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# Seventy Eight News

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## “Keggy” Taps a Rich Vein

**Jacko mascot 'Keggy' wins many Dartmouth fans**

By Steven Orbuch, *The Dartmouth Staff*

> Tuesday, November 4, 2003—  
When Nic Duquette '04 and Chris Plehal '04 of *The Dartmouth Jack-o'-Lantern* humor magazine conceived of Keggy the Keg, they did not expect him to become an overnight sensation.

However, Keggy is now possibly the most talked about and well-received "mascot" on campus.

Duquette, the Jacko's editor emeritus, and Plehal, who is also a member of The Dartmouth staff, said that they thought up Keggy as a lighthearted, fun poke at the SA mascot search.

"We tried to come up with a mascot that wasn't racist, biased or sexist, yet entirely unacceptable," Duquette said. "The intent was never to derail the mascot search."

Duquette and Plehal said that they initially assumed that Keggy would make his first and only appearance at the Homecoming football game.

They have considered bringing him out at additional sports events because of the positive response he received in the stands.



*Dartmouth Senior Staff*

"We're not sure, though, if the reaction he got was from the novelty of it being a keg, or from people being psyched to have a mascot come back more than once."

Keggy the Keg made his debut as mascot at the Homecoming football game against Columbia.

Duquette and Plehal said that they thought that the keg might well appear again at home football and hockey games.

"Our guess was that he'd be ejected from the [football] stadium," Plehal, the Jacko's managing editor, said. Keggy, however, was not ejected.

In fact, Keggy was invited by the Dartmouth College Marching Band onto the field during its halftime show and was helped onto the field by Safety and Security.

The keg made yet another appearance at the men's hockey home game this past Saturday.

Duquette and Plehal said that they expected the keg to come to more home football and hockey games this season.

Andrew Argeski '06, the student dressed in the keg costume, said

that he felt the crowd's enthusiasm for Keggy first-hand.

Argeski said that the students and alumni received him warmly, that in the second quarter, people in his section began a 'Keggy' cheer, and that two eight-year-old kids even asked him to sign his baseball hat. "I think everyone I met at the game enjoyed Keggy," Argeski said.

A variety of students enjoyed Keggy's appearance at the game.

For instance, James Baehr '05, a prominent member of the Buzzflood, a student group devoted to promoting a positive image of Dartmouth, attended the football game and said he enjoyed watching Keggy in action.

"It was obviously successful in rallying school spirit," he said.

"It was a lighthearted attempt to poke some fun at the Dartmouth stereotype, but I still think students can enjoy it even if they are not heavy drinkers."

Both Duquette and Plehal expressed doubts as to whether Keggy could become a contender for official Dartmouth mascot even after his showing this week.

"The odds of it being institutionalized are pretty slim, but there's nothing saying that it can't be a rogue mascot forever," Duquette said.

Baehr, however, said that Keggy could continue to have a concrete impact on Dartmouth, even if the keg never officially enters the formal mascot search.

"If Keggy continues to rally the troops, he serves the same purpose as a mascot," Baehr said. Some Dartmouth students are not quite as enthusiastic about Keggy, however.

"I don't know if Keggy is the best choice," said Kabir Sehgal '05, a

founding member of Buzzflood who is also a staff columnist at The Dartmouth. "Some, however, will say that it is better than the moose."

Although he did not comment on whether the administration approved of Keggy, Dean of the College James Larimore told The Dartmouth that he approved of the creativity of Keggy's inventors.

"One of the things I love most about Dartmouth students is that they can always be counted on to come up with imaginative and creative ideas," Larimore said.

## Cowan is No. 1 Communicator for UN FAO

In July, **Sharon Lee Cowan** was named chief of communication and design for the U.N. Food and Agriculture Organization in Rome, Italy. FAO is a specialized agency of the

U.N. system, working on solutions to chronic hunger in poor countries. In the new position, Sharon heads a team of writers and designers in producing public awareness advertising, exhibitions, and printed materials.

"This is enjoyable, creative work," says Sharon, "and at the same time we have a chance to make a positive impact. Most Americans are completely oblivious to the fact that almost one billion of their fellow human beings are going hungry."

A Russian major at Dartmouth, Sharon finds only occasional use for Russian these days; but Italian, French and Spanish are basic to survival in Universe UN.

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**Below: Sharon Cowan on a recent trip to the Dolomites**



## Green Cards

**Jim Bullion:** I'll apologize right up front for not sending out Christmas/New Year's cards this year, but the selection here in Iraq just wasn't up to my standards...

Yes, I am still in Iraq, but it looks like I will be home by early April, so there is light at the end of the tunnel.

This has been quite a year and one we'll certainly never forget – mobilization on

January, arrival in Iraq in April, fighting the war, winning the peace... A year full of stress, but also full of the satisfaction of knowing that we are doing the right thing and that it is possible to change the world for the better.

Above all, it has been a year of learning that, with the support of a terrific family and so many great friends like you, any challenge can be met and overcome.

The picture below shows me

with the future of Iraq next to me and its past behind me.

I hope that you and your family have a wonderful, safe, and fulfilling 2004.

Happy New Year!

Jim

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Additional e-mail note from **Jim Bullion**, sent Feb. 2, in a response to my note of concern sent after reports of a bomb blast in Irbil that killed one American and many Iraqis:

**Jim :** Thanks, Brooks. Yes, I'm fine. I had just walked out of that room not 2 minutes before the blast - was in the parking lot. I lost several friends, though - local guys I have been working with since I got here - nasty, ugly stuff.

**Douglas Bradley:** Great to see classmates back at the reunion.

Made a move back across the Atlantic to serve as Head Hockey Coach for the Garmisch-Partenkirchen team in German Bundesliga. Unfortunately, the team went insolvent at the end of November, and last I heard the authorities were looking into having the owners fitted for a set of striped pajamas.

Subsequently, I signed to coach Innsbruck in the Austrian National professional hockey league and ma living in a 3-bedroom apartment in the old Olympic village. There's plenty of room for any classmates who

happen to be in town and would be interested in some free tickets to a hockey game and/or the chance to enjoy some fabulous skiing.  
An Der Lan Str., 27 (Apt. 30)  
6020 Innsbruck, Austria  
011-49-179-121-5869 (Ger #)  
011-43-664-657-7917 (Aus#)  
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**Julie Brief Schwarz:**

Enjoying life in Denver, where I teach yoga, specializing in therapeutic work. I especially enjoy my volunteer work with the National M.S. Society.

My husband, Saul (Princeton '76) will be taking over as chair of the Dept. of Neurosurgery at Kaiser Permanente Denver. I have enjoyed getting together with **Diane Boyer-Irwin** both here in Denver and at her home in Edwards, Co.

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**Paul Kuhn:** Part-time consulting work in Turkey for the past 19 months keeps looking like full-time work.

We decided to move out of our apartment and my office in Spokane, Wash., and consolidate in Ankara, Turkey, as of Jan. 1, 2004. We will remain there for the near-term, foreseeable future.

PK69, Kavaklidere PTT  
06691 Anakara, Turkey  
90-542-675-1603 w  
90-536-875-1333 w  
90-312-4280041 h  
1-509-990-6786 US number  
[kuhnpw@cs.com](mailto:kuhnpw@cs.com)

**Dirk Davidson:** We moved to the Cumberland Plateau of East Tennessee, and we love it. Fifteen minutes in any direction and I'm in the middle of beautiful nowhere. Good rivers galore. The town of Crossville has a Midwestern flavor due to all the outside retirees.

Had to go back into practice and figured this small town would ensure a small work load---more time for Amanda, Nicholas (6/21/01) and Drew (5/15/03).

660 Halstead Dr.  
Crossville, TN 38555  
931-707-8076

**Mark Lennon:** All's well---live in a 1790 farm house on 40 acres in Central N.H. with my artist wife, Mary Mead, and two sons, Emerson, 14, and Edgar, 11-- homeschooled ski and snowboarding fiends

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**See the following story about Mark's company:**

*From the Concord Monitor, Dec. 7, 2003:*

## The Matchmakers of Recycling

By Sydney B. Leavens

*From a small office in Concord, the Institution Recycling Network finds buyers for almost anything you can imagine.*

Before Northeastern University could replace its football field last year, officials had to figure out what to do with their old Astroturf. Rather than shred and incinerate the material at a cost of \$10,000, they called a Concord recycling firm to see what its eight employees could do.

They weren't disappointed.

With a little research, the Institution Recycling Network found a Texas high school that needed the

used turf for its field. The school paid \$5,000 for Northeastern's AstroTurf and picked up the cost of rolling it up and shipping it south. It was all in a day's work for the New Hampshire firm, which specializes in helping 110 universities and hospitals in the Northeast recycle their junk, from soda bottles to outdated fax machines.

And Astroturf is only one of the more unusual requests that the Institution Recycling Network has handled. It has also recycled parts of a cyclotron that Harvard University had retired - that's a nuclear accelerator used for experiments in subatomic physics. It found a nonprofit organization that would take Boston University's 800 working microwave-refrigerators to ship to needy families in Guatemala and a new home for the school's old hockey rink at a high school on Boston's North Shore.

"We're at the point where we've seen so many institutions of so many different sizes that it's rare

to see a situation not similar to what we've seen before," said **Mark Lennon**, who runs the Institution Recycling Network with co-founder Dana Draper.

Lennon and Draper recognized the need for a recycling network while running their first business together, a consulting firm they started in the 1990s to help institutions get recycling programs off the ground. Soon, they realized that even those institutions with the best collection plans had trouble when it came time to recycle the items they'd collected.

"They told us that the consulting was all well and good, they had the programs, they'd set up the bins," Lennon said. "But when they took the materials to market, they did not get much."

Facility managers didn't have time to make phone calls to buyer after buyer. They didn't know whether they were getting the best possible prices. And they couldn't find any buyers for certain items, like computers and old desks

and chairs. In many cases, area nonprofits and schools could take one or two computers, and perhaps a couple of chairs, but not the hundreds universities often had to give.

So in 2000, Lennon and Draper launched the Institution Recycling Network, perhaps the first business in the country of its kind and now the matchmaker of the recycling world. From a modest few offices on the second floor of 7 S. State St., the network regularly finds buyers for more than 60 different recyclable items and coordinates pickups and shipments when need be. So far this year, it has found takers for 1,400 tons of office paper, 1,100 tons of cardboard, 550 tons of electronics and 100 shipments of "universal waste," mostly florescent lights and mercury-filled thermometers.

The network does that by keeping track of both commodity markets and the companies and brokers who handle recyclables, Lennon said. Its aggregate size also helps, enabling it

to command better deals than individual universities and hospitals would.

"We're all basically in similar situations where we have surplus materials that we'd like to donate or find a home for," said Mike Lyons, senior buyer for Boston University. "But if you don't know the sources or the outlets to find places for them, they . . . just get stockpiled somewhere."

A few of the recycling network's clients, like Dartmouth College and Philips Exeter Academy, are in New Hampshire, but more than two-thirds are in Massachusetts, where recycling requirements are the strictest and the number of institutions is the greatest. Institutions pay \$750 a year to belong to the network, as well as additional fees every time they use the service. Grounds foremen and facility managers at many participating institutions say that's little price to pay for the time and money the network saves them.

"At this point, we've got it down almost to a science," said Bob Dombkowski,

grounds foreman at Smith College, a 2,500-student women's college in Northampton, Mass. "Every couple of weeks, we know that our paper container is going to be full, that bales of cardboard are ready to go. . . . I make a phone call, they make arrangements, and we're running."

Before the Institution Recycling Network was formed, Smith brought its bottles and cans to a local recycling facility. Anything the facility wouldn't take ended up in a landfill, often at a high cost to the university. Cardboard trash, for example, cost about \$75 a ton to dump.

Last year, the network found a company willing to take 80,000 pounds of cardboard from Smith and pay \$50 per ton for the privilege. The network also helps Smith recycle other items that in the past were difficult to get rid of, among them, computers, mattresses, bed springs and the nine tons of clothing

students leave behind after graduation.

The college doesn't always turn a profit on its junk - some items, like fluorescent lamps and almost anything plastic, cost money to unload, Lennon explained. But Smith pays less than it would if it were to take those items to a landfill or stack them in basements, Dombkowski said.

The recycling network is constantly expanding its services to meet its members' needs, Lennon said. It will soon open its own warehouse in Massachusetts to shred confidential documents and then recycle them for hospitals and medical centers, in accordance with new federal privacy requirements.

And it has started an online auction, much like eBay, for the hundreds of chairs, tables and desks that become surplus when universities and hospitals redecorate rooms. At [www.surplusnetwork-.net](http://www.surplusnetwork-.net),

bidders can often pick up a chair or desk for as little as \$10 and the cost to ship it. Anyone can bid on the furniture, but Lennon hopes that the service will appeal primarily to K-12 schools that need more furniture but can't afford to buy it new. (The network's own offices are furnished with chairs and tables from Emerson College, which is moving to the theater district in Boston from the Back Bay.)

And no matter what an institution wants to recycle, the network will try to find a buyer.

"In the beginning, it was almost like a game. I would call up Dana Draper and say, 'Okay, I've got 500 cases' - it must have been a million plastic lids for coffee cups. I'd try to catch him in a situation where he wouldn't know what to do with it. But I never really could catch him," Dombkowski said.

"If there's a market for it, they'll find it.