

the COLLEGLIAN

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Bob Jones University, Greenville, SC 29614

Snow daze see p. 3



Students enjoy last week's snow together. Classes were cancelled Wednesday, Feb. 12, and Thursday, Feb. 13. Photo: Molly Waits

Georgia Boy Choir to present unique musical genre



The Georgia Boy Choir will perform the upcoming artist series. Photo: Submitted

By: BETHANY WILLIAMS
Staff Writer

Not many young boys jump at the opportunity to attend choir practice twice each week and to sing in multiple concerts per week. But the members of the Georgia Boy Choir do just that every week — and enjoy it.

The all-boy choir, ranging from age 5 to high school, will perform the

University's first artist series program of the semester at 8 p.m. on Thursday, Feb. 27.

Divided into five different levels of age and talent, the choir consists of more than 90 boys from the Atlanta region. In Thursday's program, the choir will perform two different styles of songs: sacred music and international folk songs. Folk song origins

will range from Serbian Gypsy songs to traditional Korean folk songs.

David White, artistic director and conductor of the Georgia Boy Choir, founded the choir in 2009. He previously founded the Boy Choir of the Carolinas in Greenville in 1994, directed the Florida's Singing Sons Boychoir in Fort Lauderdale, Fla., in 1998, and directed the Atlanta

Boy Choir from 2001 to 2009.

In addition, White has directed the Georgia Boy Choir at international festivals and will direct the choir this summer at St. Paul's Cathedral in London, England, as the choir-in-residence.

White's love of music was instilled in him from a young age; his father, See **CHOIR** p. 3 »

"Unto Thee will I pray": University to dedicate day to prayer

By: LEIGH KOSIN
Staff Writer

From its earliest days as an institution, BJU has set aside one day each semester for the university family to spend time in prayer, offering praises and bringing requests before God.

This semester's Day of Prayer will take place on Tuesday, Feb. 25.

The theme for this Day of Prayer is taken from Psalm 5:2, which says, "Unto Thee will I pray," said Kyle Wilcox, special assistant to Dr. Stephen Jones and one of the coordinators of the day's activities.

Dr. Samuel Saldivar of

the Bible faculty will preach the opening chapel at 8:15 a.m., followed by two prayer sessions. After the second prayer session, the university family will meet back in the FMA at 11 a.m. for a praise service, featuring testimonies of answered prayer. Lunch and a half day of rest will follow the praise service, and classes and activities will resume at 5 p.m.

Wilcox encourages students not to think of the day as just a break from classes but to come into the day with a mindset for prayer. He said the Day of Prayer should reflect what we already do each day. "It's an expansion

of what daily should be going on in our walk with the Lord," he said.

According to Wilcox, a practical way for students to prepare their hearts for the Day of Prayer is to work hard to clear their schedules so they can focus on prayer and not be distracted by other assignments and responsibilities.

During the afternoon of rest, students may also attend the Missions in Focus meeting in Lecture Room A from 3:30 to 4:30 p.m.

Mark Vowels, a faculty member of the Division of Practical Studies in the School of Religion, said



Faculty and students participate in a prayer session on last semester's Day of Prayer. Photo: Emma Klak

Missions in Focus meets each semester on the Day of Prayer and discusses a topic of missions. Past topics have included reaching minorities in the U.S., persecution in missions, and tentmaking versus traditional missions,

Vowels said.

According to Vowels, this semester's meeting focuses on the topic of ministry and conflict, which will be addressed via Skype by Dr. Edgard Traboulsi, a pastor serving in Beirut, Lebanon.

Vowels said Traboulsi will share his story and what is happening in his ministry in Lebanon, which is currently a dangerous area because of conflict between Muslim groups. The Christians in

See **PRAYER** p. 3 »

COLUMN



By: **ANDREW BUDGICK**
Staff Writer

Have you ever had five seconds change your life? Not like you're driving and you miraculously avoid an oncoming vehicle, or you save a kitten from a burning building or nearly miss a step walking down the stairs and see your life flash before your eyes.

I'm not talking about those kinds of moments.

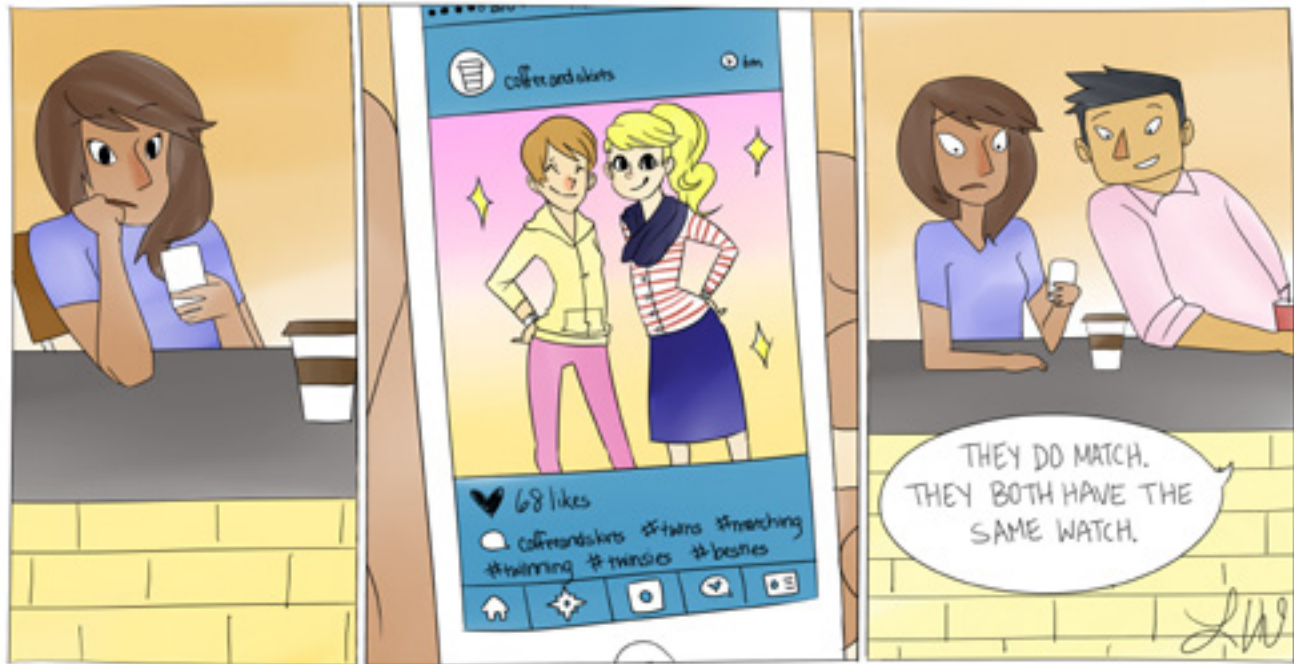
I'm talking about those five seconds where you're not doing anything in particular, but suddenly you have an epiphany: your eyes become unfocused, some dots connect in your brain, and some fairly obvious truth smacks you in the face for what feels like the first time.

Once your eyes refocus, you look at the people around you and wonder how they continue on like nothing has changed, like you didn't just have a monumental experience.

I had one such moment recently. Those moments can seem so out-of-the-blue, like your subconscious suddenly smacks your conscious with a flyswatter.

But this time, I saw my moment of realization less like an out-of-nowhere smack and more like God tying a knot on a precisely orchestrated series of events He had been leading me

See **COLUMN** p. 8»



COMIC: LOREN CRISP

THE COLLEGIAN

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editor@bj.edu

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Taking a dive in the snow, a student lunges to catch a Frisbee on a snow-covered soccer field. Photo: Molly Waits



Zyan Garcia and Lauren Wildhagen build a snowman. Photo: Molly Waits

Snow days give students pause for fun, studies

By: **BETHANY WILLIAMS**
Staff Writer

Sleeping in late, layers of clothing, snowball fights, running across campus and the sounds of laughter and excitement filling the air could mean only one thing on Feb. 12 and 13: back-to-back snow days for the students at BJU.

As an unusually large snowstorm passed through the South, classes were

canceled because of the safety hazards presented to both students and faculty and staff.

Many residence hall students could be seen trudging through the snow in makeshift snow gear — rain boots and jackets — or starting snowball wars with both friends and strangers.

Multiple variations of snow creatures found homes around campus,

from snowmen with BJU faculty faces to snow Bruins and even a professional snow sculpture.

For some students, it was the first time they had ever seen enough snow to play in. “I grew up in Florida, so getting snow was rare for me, and when we do now in Georgia, it’s not a lot,” said Katherine Baughman, a sophomore health, fitness and recreation

major. “A bunch of friends and I went to the top of the parking garage and just ran around, made snow angels, and had a snowball war. I felt like a little kid again. It was great.”

While dorm students took a break from the books, town students also had their own fun in the snow at home. “I tried to build an igloo,” said Joseph Wooster, a junior health, fit-

ness and recreation major. “I didn’t get enough snow for that, though. I only got three layers done, but I tried. Then I shoveled our driveway so we wouldn’t be stuck here for a week.”

Back on campus, Dani Conaway and friends were determined to go sledding with their own makeshift sleds: a plastic laundry basket and cardboard boxes wrapped in disposable plas-

»PRAYER p. 1

Lebanon are able to help Muslim refugees from Syria, giving them food, clothing and shelter, and then sharing the Gospel.

Vowels said that typically, the speaker gives information about the topic for the first half hour of the meeting, and the second half is devoted

to questions and answers and a time of discussion.

All missions majors attend Missions in Focus, but the meeting is open to students of any major.

»CHOIR p. 1

Dr. A. Duane White, was a music professor at BJU, and his mother, Francis

White, was a former BJU voice teacher. “He grew up enjoying, appreciating and being exposed to beautiful music,” said Dr. Ed Dunbar, chair of the Division of Music and longtime friend of White’s. “He quickly developed a love for music and an appreciation of the fine arts.”

Although the student body has many opportunities to attend choral performances of both university choirs and other choral groups, the opportunity to listen to an all-boy choir is distinctive.

“It’s an incredibly educational experience for [students] to be exposed

to a genre that goes back hundreds of years and is still popular today,” Dunbar said. “Unfortunately, in our society it’s not really popular for young boys to sing or to want to sing. When you see these boys who want to sing and have a real desire to learn technique and excellence of singing

skills, it’s encouraging.”

White will also hold a master class from 4 to 5:15 p.m. on Friday, Feb. 28, in Stratton Hall. “Students will be able to see White work firsthand with the boys,” Dunbar said. “It’ll be a great opportunity to watch a master teacher at work.”

Week at a Glance | By: ANDREW BUDGICK | Staff Writer

Prayer & Worship Event

The Student Leadership Council’s Prayer & Worship Event on Saturday, Feb. 22, will help to take students’ minds off their busy schedules and return their focus to God and His holiness. “We try to plan these events during the most stressful times in the semester,” women’s student body chaplain Abigail Troutman said.

Troutman and the SLC hope the event will give students a break during midterms and focus them on God through music and prayer. The event will be held in the Applied Studies Building Assembly Room at 9 p.m.

ePortfolio & LinkedIn Workshop

In today’s job market, having a professional online presence is crucial, so the University is offering an ePortfolio & LinkedIn Workshop at 5 p.m. on Monday, Feb. 24, taught by Dr. Steve Buckley.

“Now is when students who will be looking for a job really need to start thinking and preparing,” Buckley said, “because summer is coming, and that’s when employers really start searching for new employees.”

The seminar will teach students how to create and maintain a distinctive online presence,

allowing them to find job opportunities.

The workshop will meet in Alumni 220.

Student eTickets end

Students should reserve their eTickets for the Georgia Boy Choir artist series concert by Monday, Feb. 24.

SLC Dessert Social

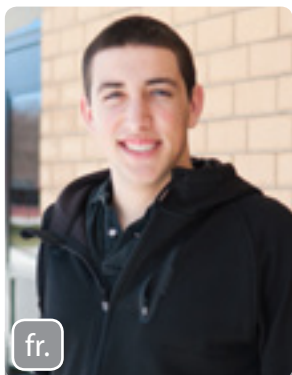
After students finish taking in the Georgia Boy Choir’s performance on Thursday, Feb. 27, they will have an option for an affordable, convenient dessert, provided by the Student

Leadership Council. “Students don’t always have the time or money to go off campus to eat after artist series,” said Patrick Beam, senior pre-physical therapy major and men’s event coordinator for the SLC. “But sometimes they still want to do something fun with the people they attended artist series with, whether that’s a date or a group of friends.”

To remedy this situation, following the upcoming artist series, the SLC will serve a dessert social in the Student Center, where students will be able to purchase a piece of cheesecake and a cup of coffee for a \$1.50.

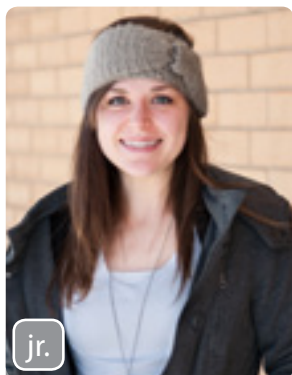
TALKBACK

WHAT DID YOU DO WITH YOUR SNOW DAYS?



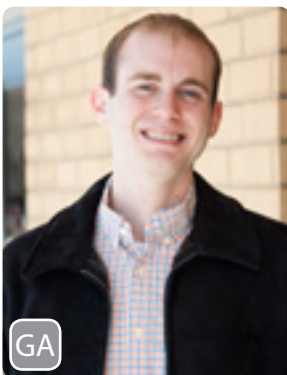
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ROCCO STUHL:
“Ate hot cookies.”



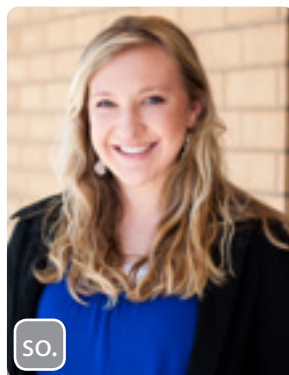
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BRITTANY GIBSON:
“Got ice cream in the snowstorm.”



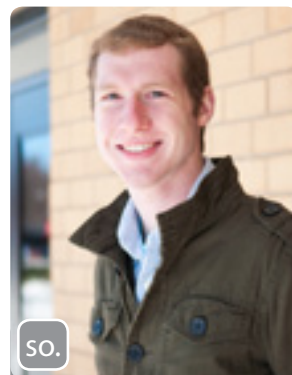
GA

BRAD WIGGS:
“Studied and slept.”



so.

CLAIRE PEMBERTON:
“Played Guesstures and pingpong.”



so.

MATTHIAS RUMMINGER:
“Went four-wheeling with my cousin.”

PHOTOS: MOLLY WAITS



CHECK, PLEASE

Build-your-own pizza place allows pie customization

By: REINA PEREZ
Staff Writer

Looking for a place where you can create your own pizza, calzone, panini or salad? Then Your Pie is the place to be.

Located near Walmart on Woodruff Road, this small-sized restaurant bakes the dish of your choice in brick ovens. The restaurant's cozy booths and tables create a comfortable atmosphere.

Your Pie's slogan, "Express your inner pizza," gives a taste of what to expect when you visit: you get to make your own pizza.

It's a unique restaurant, with a style similar to Subway, except with pizza, one of its workers said.

To begin, you choose a

10-inch pizza for \$7, a calzone for \$8, a panini for \$8, or a bread bowl salad for \$7. You then choose one of three types of hand-tossed dough: classic white, whole wheat or gluten-free. The gluten-free dough costs an additional \$2.25, but the extra cost may be worth it for a gluten-free dieter to enjoy some pizza.

The next step is to choose from eight different types of sauces and nine types of all-natural cheeses. Then it's on to the toppings: fresh ingredients such as black olives, banana peppers, jalapeños and oregano. Premium ingredients such as pepperoni, Italian sausage and chicken are available as well.

Your personalized dish is then placed in a brick oven,



YOUR PIE

1461 Woodruff Rd,
Greenville, SC 29607
(864) 288-8988

Customers at Your Pie can choose from three types of hand-tossed dough for custom Italian dishes. Photo: Dave Saunders

taking about five minutes to bake. You can also choose to add a combo with your entree. Options include side salads, gelato, chips, cheese sticks and drinks.

If you aren't feeling the need to create your own masterpiece when you visit, you do have the option to order a

ready-made pizza, bread bowl salad or brick oven panini.

Your Pie provides a welcoming atmosphere for its customers, especially for first-timers.

If the idea of crafting your own dish seems overwhelming, don't worry; the servers

explain the process when you enter. And this restaurant is definitely a good stop for friends and families who don't have to worry about agreeing on one pizza — everyone can order just what they want.

Your Pie also offers special deals on certain days. On

Sundays and Wednesdays, children can eat for free. On Tuesdays, a pizza and drink combo costs \$5.99.

On Saturdays, two pizzas are sold for the price of one after 8 p.m.

Your Pie also takes online orders at www.yourpie.com.

How to engage more followers on Facebook pages

By: SAMANTHA LOUCKS
Editor

If you manage a Facebook page, you're aware of the challenge of reaching followers in the most effective way. We've faced this challenge in managing *The Collegian's* Facebook page, and in the process, we've discovered what works and what misses the mark when attempting to reach our audience.

So if your society or department's Facebook page could use a face-lift, perhaps our list of nine tips can help give your page the boost and reach you're seeking.

1. Chart your goals.

What do you hope to accomplish through your Facebook page? Does the page exist to inform? To entertain? To create awareness? Or to connect people? Make a list of three to five goals for your page, and craft your messaging to accomplish those goals.

Goals for a society page may include connecting members, increasing member participation and sharing photos of recent society events. If you manage a departmental page, your goals will vary. These goals may include providing educa-

tion information, posting announcements and sharing updates within the department.

If you don't have specific objectives for your page, you may find that you aren't even sure what to post. Clearly defining your goals will give your page a specific purpose, making your page effective and worthwhile.

2. Take advantage of rich media.

Whenever possible, post relevant photos and videos, because rich media top the charts in Facebook's user engagement stats. According to *Fast Company*, posts that include photos get 39 percent more engagement than normal status updates. And self-explanatory photos get the most interaction.

When we post photos on *The Collegian's* Facebook page, user engagement skyrockets.

Do your research or become a photographer so you can share great photos. But be careful: don't post a photo without a purpose. Users could grow tired of irrelevant photos appearing in their newsfeeds.

Try making a promotional video for your upcoming society outing, or post photos

from intramural games.

For department pages, photos of students working and studying in the classroom should generate more engagement.

3. Keep it short and sweet.

Don't post large paragraphs of text. Most followers won't stick around long enough to read all that text — they may keep scrolling. Mr. Kasey McClure, director of Activities & Organizations at BJU, advises that when it comes to social media posts, less is more. "Be concise in your communication," McClure said. "This goes with anything that you say in digital format. The longer your message, the least likely [your followers] are to read your message."

Do you have a long, detailed message to communicate to your society? Maybe Facebook isn't the right medium. An email could be more effective in that case.

So think short, punchy and to the point. Just don't throw grammatical accuracy out the window. That's *always* important.

4. Point followers to original content.

Be resourceful, and find ways to

provide users with content they can get only from your page. Nearly all of our posts are article links that direct on-line traffic to *The Collegian's* website. By sharing content that's unique to our page, we can capture reader interest most effectively.

Department pages can share links to educational and news articles that specifically apply to the page and that will be of interest to followers.

You may even consider starting a blog for your society or department and sharing blog posts on a consistent basis. Quality, original content from a blog could help your page gain a solid following of interested readers.

5. Engage with questions. According to *Fast Company*, question posts earn 100 percent more engagement than typical text-only posts. Think of a conversation-starting question, and ask it!

Societies could ask for feedback about an idea or event, and departments could ask for student opinions about a recent lecture, group project or experiment. Just be sure to post questions that

9 TIPS FOR MANAGING FACEBOOK PAGES FOR YOUR SOCIETY OR DEPARTMENT

1. CHART YOUR GOALS
2. TAKE ADVANTAGE OF RICH MEDIA
3. KEEP IT SHORT AND SWEET
4. POINT FOLLOWERS TO ORIGINAL CONTENT
5. ENGAGE WITH QUESTIONS
6. REMEMBER THE "SOCIAL" IN SOCIAL MEDIA
7. BE INSIGHTFUL
8. MAKE USE OF MANAGEMENT TOOLS
9. SEARCH FOR FEEDBACK AND OPPORTUNITIES

will apply to the largest group of people possible.

But here's a word of caution: there can be too much of a good thing when it comes to questions. Don't overuse them; readers may stop responding to redundant posts.

6. Remember the "social" in social media.

Your page shouldn't be an impersonal entity; it's meant for interaction. "Be sure to respond to comments and feedback, surveys and posts," McClure said. "If you want your news to show up in the news feeds of your members, you need to make sure that you are posting frequently. See **FACEBOOK** p. 8 »

BRUINS COMMUNICATION TEAM

In the background of every exciting Bruins game, making sure that the fan and athlete experience is the best possible, is the sports information team. Headed by Mr. Jonny Gamet, the sports information director, and his assistant Ms. Emily Lewandowski, this team manages the Bruins home page, writes all the sports articles and creates the Bruins 360 videos. Besides overseeing all Bruins media, this team is also involved in everything from the Bruins Foundation and Brody the Bruin mascot to the music at basketball games.



Hoefler glad of God's leading, experience with Bruins



Kourtney Hoefler, now a Bruin, never expected to come to BJU. *Photo: Molly Waits*

By: **BRANDON VALADEZ**
Sports Writer

Kourtney Hoefler, a junior biology major from Battle Creek, Neb., played sports all throughout high school. She had no intention of coming to BJU because there were no intercollegiate sports. She was headed to a different school to play volleyball, but God had other plans.

Through a series of events orchestrated by God, Hoefler was led to BJU. "It was not my first choice, because there were no intercollegiate sports — a big deal for me," she said, "but looking back, I'm thankful for that decision to bring me here. It's cool seeing that when you give a desire like that to God, He still blesses you."

BJU adopted intercollegiate sports in 2012, and God's plan for Hoefler became evident. She trained over the summer for the first basketball season. The Bruins finished with a 10-16 record, and Hoefler knew what she had to work on for the next season. "I focused a lot on getting stron-

ger and being able to finish," she said. "It was a lot different training because I played a year this past year, so I knew what needed to change and what my weaknesses were."

One year later, her improvements are certainly evident. The Bruins are 18-8 after recently defeating the Warren Wilson College Owls at home but falling to Southern Wesleyan on the road.

Home games give a huge advantage for the Bruins, Hoefler said. "I like home games better because of our home crowd. It makes a huge difference." But getting mentally focused at a home game can be difficult for the Bruins team. "Many girls rush from class ten minutes before warm-ups. We focus on being really loud with our warm-up routine," Hoefler said. "It gets us excited and in the zone. Then we go in for our team meeting." Before each game, Coach Mike LeViere recaps scouting reports and gives a pep talk.

This last game, the Bruins followed through on the mo-



Guard Abby Conover dribbles towards an Owls defender. *Photo: Molly Waits*

mentum generated in warmups and led 30-22 at halftime.

For the halftime break, Hoefler said, "Coach always challenges us with something to get better for the next half, like taking the outside shot because the percentages are in our favor."

The Bruins improved in the second half and shut down the Owls, winning 58-44. Sophomore Kendra Jeffcott led scorers with 12 points.

At the end of each home game, the Bruins pray with the

other school on the court. "We have a good vision for the purpose of sports and the ministry it is," Hoefler said. "When we pray, we try to pull in things about the Gospel or say something to make [the other team] curious and explain why we are what we are and why we live the way we live."

Postgame in the locker room, Coach LeViere gives the Bruins a rundown of stats and covers the team's improvements for the game. Many

See **HOEFLER** p. 8 »

Maturing Bruins grab third straight win, beat Warren Wilson Owls 76-65

By: **TYLER PARSONS**
Sports Writer

The Bruins have matured and grown remarkably over the past two seasons. The defensive struggles and offensive inconsistencies, which can only be expected from a young team, have exponentially improved over the course of this second season. Controlling the flow of the game, anticipating teammates' decisions and having a sixth sense of where the ball will go next — all these skills come with practice, hard work and experience, and eventually lead to wins. The Bruins have now won three games in a row and have regained

.500 on the season, a much more stable position than just one year ago.

"It's encouraging to see guys who have confidence, especially late in the season going into tournament time," sophomore Larry Taylor said. Confidence is one of the most important attributes of a team, and a young team in particular. The Bruins entered the recent game against the Warren Wilson College Owls, confident that they would pull away with a win and move up to .500.

Right from the opening tip, BJU made that clear with a 9-0 opening run. Three-pointers from Zach

Mercado, who finished with 21 points, and a powerful first-half performance from Darnel Antoine provided the pace and control of tempo that the Bruins were looking for. "We are in a better rhythm offensively," Mercado said.

The Bruins continued to push the ball and maintain control of the game in the second half. Taylor, who was held to only two points in the first half, adjusted and answered by offering 15 points for the Bruins in the second, and BJU came away with a 76-65 victory. Much of the team's confidence this season can be credited to the offense's ability to create

open looks, an especially valuable trait with shooters like Evan Brondyke and Mercado on the floor.

Taylor and Antoine's ability to get into the lane and find the open man complements the deep shooting, but it is not only the offense that has improved for the Bruins.

The defense looks tighter, more responsive and more aware than their first season. The team has found a rhythm, and the Owls couldn't break it Friday night. It is this rhythm of confidence that will push the Bruins forward as they close out a drastically improved season.



Bruins' Evan Brondyke shoots over Warren Wilson's defense. *Photo: Amanda Ross*

Both Bruins basketball teams fall to Southern Wesleyan

By: **BRANDON VALADEZ & TYLER PARSONS**
Sports Writers

The Bruins women fell to the Southern Wesleyan University Warriors by 26 points on Tuesday, Feb. 18, with a final score of 80-54.

BJU led during the early parts of the game, but the Warriors used several scoring runs to put the Bruins in a 40-26 hole at halftime.

In the second half, the Warriors stepped on the gas and left the Bruins behind. The scoreboard read 80-54 at the final buzzer. Sophomore guard Kendra Jeffcott led BJU with 19 points.

"They were what we were expecting," Jeffcott said. "The big difference in scoring was just the way we played. It was just a rough game for us."

The men's game against Southern Wesleyan immediately followed the women's

game, but the results were the same. The Bruins men were hoping to exceed .500 against rival Southern Wesleyan, but fell short, losing 93-82.

The Bruins pulled off a dramatic victory against the Warriors in their last meeting, but BJU was unable to overcome Southern Wesleyan on the road.

"We missed a lot of easy layups in the first half and got in a big deficit to start out the game," sophomore forward Kyle

Turner said. "We also didn't quite have the same intensity and focus on the defensive side."

The Warriors were able to split open the Bruins' defense throughout the evening. But the Bruins didn't give up, pushing to the end. Despite Larry Taylor's 34-point effort, the Bruins were unable to cut the deficit, falling to the Warriors 93-82. Both teams' seasons are winding down with only a few games left on the schedule.

Razorbacks topple Cobras, improve to 5-2

By: **BRADLEY NELSON**
Sports Writer

The Alpha Theta Pi Razorbacks surprised the Pi Kappa Sigma Cobras Monday, Feb. 17, as they handed the Cobras their third loss of the season, 53-43.

The Razorbacks took an early 14-5 lead, but the Cobras fought back to a four-point deficit at the half, due in part to quality perimeter shooting from freshman Jonathan Abrams.

The second half started out well for Pi Kappa, and they took a 36-33 lead. Alpha went on a run of their own and quickly gained a five-point advantage. Alpha held control for the remainder of the game and handed Pi Kappa the defeat. Alpha now stands at 5-2 on the season, while the Cobras are 4-3.



An Alpha player takes a flying leap toward the basket in the society's matchup against Pi Kappa. *Photo: Molly Waits*

Rams edge past Bulldogs, maintain undefeated record

By: **BRADLEY NELSON**
Sports Writer

The Phi Kappa Pi Rams faced off against the Phi Beta Chi Bulldogs Monday, Feb. 17, and the Rams came out on top in the final moments of the game.

The Bulldogs jumped to an early 5-0 lead, but the Rams quickly answered back and took a 13-6 advantage, thanks to five points from sophomore Micah Gold. The Rams kept their lead throughout the first half with help from junior Manny Rivero's offense and a strong defensive presence from

junior Daniel Knox.

The Bulldogs wouldn't go away, however, as junior Tyler Collins contributed eight points and sophomore Billy Kauffman added consistent outside shooting. The Bulldogs, down by two with less than a minute to go in the half, were able to tie the score at 24-24 and hold the Rams on their final possession of the period.

Both teams traded baskets and kept the score close in the second half. The Bulldogs managed a quick seven-point lead, and the score read 33-26. But Phi Kappa proved

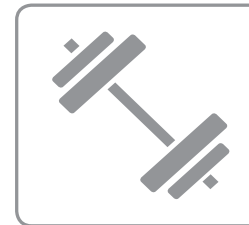
to be persistent, improving their defensive effort and pushing the pace on offense. They soon regained a one-point lead, with both teams exchanging the lead several times.

The Rams fought to a 41-38 lead with just over a minute remaining and held that lead until only 45 seconds remained on the clock, forcing the Bulldogs to start fouling. Two free-throws from Gold sealed the deal at 43-38, handing the Bulldogs their second loss of the season and a record of 4-2. The Rams remain unbeaten at 6-0.



Phi Beta's Tyler Collins attempts to stop Rams player Micah Gold as he dribbles down the court. *Photo: Dave Saunders*

SPORTS BLURBS



1

Cleveland Browns owner Jimmy Haslam has fired CEO Joe Banner and General Manager Mike Lombardi after yet another disappointing season for the team. The Browns finished with a 4-12 record in Banner and Lombardi's only season in Cleveland.

2

The East beat the West last week in a record-setting NBA All-Star game by a score of 163-155. Kyrie Irving was named MVP with 31 points and 14 assists, and Carmelo Anthony chipped in with eight 3-pointers.

3

Bubba Watson played the final 39 holes without a bogey last weekend to win the Northern Trust Open, his first tournament victory since the 2012 Masters. He shot a 64-64 weekend and made up a four-shot deficit in six holes in his record-breaking win.

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»COLUMN p. 2
through for a while. A little conversation with a friend here. A Bible verse there. A sermon here. And then, “boom”: in a moment, what felt like a jumble of rope before, pulled into a tight, logical formation.

My moment of realization came while my pastor (who also happens to be my father) was preaching on Psalm 119 over Christmas break. The verse was one I’m sure I’ve heard more than a handful of times: Psalm 119:72.

But that’s the amazing thing about such “sudden” realizations: God can take a verse you’ve heard many times, connect it to some new experiences and give the verse an entirely fresh meaning in your life.

Over break, a theme I thought and talked a lot about was what makes something “Christian.”

For instance, we talk about Christian singers and Christian authors, but not Christian plumbers or

lawyers. Somewhere along the line in church history, there became a separation between the clergy and the laymen of the church. Basically, people began to think that pastors and other people in full-time ministry were on some special spiritual level and that everyone else was a step below.

I knew in my head this wasn’t right. We’re all called to be in ministry, no matter what our occupation. However, it took a while for that to really click in my mind.

So there I was, sitting in church when I heard the verse: “The law of thy mouth is better unto me than thousands of gold and silver.” Like a chain of dominoes falling, in the span of about five seconds, a few key truths connected in my mind.

First, I realized that David wasn’t a pastor, and yet he considered the Bible more important than any other book or possession. There is no separation between pastors or Christian singers and other Christians. I may never

be in full-time ministry, but even if I became a zookeeper, I can still be a Christian zookeeper. The Bible should be the foundation of my life, manifesting itself in every area of my life, no matter what my occupation.

I also realized that of all the classes I take here at BJU, the Bible classes are the most important. Sometimes I tend to devalue Bible classes because they don’t seem directly connected to my major. But if even a great king like David was dependent on God’s Word, how much more should I be in whatever my future job is?

Once this life-altering five seconds ended, I picked up my pen and went back to listening and taking notes for the sermon, as though nothing had changed.

But I wasn’t the same.

»EDITORIAL p. 2
very important thing at this time: pray. It may be the simplest answer, but it is also the most difficult. It’s the humble course of action that express-

es complete faith in a Power that is beyond ourselves. Committing this situation to prayer shows a surrendered heart, a heart that isn’t spewing irate words, but a heart that says, “God will take care of this.”

We must commit BJU’s relationship with GRACE and the investigation to prayer. No matter your opinion or confusion toward the situation, God’s work transcends man’s work; so pray that God’s sovereign work will be done through this investigation. It’s the most effective choice we can make — far more effective than dividing the body of Christ through our own uninformed words.

»FACEBOOK p. 4
and responding to what people say.”

Stay up to date with the interaction on your page, and make the best use of the medium by connecting with followers.

7. Be insightful. Learn how to make the most of

your page by following your page’s Facebook Insights. These statistics provide useful information that should guide when, what and how you post. Particularly useful for *The Collegian*, the Insights charts show the times of day that people interact most with your page. Jump on that information by posting when the most followers are most engaged. You can also learn the types of posts that gain the highest interaction and the highest virality — how quickly a post is seen by the highest number of people.

8. Make use of management tools. If you feel like you could use some extra help, sign up for a social media management app like HootSuite or Pagemodo. These apps provide tools for scheduling posts and keeping track of multiple social media pages and accounts.

If you plan to share links on a consistent basis, keep track of user interaction with your shared links by using bitly or Google’s URL shortener.

9. Search for feedback and opportunities.

Apart from your webpage, talk to society members or those in your department. Ask them what’s working and what’s falling flat. Live, candid feedback can give you tips for making more improvements.

And don’t forget to be on the look out for opportunities to share information and snap photos. Be prepared, searching for “shareable” ideas at every society meeting, special guest lecture or event you host.

Are these tips helpful? Let us know by posting on our Facebook wall: BJU - The Collegian.

»HOEFER p. 6
times the Bruins team then eats with the opposing team. “It’s cool that with schools who are rivals, we can still have fellowship with them afterwards,” Hoefler said.

The Bruins will play at home for the last time this season on Feb. 24 against Tennessee Temple.



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