

Men's wedding magazine that began as senior project hits shelves

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KNIGHT RIDDER NEWSPAPERS

ST. PAUL, Minn. - Long an afterthought in the wedding-planning process, grooms are finally being taken seriously. By a couple of single, 22-year-old guys.

William Easton and Jacob Schraufnagel, recent graduates of the University of St. Thomas in St. Paul, have just launched *Today's Groom*, a quarterly magazine for men in Minnesota. The premiere issue hit

newsstands in January with contents including poker tips, hot honeymoon destinations, seven keys to a classy bachelor party and a how-to on "wowing her with your vows." And the team is working on bringing the magazine to other areas, with a possible next stop in southern California.

The concept was born in a classroom, as the duo's senior project for the St. Thomas Entrepreneurship Program. "When my sister got married two years ago,

she brought home half a dozen or more bridal magazines," Easton says. "I started wondering what was out there for the groom. Her fiance needed help, and there was nothing for guys."

Easton and Schraufnagel did some digging and found just one other regional glossy for grooms in Atlanta. There is no national men's wedding magazine.

At a class banquet, their idea received a laugh, followed by a round of

applause. Easton and Schraufnagel realized they were on to something that might have legs in the real world. And they didn't see being fresh-faced and single as handicaps. "We ask all the questions that married men might assume grooms know the answers to," Easton says.

Thirty-five percent of grooms say they are involved in almost every wedding-planning decision, according to a recent *WeddingChannel.com*

survey. That's because more and more of them have a vested interest: Today, 42 percent of U.S. weddings are paid for entirely by the bride and groom, not their parents, the same survey notes.

"There's been a huge shift in the wedding-planning process," says *WeddingChannel.com* editor in chief Rosanna McCollough. "We're getting more grooms on our site, asking questions. Times have changed."

Today's Groom is consciously trying to avoid the cliché of men being interested only in bachelor parties and an open bar. Mainly, the founders don't want to offend brides, who they know are going to be the key to their success - at least initially. "We understand the majority of copies are going to be purchased by brides who buy six magazines for themselves," Easton says. Chimes in his partner, "Why not one more for the guy?"

EFLIP • CONTINUED FROM II

features as well. There is very little restriction as to what can be listed for trade or sale. This allows people to trade services as well as goods. Lewis suggested that students could use this to arrange for tutoring services, fundraisers, and other activities.

"It's an online bulletin board for students; you can really do anything on the site," explained Lewis.

The primary objection raised to the site is that the aforementioned lack of restriction on sales raises some ethical issues. Class notes, essays, and term papers are available for purchase on the site, and are

instantly downloaded onto the computer of the buyer. There are many ethical issues raised by this, mostly regarding plagiarism. The owners of the site insist that this content is strictly for research purposes.

"[Cheating] is not what our site is for. It's a guide. Students are supposed to use it for reference," said Lewis

Some of the 200,000 listings currently on the site come from college students, but almost all are posted by retailers who are allowed to sell their products through the site. The site's creators hope that this will change as more people hear about the site and begin to utilize it.

"We just launched about a month ago," Lewis

explained. "The site is really in version 1.0 right now. There is a lot to be added."

For the student sales, the site simply connects the two parties and allows them to work out the details of the exchange. Buying from a retailer works much like any other Internet purchase; the item is bought at a fixed price and shipped to the

buyer's address. The site uses PayPal to ensure that transactions are easy and reliable.

In the current age of online shopping, uflipit.com looks to offer an interesting option for the college population.

Comments on this story? E-mail gamecockfeatures@gwm.sc.edu

PROFILE • CONTINUED FROM II

Vanderwood and everyone else who's going to be mad because I forgot to give them a shout-out in *The Gamecock*."

WHAT IS YOUR FAVORITE BOOK?
'Starship Troopers' by Robert A. Heinlein, because I heart Heinlein's dialogue.

IF YOU COULD BE A SUPERHERO, WHAT WOULD YOUR NAME BE AND WHAT SUPERPOWERS WOULD YOU HAVE?

I would be John Merriman and I would be able to blow dry my hair with my finger.

WHAT IS YOUR FAVORITE CHILDHOOD MEMORY?
Getting potty-trained was a pretty big deal.

WHAT IS YOUR BIGGEST FEAR?
I am scared of death of heights.

IF YOU COULD EAT DINNER WITH ANY JOURNALIST, WHO WOULD IT BE, AND WHY?
Fareed Zakaria, because I have a huge man-crush on

him.

WHAT DO YOU DO IN YOUR FREE TIME?
Play guitar and basketball and sing barefoot on the Horseshoe.

IF YOU COULD HAVE ANY ANIMAL AS A PET, WHAT WOULD IT BE, AND WHY?
I would have a sea lion, because they are cute and make a funny noise.

IF YOU HAD A MILLION DOLLARS, WHAT WOULD YOU BUY, AND WHY?
I would buy you a green dress, but not a real green

dress. That's cruel.

WHAT'S YOUR FAVORITE QUOTE, AND WHY?
"Were going back to Washington to take back the White House, wlaagh!!!"
Howard Dean

WHAT DO YOU WANT EVERYONE WHO'S READING THIS TO KNOW ABOUT YOU?
I can name every World Series winner back to 1944.

—Jaren Hayes

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Solutions

S	K	E	E	S		Y	X	E	S		R	V	E	S
E	I	L	V	D		A	R	T	E		L	O	N	E
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Wednesday, February 22

- 11 AM - 2 PM • **West African Dance, RH Patio**
• **Healthy Alternatives**
Sponsored by Campus Wellness

Thursday, February 23

- 11 AM - 2 PM • **"Watch Your Drink", RH 1st floor desk**
• **Cocky Thursday...**
8 PM - 11 PM • **Free Game room, Karaoke, Spoken Word; RH 2nd floor, next to the Marble Slab**

Friday, February 24

- 10 PM - 2 AM • **Late Night Carolina "Fun in the Sun" RH 2nd floor**
• **Carolina Crew Erg-a-thon**
• **Video Dance Party**
Wear your beach gear

Pledge Card signings will take place at each event.

Monday, February 27

- 11 AM - 2 PM • **"Use Protection", Greene Street**
7 PM - 10 PM • **"Dance Fever", Country Line Dancing, Hip Hop, and Salsa lessons; RH Ballroom**

Tuesday, February 28

- 11 AM - 2 PM • **"From the bar, to the car, to the bed"; Greene Street**
7 PM - 10 PM • **"Dessert and a Documentary"; RH Ballroom**

Wednesday, March 1

- 9 AM - 3 PM • **Blood Drive Greene Street**
11 AM - 3 PM • **Safe Spring Break Week Carnival Greene Street**
5 PM - 7 PM • **Get in Shape for Spring Break at the Thurmond Center 3rd year anniversary celebration with GAMMA, PHE, and the NCAA Choices Team**

Safe Spring Break Week 2006

In collaboration with Body Image Awareness Week 2006:

"Be Comfortable in your Genes"

Be Your Own Lifeguard

