tonight in Charlotte. Tickets \$12,

Wednesday, February 3, 1999

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general admission.

# Vegetarianism offers tasty dishes, wards off diseases



Senior Writer

With the variety of tasty pastas, meatless burgers and bean-filled burritos appearing alongside T-bone steaks and chicken fingers on menus, vegetarianism is quickly becoming a healthy and delicious eating habit.

A recent survey revealed that in the United States there are more than 12 million vegetarians, who believe in or practice a diet of vegetables, fruits, grains, nuts and sometimes animal products

Vegans, strict vegetarians who don't eat animal food or dairy products, are estimated at 500,000 and growing.

Despite the significant increase in American vegetarians during the past 10 years, the eating pattern has spurred skepticism among people who confuse the myths associated with vegetarianism for facts.

"A lot of people think vegetarians suffer from a lack of protein," Director of Campus Wellness Programs Elise Vaughn said.

Assuming the proper nutrients can't be obtained from a vegetarian diet is a popular misconception, when in fact diets meet and exceed the Recommended Daily Allowance for protein, which says people should receive 8 percent to 10 percent of their daily calories from protein.

All foods except sugar and oil contain some protein. The Food Guide Pyramid for Vegetarian Meal Planning suggests that a person eat six to 11 servings of grains and two to three servings of dry beans, nuts, seeds, eggs and

meat substitutes daily to meet energy

"Beans are another great way to get protein," Vaughn said. "Tofu, peanut butter, grilled cheese - there are choic-

While there are those who don't believe these protein requirements are sufficient for a healthy lifestyle, research indicates that too much protein is a

"Beans are another

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protein ... Tofu,

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peanut butter,

large health threat that leads to kidney overload, mineral deficiency diseases and the inhibition of calcium absorp-

According to the American Diabetes Association, vegetarians have a lower risk of heart disease, stroke, colon cancer, osteoporosis, diabetes, obesi-

ty, kidney stones, gallstones and hy-

Milk, yogurt and cheese are good sources of protein, as well as calcium, for vegetarians. For vegans who choose not to eat dairy products, calciumrich sources such as tofu, dry-roasted soybean nuts and cooked broccoli are healthy alternatives.

A lower-protein diet will actually lower calcium requirements. Red meat also has been linked to cancer and heart disease. Cholesterol is contained only in animal-based foods, not in the grains, breads, fruits and vegetables that a vegetarian diet revolves around.

Living in a culture that prides itself on juicy ribs and lobster might be a dif-

them in advertisements, such as those

Jeanette Earley thinks the Elbow Room

bow Room was one of the few places

that underage USC students were al-

lowed to go to," Earley said. "Now, it

seems the Elbow Room wants to only

cater to drinkers and become a bar."

Tavern is the only concert venue that

will admit those who are underage.

said The New Brookland Tavern will

said. "We feel that you are old enough

to act responsibly and should be allowed

the privilege to come in and enjoy a

opening and will have a bigger bar and

will feature big name acts, Lofton said.

coming shows at the Elbow Room,

For more information about up-

For The New Brookland Tavern,

never change this policy.

good show.'

call 791-4413.

For now, The New Brookland

Trey Lofton, the manager there,

'We will always be 18-plus," Lofton

The New Brookland Tavern is re-

Applied professions sophomore

"This is a college town, and the El-

in the Free Times.

shouldn't adopt this policy.

ficult experience for vegetarians. A sur- said. "They can load up on vegetables vey by the National Restaurant Association found that 20 percent of customers want a vegetarian option when they eat in a restaurant.

As more innovative dishes such as vegetable lasagna and pasta primavera are prepared at restaurants, vegetarian options are increasing in variety. However, some diners still think

their meal choices are restricted.

Designed for meatless eaters, the Basil Pot, at 928 Main St., offers a vast selection of vegetarian delights.

From tofu burgers to falafel to pesto spaghetti to salad, the Basil Pot's menu allows vegetarians to sam-

ple a wider variety of specialties than most other eateries.

Programs

Elise Vaughn

director, Campus Wellness

"On campus, I find myself eating a bagel and yogurt every day," junior Erin Shackelford, a vegetarian, said. "There's only one vegetarian dish served, and if I don't like it, I'm out of luck."

Brad Masteller, Dining Services' director of retail operations, encourages students and faculty to take advantage of the vegetarian options available.

In addition to a nightly vegetarian entree like bean burritos or stuffed shells, Masteller reminds diners a salad bar and vegetable plate is always available.

The Grand Marketplace's Wok This Way is also great for vegetarians," he and specify to workers if they want their meal fried in a separate pan from one that had meat in it."

Masteller points out Sub City's veggie sub is another popular vegetarian

"Pile on the veggies and cheese, and you have a healthy and filling meal,"

"I just don't feel as if I'm getting the proper nutrients," Shackelford added. "There's not that much choice."

Successful vegetarian diets depend on the abundance of foods and different ways of preparing them to prevent the myth that vegetarian meals are boring from becoming reality.

The Crazy Vegetarian website, http://www.crazyveg.com, shows that vegetarianism isn't a pledge to give up all foods. Much of Asian, Indian, Chinese, Mexican and Italian cuisine is built around a meatless diet. With the surge of vegetarian popularity, eating establishments will have no choice but to accommodate these eating habits with a wider assortment of menu choic-

Masteller agrees a variety of recipes are available, yet it's a constant battle for a campus dining hall to prepare recipes that taste good for the masses. "We can always do more, but it is an ongoing challenge to cook in volume,"

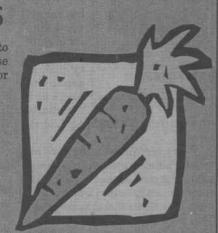
Emphasizing open lines of communication, Masteller urges students and faculty to submit any vegetarian recipe ideas, as Dining Services is always looking for suggestions to improve their va-

## Veggie Facts

According to the "World Guide to Vegetarianism" website, these celebrities dumped the meat for nuts and tofu.

> Drew Barrymore Kim Basinger Alex Baldwin David Duchovny Dustin Hoffman Brad Pitt Alicia Silverstone Sarah McLachlan Fiona Apple

Liv Tyler



Vegetarian facts from REALITIES 1989, facts excerpted from the Pulitzer-Prize nominated "Diet for a New America" by John Robbins, The World Guide to Vegetarianism website at http://www.veg.org, and the Veggies Unite website at http://www.vegweb.com.]

Twenty vegetarians can be fed on the land needed to feed 1 person eating a meat-based diet.

Only 25 gallons of water are needed to produce 1 pound of wheat, while

2,500 gallons are needed to produce 1 pound of meat \*20,000 pounds of potatoes can grow on an acre of land, while only 165 pounds

of beef can be gathered in baskets upon an acre of land. The human anatomy is designed for a herbivorous diet.

· Children raised as vegetarians have better teeth.

Humans are the only species who drink milk past infancy.

October is Vegetarian Awareness Month.



### Elbow Room changes age requirement

by Katie Rowen staff Writer

The Elbow Room Music Hall has gone back to being a 21-and-up venue. Although certain shows will be 18and-up, most shows will be restrict-

The new policy went into effect at the end of December. During that time, the Elbow Room was rearranged to focus more on the bar area as opposed to the stage area.

Elbow Room concert promoter Vance McNabb pointed out the advantages of going back to this poli-

"This will make Elbow Room more of a bar and will give the 21-plus crowd time which won't involve a show," Mc-

Mcnabb pointed out that few shows, except those featuring acts like Jump, Little Children, even had a large under-21 crowd before the policy was changed. Those who are under 21 will most likely still be able to get into the shows that did have large, young crowds.

"For those shows, we will have as many underage tickets that are needed," McNabb said. "Also, we won't have a problem with making an exception for a 21-plus show. If it is a particularly avid fan or special circumstance, we would be willing to sell them a ticket."

USC students 21 and up will get a half-off discount on \$6 cover charges. Shows that will allow underage patrons will have a asterisk by





Ashton June Assistant Photo Edito

The New Brookland Tavern (top) is the only bar in Columbia with live music that admits people 18 years and older. The Elbow Room Music Hall (above) has changed its policy and, with some exceptions, will now only admit people 21 and older.

## MIBS program challenges, rewards

\*USC's program for international business accepts few, and for the ones who make it in, work is tough. But the program is ranked bigh nationally, and starting salaries are up there.

by Deneshia Graham Assistant Features Editor

"Today's successful business executives think globally. Marketing, manufacturing and finance managers must be well educated in international business, bolstered by a fluency in a second language, to compete in both dostic and international envi

This quote by Harvey Falk, vice chairman and president of Liz Claiborne Inc., emphasizes the importance of a global experience for current and future international business leaders.

USC is preparing its international business students for the challenge of the real world with the Master of International Business Studies

USC's MIBS program offers a core international business curriculum that expands the focus of the typical master of business administration degree.

It weaves foreign language study throughout the entire instructional program, develops cultural understanding with direct experience of a specific country or region of the world and provides overseas internships with international companies.

In 1974, MIBS became the first interdisciplinary international business program of its kind.

This was in direct response to the demands of business leaders for managers who can live and work in the emerging global environment.

Since then, USC's program has become a model that schools nationwide

USC has been ranked No. 1 in international business education for six consecutive years by U.S. News and World Report in its reputational surveys of "America's Best Graduate Schools," and the MIBS program is ranked among the best nationwide.

It's no wonder, therefore, that the program is highly selective of its ap-

"I heard that [MIBS is] really good, based on teachers and the program itself."

> Erica Pérez USC business student applying to MIBS

From a pool of more than 3,000 applicants each year, the MIBS program enrolls no more than 200 students. There are more than 350 students in

One student who wants to take advantage of USC's MIBS program is Er-

A Venezuela native with a business degree in management, Perez hopes to take over her father's business back home of buying and selling industrial parts to petroleum refinery companies.

Perez is studying for the Graduate Management Admissions Test, which every MIBS applicant must take.

The minimum score accepted by USC is a 550, but she said her chances of getting into the program are low if her score is less than 600. "I heard that [MIBS is] really good,

based on teachers and the program itself," Pérez said. Foreign national students, like Pérez, are expected to complete a six-

month internship in the United States. U.S. citizens are expected to complete a six-month internship in a for-

"The fact that you have to do an internship, I think, is really, really good,"

According to the MIBS website, "Classroom instruction alone is insuf-

ficient for training international busi-All students are expected to

fluent in a language other than their own. The language tracks offered

by USC are Chinese, German, Portuguese, English, Italian, Russian, French, Japanese and

Of the 1998 MIBS, 26 percent were female, and 74 percent were

Representing more than 25 countries, 75 percent of students were U.S. citizens, and 25 percent were foreign nationals.

From 1993 to 1997, the average base starting salary increased from \$46,000

Current statistics show that 31 percent of MIBS graduates will have a starting salary between \$60,000 and \$70,000

For more information on the MIBS program, visit its website at www.business.sc.edu.

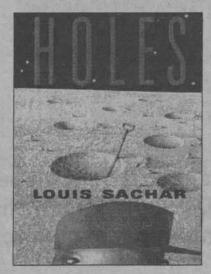
# 'Holes' wins Newbery

**Staff Reports** 

PHILADELPHIA - The fictional sto-Library Association.

Louis Sachar's "Holes," a comingof-age story set in a juvenile detention center, won the association's 1999 Newbery Medal.

won the Caldecott Medal for most distinguished picture book



Angela Johnson received the Coretta Scott King Author Award for "Heaven," the story of a teen-age girl whose life is changed when she finds out she's adopted; and Michele Wood won the King Illustrator Award for "i see the rhythm," a history of black music.

Science fiction writer Anne McCaffrey received the Margaret Edwards Award for lifetime achievement.

#### Coca-Cola to highlight authors in soft drink boxes by Hillel Italie

NEW YORK - In an era of mega-bookstores and mega-marketing, when many complain the written word is being peddled like a soft drink, The Coca-Cola Company and several publishers have decided to

Starting today, purchasers of 12- and 24-packs of Diet Coke and caffeine-free Diet Coke will find colorful booklets enclosed, affixed like a straw on a juice box. Each will contain excerpts from a new work by a popular writer, among them Elmore Leonard, Barbara Taylor Bradford and Lisa Scottoline.

With 40 million to 45 million such packages planned, that means an enormous potential reader-

"I think it's terrific. It's a very creative idea," said Scottoline, author of "Mistaken Identity" and other legal thrillers. "I love being in grocery stores. I want to be in gas stations. My goal as an author is "I think all of us around New York City publish-

ing brightened up when we heard about this," said Cathy Hemming, executive vice president and publisher of HarperCollins. "It's unusual to have the opportunity to reach that many consumers.'

Diet Coke drinkers also will have the chance to submit 500-word essays, fact or fiction, on "Living Life to the Fullest." The contest, which ends March 12, offers an all-expense paid trip for two to New York City, "the chance to live the life of a best-selling au-

The visit will include a tour of HarperCollins and meetings with professional editors to discuss the winner's writing. The winning story, along with those of the 24 finalists, will be packaged as a virtual book on the Diet Coke website.

"The beverage industry is a very crowded field, and every year the big beverage companies plan a vast array of promotions," said John Sicher, editor and publisher of the trade publication Beverage Digest. "Any promotion that stands out and draws attention to the brand by definition is successful."

Todd Putman, a Coca-Cola executive, said research indicates Diet Coke drinkers might be better educated and more affluent than other soft drink consumers. They also tended to read more books.

"Across the board, our consumers said they liked empowerment storles, underdog stories. They also were looking for thrilling stories and mysteries," said Putman, managing director for carbonated soft drinks.

From Walt Whitman endorsing his own brand of cigars to John Irving contributing an original story for an Absolut vodka promotion, the writing world has a long history with the world of advertisement. A major reason newspapers started book review sections, at the turn of the century, was to create space for publishing ads.

But the Diet Coke campaign is an especially blunt presentation of the printed word as commerce. And not all publishing houses think that's a good idea.

"We tend to be a bit traditional," said Laurie Brown, vice president of marketing for Farrar, Straus & Giroux, whose writers include National Book Award winners Alice McDermott and Edward Ball. "It will always depend on the book and the author, but generally the house thinks of itself in a slightly different way and probably wouldn't participate."

None of the writers involved with the Diet Coke campaign are being paid, although Bradford said she will do some promotion. And, unlike Irving, none have failored their work for the product.

# Medal

Associated Press

ry of a boy convicted of a crime he didn't commit took top honors in children's literature Monday from the American

The association's other top award went to Mary Azarian for "Snowflake Butterfly." The story, about a boy who loves snow so much he's determined to take a picture of a snowflake,