 29,035' above sea level. The pair have been climbing together for several years, but this climb will be a huge step up. They feel very fortunate to have this opportunity, and in conjunction with the expedition we are working to raise money for Action Against Hunger—a global humanitarian organization committed to ending world hunger. AAH is helping the hungry in about 40 countries, including some so dangerous that few other organizations are able or willing to support them. For more information about our Climbing Against Hunger initiative, visit www.climbingagainsthunger.org. For those who choose to donate, your money will have double the impact because Rob and his Dad will be matching every gift dollar-for-dollar (gifts are also tax deductible). Please note that 100% of all the money raised will go directly to AAH, and that donations of any amount can truly make a difference and will be greatly appreciated!

Support Entrepreneurship at Olin: Chisa&Huang Custom Leather Bracelets

Looking for a unique piece of jewelry that supports entrepreneurship at Olin? Students Brittany Strachota '13, Aman Kapur (UIUC exchange student '13), Matthew Huang '12, and Stephen Chisa (Babson '13) currently taking the advanced design course Real Products Real Markets have teamed up to design and sell leather bracelets that connect people to their favorite places. They have created unique designs for places like Olin, Boston, and Seattle and also make custom designs by request. The team's bracelets can be purchased at www.chisaandhuang.com (last day to order is TODAY, March 9th). All profits will go toward funding future Real Products Real Markets student ventures. Please direct any questions or comments to the team at requests@chisaandhuang.com

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ON-CAMPUS EVENTS

TECHNOLOGY & CULTURE SEMINAR

The Victorian Moon Program:
The Great Transatlantic Telegraph Cable

By Thomas H. Lee

Professor of Electrical Engineering, Stanford University Director of
DARPA Microsystems Technology Office

March 16 || 1:30-2:30 PM || AC 113

Cyprus Field gave us the 19th century's equivalent of the Moon program: the laying of the first transatlantic telegraph cable. This talk will describe the technical history of the cable project, and how electrical engineering emerged as a profession in direct response to Field's failures.

www.olin.edu/events/seminars

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OFF-CAMPUS NEWS & EVENTS

Join the Needham Community Council's Food Pantry Food Brigade

Saturday, March 10; Meet at Masonic Hall, 1101 Highland Ave.; 12:15 p.m. No registration necessary, all ages welcome. The Needham Community Council will be passing food items hand to hand from the Masonic Hall to the Council's new home at 570 Hillside Avenue. The goal is to have enough people to create a solid chain between the two locations....be part of the link! Tours of the new building will be available at the end of the chain. Email office@needhamcommunitycouncil.org with questions.

Women's History Month Yoga Event at Babson - March 13

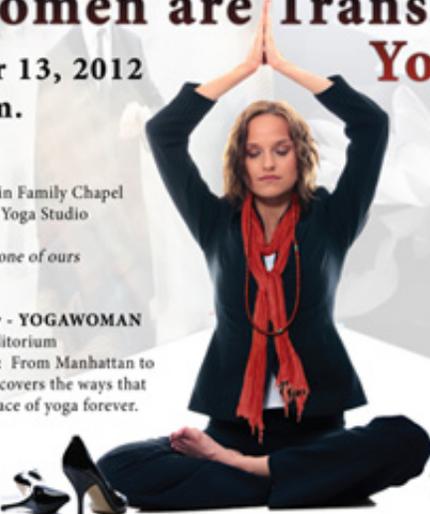
Empowered by Mind, Body, Soul: How Women are Transforming the Yoga Industry. The event includes a complimentary yoga class with the founder of Back Bay Yoga, followed by a panel session featuring local yoga entrepreneurs and thought leaders, culminating with a screening of the acclaimed documentary film, YOGAWOMAN. Click [here](#) to RSVP via Facebook.

The Center for Women's Entrepreneurial Leadership at Babson College presents:

Empowered by Mind, Body, & Soul

How Women are Transforming the Yoga Industry

Tuesday, Mar 13, 2012
5:00-8:30 p.m.



Yoga as Practice
5:00-5:45 p.m. – The Glavin Family Chapel
Yoga class led by Back Bay Yoga Studio founder Lynne Begier.
Bring your mat or borrow one of ours

Yoga as Business, Panel Session
6:00-6:45 p.m. – Olin Auditorium
Business of Yoga panel discussion.
Moderated by Professor Danna Greenberg

Yoga as Art
Acclaimed Documentary - YOGAWOMAN
7:00-8:30 p.m. – Olin Auditorium
YOGAWOMAN Screening: From Manhattan to Kenya, YOGAWOMAN uncovers the ways that women have changed the face of yoga forever.

Panel Participants
Karissa Azonabor – lululemon athletica, Regional Manager, Boston
Lynne Begier – Back Bay Yoga Studio, Founder/Instructor
Alexandra Curtiss – YogaSource Boston, Chief Yoga Officer/Founder

*Attendees may join one, two or all three event sessions. Event is free and open to the public.
www.babson.edu/cwel*

This multi-faceted event offers the unique opportunity to learn more about how women have transformed yoga into a global industry, taking it to the mainstream as an empowerment practice to balance the mind, body, and soul

Co-Sponsored by: Residence Life :: Office of Faith and Service :: Health & Wellness ::

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OLIN FAMILIES, DID YOU KNOW?

Phonathon Ahead – “Save a Call”

Twenty-five parent volunteers will be implementing our annual Parent Phonathon over the next month. Given our number of alumni and current parents grows each year, the volunteers' calls also grow in numbers and meaning. Aside from sharing Olin parent experiences, these calls are to remind you of the importance of giving to Olin, and to ask for your support in surpassing the last three year's average participation rates of 80% current parent giving and last year's 57% alumni parent giving. Making a gift to the College not only helps ensure a high quality, innovative education for your children and our future students; it will also help increase the value of their degrees as alumni. [Give](#) (or [pledge](#)) [today](#) and you'll be helping even more by saving us a call and you another reminder! *Every* gift “moves the needle” greater than one percentage point toward parent participation for your child's class and makes a difference upon the Olin experience!

You Asked, We Can Make It Happen: Giving through Online Banking and Multiple Gift Options to Fulfill Pledge

Recent feedback indicated that a large pledge for the year was a lot easier when you could set it up as smaller donations each month and not worry about it. **Make your Olin giving automatic by arranging an online payment directly to the College.** You can easily schedule your bank to send one-time or recurring (i.e. monthly) checks to “Olin College.” All you need to do is go to your Online Bill Pay section of your bank's website and enter Olin's mailing address (Development Office, Olin Way, MH 204, Needham, MA 02492), the gift amount, and schedule of checks to be sent. Please consider making four equal monthly payments for the remainder of this fiscal year ending June 30, 2012. When you set up your gift through your bank's website, please indicate what your gift is for (a.k.a. designation) in the Memo section or email the [Development office](#) to let us know.

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ATTENTION ALUMNI

Alumni Communication Survey

Last week you should have all received an email asking you to complete a brief [alumni communication survey](#) which was developed by the Office of Communication in collaboration with members of the OAC. We have received responses from 121 alumni but would really appreciate further participation. Please take 5 minutes to complete the survey before the end of next week. Thank you!

2012 Countdown Has Begun!

Last Monday night 70% of the senior class gathered at Roger's Pub to begin counting down the hours until their graduation. The celebration was hosted by the Office of Family and Alumni Relations as a reminder that their time as a student is winding down while the path to the real world and becoming an Olin alumni are in sight. Commemorative activities included a raffle, games, music and simply spending time together with just their classmates. Next, these soon-to-be alumni will be voting on a class gift. Many seniors already demonstrated their support for Olin by submitting their [pledge forms](#) at the event.

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Jobs, Internships and More...

Smarterer – Boston, MA Frontend Web Developer

Closures? Bahhh, child's play. jQuery? You dream in selectors and chained methods. You bend HTML and CSS to your will. You love to build products. You love hacking on web code, learning new technology, and working with a talented passionate team making a dent in the universe. **You should work at Smarterer.** [Click here](#) for the complete job description. If you apply please also email [Sam Yang '13](#) as she has a contact at Smarterer.

Modus21 – Charleston, SC Software Engineer I

Modus21 is a Charleston, South Carolina based firm specializing in Business Process Management. Our methodology enables our clients to model their processes and run simulations to determine actual outcomes. Thereby taking the theoretical and turning it into the practical. Our expertise has proven highly successful in helping many organizations automate their manual processes, comply with mandates and regulations, and launch new technology initiatives while, at the same time, continuing to use their existing processes and systems. [To learn more please click here.](#) Interested applicants may also contact [Sarah Allen '11](#).

Agamatrix – Cambridge, MA & Salem, NH Software, Electrical & Firmware Engineers

AgaMatrix is looking for engineers and designers to figure out how we can improve the experience of 26 million people living with diabetes. We're looking for engineers who care about design and user experience as much as they care about the people who use their products. Interested? Please contact us at jobs@agamatrix.com For more details please [click here](#).

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NEW FACES @ OLIN

- On Monday, March 26 **Aarti Chellakere** will join Olin as an Assistant Director of Admission and Post Graduate Planning. Her office location will be MH113 and her phone extension will be 2203.
- On Monday, April 2 **Jeremy Goodman** will join Olin as a Director of Institutional

Research and Evaluation. His office location will be MH227 and phone extension is to be determined.

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NEWS

- "[Olin College's application process stresses teamwork](#)," *The Boston Globe*, March 4, 2012
- "[Olin College Names Three to President's Council](#)," March 1, 2012
- "[Babson Professor Janice Yellin Named Director of the Babson-Olin-Wellesley Three-College Collaboration](#)," February 29, 2012

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TRIVIA

In the previous issue we asked "Which class won Penny Wars sponsored by SERV?" This question generated our first four-way tie! Ariana Chae, Shivam Desai, Philip Loh and Brittany Strachota simultaneously responded correctly, the Class of 2012.

Trivia buffs, do you know...

Q: Which current Olin student at age 15 overwhelmingly beat New York Times columnist Thomas Friedman in a quiz show about hybrid vehicles at the Detroit Auto Show?

A: First person to respond to [Alyson Goodrow](#) with the correct answer receives a prize.

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