

EVENTS

- The Gamecock's ETC writers meeting, 5 p.m., Tuesday, RH 333.
► Gamecock Online meeting, 7 p.m., Tuesday, RH 333A.

ETC.

SITE OF THE DAY

Sick of the Spice Girls?
Slap them.

[http://www.urban75.com/
Punch/spicebelt.html](http://www.urban75.com/Punch/spicebelt.html)

Monday, February 16, 1998

The Gamecock

Page 3

Volunteers to spend Saturday in service

features editor JENNIFER STANLEY

Behind the fence of the Department of Juvenile Justice live 12 to 17 year-old male offenders. Saturday, USC volunteers will join the juveniles.

The volunteers will play games and sports with the juveniles as part of USC's annual Into the Streets service day.

"[The juveniles] love it. Since they don't get a lot of visits from family, it's just wonderful to get some attention they don't normally get," DJJ's Director of Volunteer Services Stasia Olivetti said.

Olivetti said the volunteers—she requested 40—will work with 40 to 80 teens and will get an orientation that includes the rules, regulations and descriptions of the types of teens they will meet.

"[Volunteers] are offering attention and are showing that people in the community still care and give their time to visit with them," Olivetti said.

David Janes, director of community service, said there are more than 20 sites, and the Into the Street student committee hopes to beat last year's participation of 400 and get 400 to 500 people placed at these sites. Other than DJJ, sites include the trails at the Congaree Swamp, Sistercare and other sites.

"If [the agencies] can get 50 helping hands, they can get a lot done," for-

mer Into the Streets President Clifton Chestnut said.

The day of service will start at 10 a.m. Saturday on the Horseshoe for registration and a light breakfast. At 11 a.m. the volunteers will go to their service site, either by USC bus or car.

The actual service will take place from 11:30 a.m. to 2:30 p.m. and will be followed by a "thank you" party, which will last until 4 p.m. The party will include food such as pizza and tacos.

Janes said the purpose of Into the Streets is to introduce people to volunteer opportunities that involve social or environmental issues.

"Some [volunteers] see some of the problems and see that they can make a difference in the community," Janes said. "Our goal is to encourage students to become involved in the long term. People will get excited, and we hope that that excitement lasts."

Janes said volunteer service is becoming more popular at college campuses nationwide because college students are more involved in their communities. Colleges that don't have a department of community service are creating one, he said.

About 50 volunteers participated in the first Into the Streets in 1991. Since then, Into the Streets has grown into a student organization, which was chartered in 1994. The organization,

iNTO the streets

Volunteer Registration

Name: _____ Are you signing up as an individual? _____

Local Address: _____ Are you signing up with a group? _____
If so, please indicate your preferred group.

Local Phone: _____ Can you drive? We encourage carpooling,
but will provide transportation to a limited
number of sites.

Student ID# _____

Volunteer agreement: I understand that Into the Streets '98 is a large-scale community service event whose success depends on the hard work of USC students, faculty and staff volunteers. I hereby release the University of South Carolina of any liability pertaining to injuries that may occur at my project site, and I also agree to contact my site leader before Feb. 28 should I be unable to participate in Into the Streets.

Signature/Date _____

Return forms to the box outside the Student Government office
or to the Campus Activities Center in the Russell House

which receives funding from student activity fees, now has about 20 members and officers who plan the service day. They also plan or co-sponsor other volunteer projects during the year.

Chestnut said student organization status "gives the group more continuity and made it more official."

USC will continue hosting volunteer activities.

March 12 to March 15. USC will host 2,000 students for the Campus Outreach Opportunity League, a national conference. It is free for USC students.

Generation Y to take control of retail world

college press EXCHANGE

Generation Xers, forget it. You're too bitter, jaded and pessimistic and there's not enough of you to get marketers excited about selling mass quantities of goods to you.

Generation Y is what's happening. Generation Y, or people below age 24, will drive retailing in the next millennium, said Cynthia Cohen of Marketplace 2000, a Miami-based consulting company.

In their households, Generation Yers are already the authorities on brand

names and are influencing purchases on food, furniture and fashion. They made Tommy Hilfiger the brand he is today, said Cohen.

Baby boomers will start slowly shuffling off the stage they have occupied since diaper sales took off in the late 1940s.

Cohen's company talked to instructors and college students across the country.

The research was unveiled at the National Retail Federation conference last month in New York City.

The influence of baby boomers will start fading during the next 10 years or so as boomers move into their late '50s and early '60s, said Cohen.

So the next big population bulge, the Y-inistas, will start to storm the stores.

Cohen listed some characteristics of Generation Y: They are more ethnic than older generations, and there are more interracial couples.

They are more tolerant of culture, style and behavior.

"They may not agree with body piercing, but they agree everybody has a right to do it if they want to," she said.

Health is a big concern, but they're still tempted by fast food, clubs and drugs.

Interested in spirituality and experimenting with religion, but not necessarily in sticking to one religion.

They have grown up in prosperous times and are thus more optimistic than their older brothers and sisters. But they don't want to get divorced, like their moms and dads.

Generation Y is already credited with helping make *Titanic* a mega-success with repeat viewings.

This group still likes going to the mall, and shopping over the Internet is still too user-unfriendly.

"These are technologically savvy kids," Cohen said. "They're complaining it's too slow; it takes too long."

"It won't take off until that great day, anticipated by Bill Gates, when entertainment, computers and retailing converge in a meaningful way," she said.

"It only makes sense to target the consumer group with the most money," he said. "Games are just another form of entertainment, like sporting events or movies, but they can be enjoyed from the privacy of home."

Sloan also noted the increasing levels of difficulty found in new games, which, he said, are aimed directly at more educated and mature players.

"It's really a brilliant marketing strategy because not only can your average, middle-aged working stiff come home and challenge himself off the clock, but he's allowed to have fun at the same time," Sloan said.

"Each game floats at about \$20 to \$55, and these are the main, hard core gamers I literally see in here every day," he said.

LUCKY SIZE SALE

Friday Feb.13- Friday Mar.13

Camo Field Jackets

Sizes small/short, small/regular, medium/short
Regularly \$59.95, NOW

\$44.95

Chamois Shirts (All Sizes)

Regularly \$16.95-\$19.95, NOW

\$15.00

Long Sleeve Fashion Shirts (All Sizes)

Regularly \$14.95-\$16.95, NOW

\$10.00

Cold Weather Camo Hoods

Sizes 6 3/4 - 7

Regularly \$12.95, NOW

\$6.95

100% Cotton Sweaters (All Sizes)

Compare at other stores/catalogues at up to \$65

Regularly to \$29.95, SALE PRICE

\$15.00

O.D. 4 Pocket Fatigues

Sizes 20"-28" waist only

Regularly \$14.95-\$22.95, SALE PRICE

\$10.00

Blue Denim & Natural Overalls

Sizes 25-28 only

Regularly \$19.95/\$21.95, YOUR CHOICE

\$10.00

ARMY NAVY STORE

1621 MAIN STREET • 252-1350

Considering Grad School?

Start making educated decisions now!

One of the South's most respected liberal arts colleges, the College of Charleston offers **accredited graduate-level programs** through its graduate school, the University of Charleston, S.C.

Spend just a few minutes strolling the beautiful and historic downtown campus, and chatting with our graduate students, and you'll find that we offer excellent programs in an **unsurpassed ambience.**

Affordable tuition...inviting surroundings...exceptional programs and professors...all combine to create an atmosphere of learning and personal growth.

Graduate Programs include:

- Accountancy
- Bilingual Legal Interpreting
- Early Childhood Education
- Elementary Education
- English
- Environmental Studies
- History
- Marine Biology
- Mathematics
- Science & Math Education for Teachers
- Public Administration
- Special Education



The University of Charleston, S.C. is the graduate school of the historic College of Charleston, established in 1770 and offers master's level programs to approximately 2,000 graduate students.

University of Charleston

The Graduate School at the College of Charleston

To receive a catalog of information, call or write:

The Graduate School Office
Suite 310, Randolph Hall
University of Charleston, SC 29424
(803) 953-5614

<http://www.cofcl-gradsch/GRAD.htm>

Kelly's Barber Shop



specializing in men's cuts
also cuts for women

\$8.00 cut

-1.00 (with student ID)

\$7.00

no appts. necessary, walk-ins only

1504 Assembly St. 254-2115

TAN EASY

1344-C Knox Abbott Dr.
739-0221

ONLY
3 MILES
FROM
CAMPUS



NAILS

Full Set \$35.00

MASSAGE

REFLEXOLOGY \$20.00

TANNING SALON

10 VISITS FOR ONLY
\$29.00

RESTRICTIONS
APPLY

OFFER EXPIRES 2-22-98

The diploma you
can wear.



JOSTENS
REWARD YOUR ACHIEVEMENT

UNIVERSITY OF
SOUTH CAROLINA
BOOKSTORE
IN THE RUSSELL HOUSE

Register to Win SEC
Tournament Tickets
Feb 13 - 17, 10 a.m. - 5 p.m.



USC Students - 20% Off All Processing & Printing

- One Hour Color Printing
- One Hour Slide Processing
- B & W Processing
- Enlargements
- Duplicate Slides
- Photo CD Scanning

Digital
Imaging



1459 Sumter St. Across from YMCA