



blot

Training soldiers

ROTC students brave the weather
for a training exercise

An unexpected increase

UI law sees enrollment
boost from Southern Idaho



HUMANS OF MOSCOW

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*Vandals love to
hangout
at the
Commons
&
Sub*



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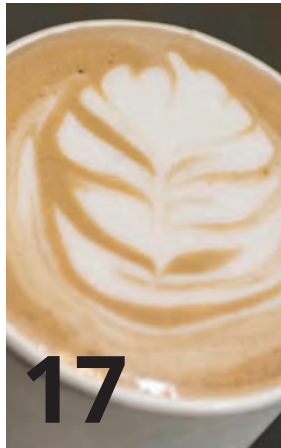
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Editor's note

When University of Idaho enrollment numbers came out in late October, nobody was surprised.

Total student enrollment at UI was down — for the third year in a row.

But between the downward trends and promises of growth from administrators stood a major bright spot. The UI College of Law had seen a tremendous amount of growth since 2013, increasing their enrollment by over 50 percent.

It was an uncommon but welcomed enrollment boost at UI.

On the surface, the growth was particularly puzzling considering law schools across the country have seen a drop in enrollment since the 2008 recession and now scramble to draw in new students.

But with this most recent increase, it was UI's second year law program in Boise that attracted the wave of new students.

Without the Boise program, law students would have otherwise been required to move to Moscow to attend UI or transfer out of state to complete their degree.

It was the perfect timing for the launch of UI's second year Boise program, a program championed by former UI President and former Dean of the College of Law Don Burnett. There is a clear need for a law program in the Treasure Valley — the metropolitan heart of Idaho that offers a variety of professional opportunities to new lawyers.

UI was able to capitalize on the ABA's decision and helped to provide a smooth transition for the many transfer students from Concordia.

In the end, law school enrollment won't be the solution to UI's enrollment shortfalls, but it is an example of how UI can adapt to fit the needs of students across the state.

— RT

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Antiquing

HISTORY

*Story and photography
by George Wood Jr.*

● A man strides into an antique shop armed with a rustic bayonet, a dull machete and a World War II jacket with a dusting of animal fur on it and a stack of eight ornate plates. The man's son tags along after his father, but soon dawdles off to look at neat things around the shop.

"Before we get going on this, the cat hair is free," said Joe Frye, a collector of historic military gear.



Russ Wheelhouse inspects items a customer brought in to sell at his antiques shop on Main Street in Moscow.

Russ Wheelhouse sits at the counter of his downtown Moscow shop, unfazed and engaged as he sips on a mimosa.

"This is good, so you've got an old USMC machete?" said Wheelhouse, a long-time antique dealer who is the owner of Antiques by Russ located on Main Street.

The antiques for sale in front of the owner are the center of his attention. As an antique dealer, Wheelhouse said his favorite item in the shop is usually his latest buy.

"You keep buying things every day. I spend a lot of time at auctions and the phone rings all the time, and people bring things through the door ... I have got a reputation as a good buyer," Wheelhouse said.

On that Saturday afternoon, his favorite items were a 100-pound anvil and a crosscut saw laying outside of the shop. Both items were bought that morning. However, with Frye's help, this could easily change.

Wheelhouse carefully caresses the items, occasionally dropping a nod of approval, or asking Frye to clarify an item's background. Frye waits in anticipation, eyeballing an old military razor kit he hopes to leave with.

The mood warms up and the two settle on a deal. Frye takes away the razor kit, his plates and the promise of getting cut a deal in the future, while Wheelhouse acquires some military grade antiques. With business concluded, the two carry on like old friends.

"I don't care if you buy anything, but you better have fun," Wheelhouse said. "You'll be back, or you'll tell someone else about how neat this shop is, and then they'll come back."

Wheelhouse said his passion for antiques was first kindled around 6 years old, when his grandfather hoisted him up onto the loft of a rickety homestead on his family's land in Eastern Klickitat County, Washington.



In a drawer tucked in the back of the antique shop, customers can sift through a trove of miscellaneous trinkets for sale. Wheelhouse said he considers the drawer an opportunity for regular people to feel like antique pickers.

“He said, ‘now make sure you step on the rafters and don’t fall through the ceiling, but see if there’s anything up there and hand it down to me,’” Wheelhouse said. “There was all this old photographic equipment and a big wooden shoebox full of straight razors.”

After studying broadcast media in school, Wheelhouse was unable to find work and decided to become an antique dealer full time at 28 years old.

Wheelhouse said he got his start by buying items at auctions to sell at yard sales for a quick buck. Eventually, he opened his first antique shop in Pullman in 1985 and would stay there for three years. He reopened the business in 1990 in Corvallis, Oregon, before moving to Uniontown, Washington. He would become a certified antique appraiser in 1999.

In October 2010, Wheelhouse set up shop in Moscow.

“When I moved from Uniontown to here, it took me 25 days in a row without a day off to move,” Wheelhouse said. “The packing and unpacking was phenomenal. I don’t ever want to move again.”

The first thing required of any antique dealer is a broad knowledge of history, Wheelhouse said. He said he started by learning as much as possible about specific eras of history and continued to learn throughout the years.

“If you run an antique shop, you are in a museum where everything happens to be for sale,” Wheelhouse said. “I want everything to be visible. I want them to be able to see not only the item, but the price. And I want the item to be surrounded by other things of its type so if that’s your interest, they are seen right away.”

Wheelhouse said he retains customer interest by setting the mood with a playlist of different jazz and soulful background music. His shop also has interactive areas where customers can dig through drawers of buttons, scarves and trinkets.

Not to mention, Wheelhouse has marble dragons guarding the front counter.

“(The Pixiu) are protectors. They protect the owner’s wealth and well-being, and they like offerings of silver — that’s why the coins are on there,” he said. “They’re good luck too, pat them on the head, they like that. Every day I light a little incense on them to charge them up.” ●

cohesion a profile of a modern family



*Story by Christopher Dempsey
Photography by Philip Vukelich*



Mark McLaughlin and Jeffrey Dodge hold their adopted son Marley Tyson Dodge-McLaughlin. The two were among the first couples to receive a same-sex marriage license in Latah County.



● Tiny characters burst and twirl through the small studio packed with parents and family members. Blank ceramic mugs, bowls and plates line the shelves awaiting personalization. Plain wooden figures and paddles hang on a wall in want of color. Moscow Wild at Art is a place characterized by color and creativity.

Spattered paint trays became centerpieces on this Halloween afternoon. The room contains the ebb and flow of costumed children — their primary objective to fill their bags and buckets with candies.

The owners of the business, a newly married couple, joked with the children and extended warm greetings to their parents. University of Idaho's Associate Dean of Students for the College of Law Jeffrey Dodge and his husband Mark McLaughlin own Moscow Wild at Art.

Dodge handles some of the business and marketing aspects, while McLaughlin handles the vision and creativity.

"It's been a great way to connect with the community at large through art," Dodge said.

The couple moved the business near the intersection at 3rd and Main in downtown Moscow in mid-November.

Dodge and McLaughlin were among the first couples to receive a same-sex marriage license in Latah County. They had their recently adopted baby son,

Marley Tyson Dodge-McLaughlin, with them when they got married.

A young couple in Boise selected Dodge and McLaughlin for an interview to become the adoptive parents of their newborn baby. The birth parents interviewed two couples and were expected to make a decision by the end of the day.

"We had a 50-50 chance going down there, that by the end of that day, we were going to be parents and meet our son," Dodge said.

Dodge said he and McLaughlin didn't sleep well the night before the interview. He said he vomited twice, and all they could do was wait.

Dodge and McLaughlin prepared for an intense and scrutinizing interview. They expected to be asked about their values, religion, how they were going to raise the child and what they could offer him, Dodge said.

"A lot of (birth parents) are really not interested in that. They want to know, 'I have a good feeling about these people and what they can do for our son,'" he said.

The Boise couple talked about their dogs in the interview, about the birth parents' lives and goals and also about their own, Dodge said. The young couple was interested in Dodge's extensive traveling due to his involvement with international programs and in Dodge's

and McLaughlin's desire for global travel, he said.

"So I think it was just more about a connection and them envisioning, I think, what their son's life would be like with us," Dodge said. "For us it was just a powerful gift."

Dodge and McLaughlin moved to Moscow for Dodge's job at UI. Dodge and McLaughlin quickly felt at home in Moscow and said the community has supported their business, their marriage and the adoption of their son.

"I've never lived in a place that I like more than here," McLaughlin said.

As the Associate Dean of Students at the law school, Dodge provides guidance and support for law students. He helped increase admissions for the College of Law and oversees the marketing and communications managers.

Dodge said he would like to eventually be more internationally focused.

"He sees something he wants or something he thinks needs to happen and makes it happen," McLaughlin said.

Dodge has always been driven and focused, according to his father Jack.

"He was really an excellent student and respected by all, whether that was students or the faculty," he said.

Dodge went to University of California at San Diego intending to study musical theater. However, he changed his degree to political science and graduated with honors before attending law school at Hofstra University in New York.

"I think the thing we're most proud of in his graduation from law school is that he got a significant award for his pro bono work," said Lynette, Dodge's mother.

She said she likes knowing her son uses his law degree to help others and that he finds purpose in his work.

Dodge's parents said they included their three children in volunteer work with them at early ages. Jack Dodge said he thinks this helped instill an appreciation for the value of helping others, but also thinks Dodge has an innate desire to help people. ●

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He sees something he
wants or something
he thinks needs to
happen and makes it
happen
Mark
McLaughlin

"Stray" by Shane Wellner



WITHIN AN ARMY

Story by Miranda Rae Carter

Photography by Philip Vukelich

● Optimism is Brad Townsend's mantra.

Townsend, a fifth-year senior and Army ROTC's cadet battalion commander, reiterated the importance of a positive mindset when it came to choosing the military. A decision not based on the fact both of his parents retired from the military, or a dislike to the abundance of collegiate sports offers he received as a high school senior in Oregon. Townsend's motivation came instead from the desire to polish his leadership skills in a role geared toward helping others.

"This is kind of the ultimate selfless leader-oriented job, and I love it," he said.

Townsend said he loves the three-days-a-week, early-morning physical training sessions, followed by weight lifting in the afternoon. Sandwiched between the two training sessions is a crunched 21-credit class schedule, which Townsend said does not chip away at his morale.

"I don't stress about stuff like that," he said. "I'm a really grounded, relaxed person."

Executive Officer and Assistant Professor of Military Science Chris Greenleaf backed up Townsend's claim.

"He is always very calm under pressure," Greenleaf said. "He does a great job."

Townsend has been used to taking on responsibility.

When Townsend's father slipped in the snow and hit his head on the bumper of his truck, Townsend had no choice but to step up. The accident caused his father permanent internal ear damage that made balancing and hearing difficult.

"It really made me mature at a young age and quickly turned me into a caring man," he said. "I am glad that I got to grow from that experience, since it really developed me."

Like most ROTC programs in the country, UI has a mentorship program that gives the upperclassmen an opportunity to connect with, support and advise the younger members.

"When these kids get out, they are faced with an enormous amount of responsibility," said Brad Martin, University of Idaho's professor of Military Science.

Townsend said it was the camaraderie and hard work of the military that attracted him to the Army ROTC program.

"(It's) a lot of hard work, but a great way to make new friends," he said. "You spend every day with them. There is a great cohesion about it."

Collins said the ROTC program works to keep their members in exceptional physical shape while teaching them strategic thinking. He said their focus has shifted from constant tactical training to developing leaders.

According to Martin, this switch is important because he knows anyone can be physically capable but still lack the mindset it takes to step up, push through and complete the mission.

Several factors, including physical performance, dedication to the ROTC, academic success and the ability to think and achieve like a leader all come into play when the department elects the next battalion commander.

Townsend fit the bill.

Having excelled in tennis and basketball throughout high school, Townsend found his gift for leadership and physical activity. He said he prides himself on never working an office job — an ultimatum he plans to avoid, despite the finance degree he has worked toward for five years.

"I plan to make the military my career," Townsend said. "But I've also fought fire for four seasons, ever since I graduated high school, with the North Fork John Day Ranger District."

Townsend will learn in November whether he will be sent to Alabama for aviation or Georgia for infantry. He has his fingers crossed for Alabama.

"I had no idea what I wanted to do until I read 'In the Company of Heroes,'" he said of the book that got him interested in flying.

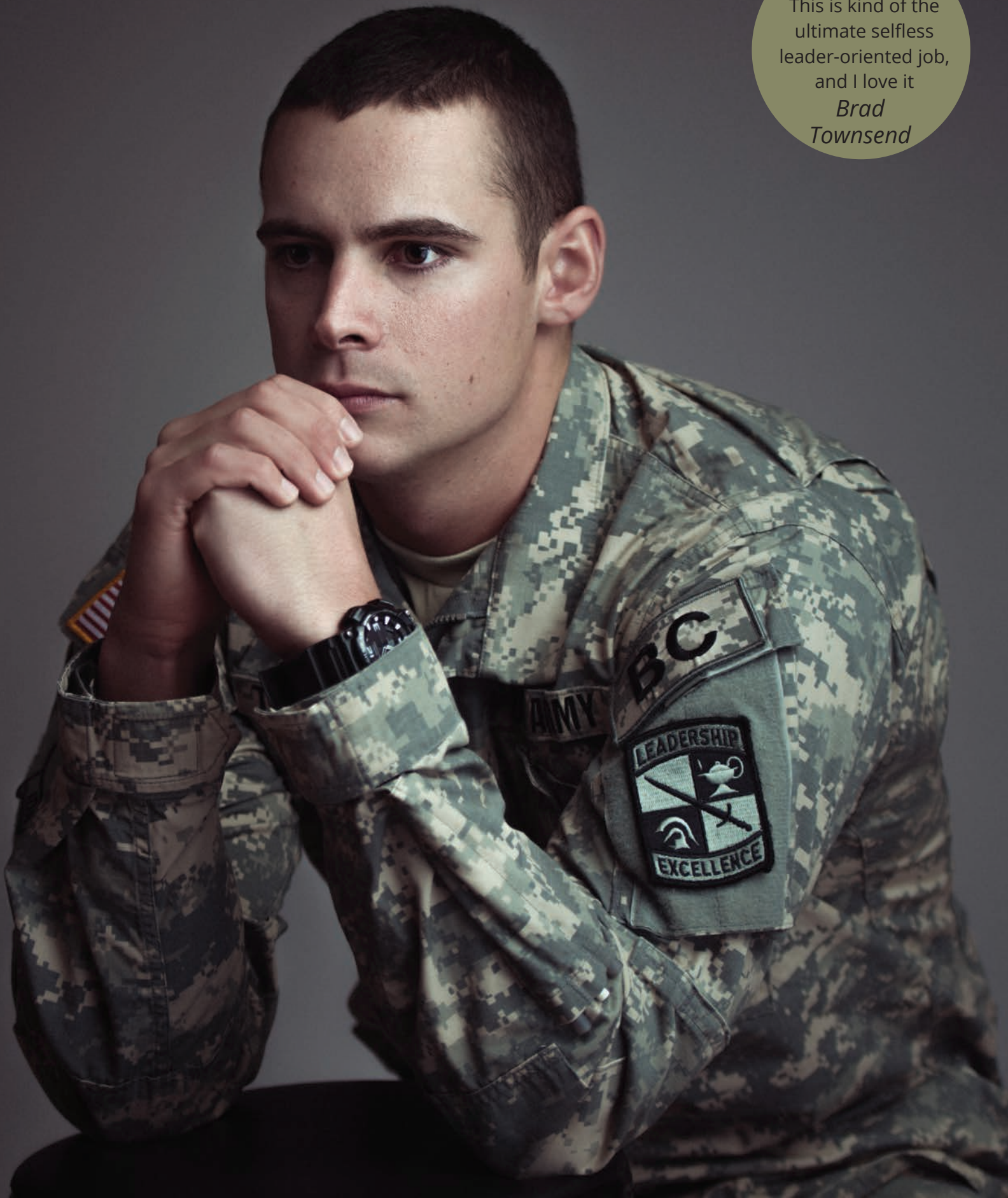
Until then, Townsend keeps busy with school, ROTC, going to the gym, spending time outside and intramural sports.

"I'll play pretty much whatever people ask me to," he said. "Physical stuff is a huge part of the military, so I take it very seriously." ●

— “ —

This is kind of the
ultimate selfless
leader-oriented job,
and I love it

*Brad
Townsend*





FIGHTING THROUGH THE NIGHT

*Story by Miranda Rae Carter
Photography by David Betts*

● Rain is falling, but University of Idaho's Professor of Military Science Brad Martin wouldn't have it any other way.

"It's good for them," he tells fifth-year senior and Army ROTC's Cadet Battalion Commander Brad Townsend.

Townsend nods. From underneath the camouflaged brim of his cap, his eyes dart to the line of ROTC members perched patiently on the damp grass, listening to a lesson on Improvised Explosive Devices (IEDs). Behind him, tucked away in an envelope of trees, two ROTC seniors and certified medics, show a second group how to properly utilize tourniquets. A third group sits in a quiet semicircle, eyes trained to a rain-dotted sheet of paper titled Key Leader Engagement.

It's the beginning of a long night for members of the University of Idaho Army ROTC program, and the start of one of their training simulations.

The objective is for each platoon to approach the "crash" site with careful urgency, properly call in for a "helicopter" and treat any wounds procured by hidden, fake IEDs along the way to their destination: the UI water tower.

Townsend and the other seniors skipped physical training that morning to prepare and rehearse for the simulation.

Unbeknownst to the underclassmen, the scraggly-treed Arboretum frames the three classes as the route they maneuver between is peppered with bullhorns attached to wires serving as IED stand-ins, a pair of 200-pound dummies lying "injured" among heavy rope spools and overturned crates and other supplies meant to test each platoon's strength and teamwork abilities.

The Arboretum also contains a pair of seniors dressed as Afghani civilians that will challenge each platoon leader to negotiate responsibly in reference to the leadership engagement class taught a few hours before.

Townsend's excitement climbs as darkness falls. The first platoon is set to begin their trek at 7:00 p.m.

Townsend turns his face upward.

"When it gets dark," he says, "it's going to get fun."

Townsend paces between the classes of ROTC members, hands behind his back,

occasionally pulling out his phone from one of the many Velcro-sealed compartments sewn into his uniform.

As battalion commander, Townsend is in charge of making sure the three classes and the following simulation run smoothly.

"We're having the seniors run most of this," Martin said. "They'll listen to them better than they'll listen to us."

Streams of light from the headlamps around every platoon member's foreheads hit against the trunks of trees. It takes longer than Townsend expected for the first platoon, headed by junior Suzanne Avery, to identify and assist one of the leaf-bedded dummies, gather the scattered gear and trudge on. He is impressed, however, when the first IEDs are spotted and avoided.

Then, a bullhorn sounds, signaling someone has triggered the fake IED.

Townsend laughs under his breath. "They hit that one."

Avery sits on the path, a sheepish smile

on her face. Senior Ross Anderson approaches the scene with a gradebook and pen in his gloved hands.

"You're good this time, Avery," Martin said as he excuses her.

Cold lashes of wind slap against the flushed faces of the first platoon and their entourage of professors and senior observers, including Townsend.

One of the two men carrying the weighty dummy by the straps pauses and begins to gag. He turns against the hillside, holding back vomit.

Craig Collins, a senior military instructor, calls out for a replacement.

"We need a switch-out," he said.

Part of the platoon has already made it to the water tower, where a green glow stick whirling at its base signifies the waiting "helicopter."

Another member rushes to the man's side and takes the straps in his hands.

"Almost there," Townsend encourages.

The remaining platoon members finally make it to the water tower and drop their heavy loads, smiles jagged with relief spreading across their faces.

"Anderson, help me with this," Townsend said, picking up the limp straps.

Without a word, Anderson moves toward Townsend, and together they lift the dummy and start toward the truck waiting at the base of the hill.

One of the platoon members offers to help, but Townsend bats him away.

"You carried it all the way up here," Townsend said.

The simulation is over for the first platoon. According to the walkie-talkie clipped to Townsend's uniform, platoon two is nearly finished and platoon three is only just starting.

Packed in a tight knot underneath a canopy of trees pattering with the sound of rain, the members of platoon one swap Meals Ready to Eat and sip water. The collected glow of headlamps creates an eerie, greenish glow that pulses through the arboretum, making it feel like the only safe spot after over an hour of exertion.

Senior Caleb Struble reviews their performance as they eat and rehydrate. Anderson pitches his observations, and together the two of them work through comments made by the participants.

"What'd you guys think? Did you enjoy it?"

A general note of agreement rises from the circle.

Townsend's walkie-talkie crackles. He leans into it with his ear, then turns, prepared to finish the simulation with the remaining platoons. ●

"Wounded" soldiers are dragged to safety so other ROTC students can practice giving medical aid.





Leading in law

UI College of Law increases enrollment

Story by Cara Pantone

Photography by Jackson Flynn

● The certainty of being qualified for prospective jobs became a vital question for Spencer Lay as he entered his third year of law school in 2014.

Lay, along with the entirety of Concordia University School of Law student body in Boise, were faced with making the decision of whether or not to remain at Concordia when the school's accreditation faced an uncertain future.

"Once the accreditation became questionable and wasn't looking like it was going to come through in August, I just wanted to make sure that I had a clear path ahead of me," Lay said. "I wanted to be able to focus on school, getting a job and things that are important."

Placed in a unique position due to the precariousness

of Concordia's accreditation, the University of Idaho College of Law experienced a significant increase in enrollment this year.

While UI usually welcomes one or two transfer students per year, 55 transfer students enrolled for the fall semester at UI. The UI law school received 170 total new students for the fall 2014 semester, a 52.8 percent increase from fall 2013. Dodge said 110 of those students are brand new and three are returning students who were once enrolled before.

UI College of Law Associate Dean of Students Jeffrey Dodge attributes this growth to several factors, but said the uncertainty of accreditation at Concordia — Idaho's only other law school — led a flush of transfer students to UI.



“They were investing time and money and needed to apply to transfer, because perhaps they wanted the assurance that they would actually be able to sit for the bar,” Dodge said. “We ended up with this transfer population, which isn’t something we created. But I was very proud that we helped these students, literally three weeks before school started, apply, get accepted, get classes, get advised, all very, very quickly.”

Ingrid Batey, a second-year law student, transferred to UI after completing her first year at Concordia. After discovering UI offered a year-two program in Boise, Batey made the decision to transfer in mid-July. After weighing the pros and cons of moving out of state, Batey and her husband, who have three sons, decided to stay in Idaho. Although the timing was hectic, Batey said the transition from Concordia to the Boise UI campus was much smoother than she anticipated.

“I had a great experience at Concordia, but I love UI,” Batey said. “Something that surprised me was that the Boise program is a small group of students who have all experienced Moscow together. So I expected people to be annoyed when so many transfer students just rolled in, but everyone has been really welcoming, and we were assimilated pretty fast.”

For Batey and Lay, the risk of not becoming accredited for future jobs was the main driving force in switching from Concordia to UI.

After becoming a newlywed in June, Lay said attaining a secure job became even more of a priority, as well as having the option to remain in Boise. After learning UI was interested in accepting transfer students and a program was available to him on the Boise campus, Lay said he turned in an application.

The Idaho Supreme Court denied a waiver from Concordia that would have allowed its first class of law students to sit in on the

Idaho State Bar. In August, the ABA withheld provisional accreditation from Concordia and opted to re-evaluate the program.

Yet, without accreditation by the ABA, law school graduates would not be able to take the Idaho bar exam. Though initially inconvenient, Dodge said this is almost perfect timing for transfer students — in light of the UI law school starting the second-year program on its Boise campus this year. Through this program, Dodge said UI offers a second and third year of full classes and opportunities to students in Boise.

Previously, students were required to attend school in Moscow for their first and second year, and then could elect to remain in Moscow or go to the Boise campus.

The second-year program, Dodge said, allows students to choose to attend law school on the campus that offers the most opportunities applicable to students’ academic future careers.

After completing their first year, UI law students apply for their second and third years, along with creating an academic plan. He said this allows students with a focus like natural resources and environmental law to remain in Moscow with faculty that teach and work in that area. On the other hand, Dodge said students from the Boise area or who are interested in business law and entrepreneurship may find more opportunity in a larger city.

Batey said she valued the option to stay in Boise and has received the same welcome from the faculty on the Boise UI campus as she received from the students.

“I’ve appreciated the community of UI, both within the school and the alumni community,” she said. “It is definitely a huge advantage.”

Batey said she is scheduled to graduate in the spring of 2016 and is earning a

general degree.

Lay, who is also earning a general degree, said he is simply excited for his future in law. While enjoying his time with UI, Lay said the experience of earning a degree is similar no matter where you are.

“Law school is law school, and I’ve encountered the same trials and tribulations at both schools,” Lay said.

Against the trend

Law schools across the country are experiencing similar trials and tribulations, as well. The ABA Journal reported law school applicants nationwide have dropped 37 percent since 2010, going from a class of 52,488 students entering their first year of law school in 2010 to 38,000 this year. Additionally, total student enrollment at UI fell nearly 2.9 percent from the fall 2013 semester, declining from 11,884 students to 11,534.

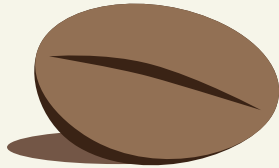
Despite these national and institutional declines, the growth of the UI College of Law is expected to stabilize and sustain itself — even while expecting less transfer students in coming years, Dodge said.

After experiencing a considerable decline two years ago, the UI law school developed a recruiting plan for the institution, spearheaded by Dodge upon his arrival in 2012. Regardless of the influx of transfer students, enrollment of new law students has increased from 110 to 113 students compared to last year. A small but noteworthy increase when compared to law schools across the country, Dodge said.

According to Dodge, UI attracts students for its affordable tuition, flexible academic plans, prestigious pro-bono program and valuable experiential learning. Additionally, Dodge said UI sells itself as a small school with personal and professional support and valuable connections.

“I’m very proud of the fact that we have the ability to be efficient, we have the ability to be strategic and thoughtful in what we do around our recruiting efforts,” Dodge said. “We’re here to help students, potential and current, when you show you care, that goes a long way.” ●

— “ —
We’re here to help students, potential and current, when you show you care, that goes a long way
Jeff Dodge



COFFEE CAMARADERIE

*Story by Daphne Jackson
Photography by George Wood Jr.
Illustrations by Philip Vukelich*



● **Working as a coffee shop barista is a combination of short, intense customer rushes followed by longer quiet spells. For some employees, this whole process just increases the appeal.**

"I love the pace of working at this store because every 50 minutes we just get crazy slammed, and there'll be lines of cups down the bar," said Christine Locker, an employee of Sisters' Brew. "Everything will be a mess, and I'll be covered in coffee and then it's just dead. And then 50 minutes later it happens all over again."

Sisters' Brew first opened in Moscow eight years ago when the Rich family decided they wanted to spend more time with each other. Five years later, Sisters' Brew has three locations on the University of Idaho campus: the Administration Building, the Janssen Engineering Building and in the Campus Christian Center.

"My dad used to work just, overnight sometimes, at a bank that he worked for, so my family was really sick of never seeing him," said Ashley Rich, one of the two sisters for whom the company is named. "So my parents decided we should open a business together, and they just researched businesses for sale in Idaho, because we wanted to move here."

Rich said her family was living in Texas when her parents attempted to buy an existing coffee shop in Sandpoint,



Idaho. They to start their own shop in Moscow after the Sandpoint transaction failed. She said her mother, Gina Rich, spent weeks trying to name the shop and eventually settled on calling it Sisters' Brew after her two daughters — Ashley and Dallas.

Eight years later, Rich said her parents have stepped back from the business and now leave decisions largely to the sisters and Brian Kelly, who is both Rich's boyfriend and a manager for the company.

"I ended up getting involved after I started dating Ashley," he said. "I ended up stepping in to take a role that was left vacant."

Kelly and Rich met at Sisters' Brew, where he had become a regular customer.

"He got blended drinks that had special whipped cream, that he had decided he liked, that I think my sister made for him first," Rich said. "I just remember him always coming in, in his

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You can be super busy for 15 minutes and then you have nothing for another 45 minutes. So it's hard to figure out when you actually need somebody
Ashley Rich

red lifeguard sweater and his baseball cap, and ordering his blended drinks."

After it had operated in downtown Moscow for a few years, Sisters' Brew opened its first on-campus location — in the Administration Building — at the invitation of Sodexo.

"They thought it might be neat to have a local company running a business on campus, so they contacted us and asked if we would be interested in running a location on campus," Kelly said.

Rich said her family sold their downtown location in February 2013 because of the amount of time it took up.

"Having that downtown store kind of kept us separated because it had such long hours and it was open on weekends," she said. "So it was never like the family could just leave for the weekend and take a little trip. It was like 'no, sorry, I have to work.'"

There was a fourth shop in the basement of UI's Law Building for a while, but it closed in spring of 2013 due to lack of business, Rich said. She said the school frequently offered free coffee in an adjacent conference room, leaving no need for a coffee shop.

Sisters' Brew is still a family-run business, but the work is now spread among several employees. The biggest challenge in running three locations on campus is scheduling, according to Rich. She said the changing class schedule makes it difficult to



determine how many employees are needed to run the shop, and where they will be needed.

"You can be super busy for 15 minutes and then you have nothing for another 45 minutes. So it's hard to figure out when you actually need somebody, and it changes from semester to semester," Rich said.

Kelly, who is most often in the JEB location, said the amount of traffic changes every semester, depending on which classes are held where.

"It is completely dependent on the classes," he said. "So if they have a really high-volume 101 class in the auditorium right there, then that'll be my busiest hour for that semester, but then next semester they may have a completely different class in there, so it just really depends."

Although there are more employees now, Rich and Kelly still spend a lot of time working behind the counters. Rich spends most mornings at the Campus

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It's nice to see the same people every day or every week, and just keep track of their lives for four or five years while they're here
Ashley Rich

Christian Center and afternoons in JEB, while Kelly opens and closes the JEB location.

Rich said her favorite part of running the company is getting to know her regular customers, but it's often a bittersweet goodbye when students graduate and move away.

"It's nice to see the same people every day or every week, and just keep track of their lives for four or five years while they're here," she said.

According to Rich, the success of Sisters' Brew is a combination of Moscow's appreciation for locally owned businesses and employee attempts to create engaging shops that build relationships with customers.

"We just do a lot of fun things, like (Kelly's) Bowtie Tuesday that he started so he can actually wear all of his bowties," Rich said. "You get 25 percent off when you come in wearing a bowtie on Tuesday."

Rich said she and Kelly intend to live in Seattle for a few years at some point in the future, at which point she is unsure who will run the company.

"It might be that we just have employees that decide they want to take over, like Christine at the Administration Building," she said. "She's just running that location right now. For all we know she'd like to run all of them, if we want to leave. Or maybe my sister will still be here and running it. It's kind of up in the air right now." ●





THE SECRET LIFE OF
SOWA

*Story by Korbin McDonald
Photography by David Betts*

UI swim coach lives out dream of being a rockstar through KUOI 89.3 FM

● It's Friday afternoon and James Brown's "Super Bad" blasts through the third floor of the Student Union Building. Old vinyl records fill the KUOI studio and all of a sudden, time travel seems real.

Unfortunately, it's not — but every Friday from 11 a.m. to 1 p.m., Mark Sowa tries his best. He takes a break from his day job as the University of Idaho swim coach to bring soul music to the KUOI airwaves.

The show is called "Who Stole the Soul?" and Sowa admitted his definition of soul has expanded throughout the years.

"To me, soul is anything that makes you want to move," he said. "It's anything that gets you up and dancing, anything that brings a smile to your face and really anything with integrity."

He plays everything from James Brown to the Grateful Dead, and genres such as classic punk rock to country bluegrass.

Despite the variety of music, the old-school nature of his show still turns off some listeners like junior swimmer Jamie Sterbis.

Sterbis introduced Sowa to the possibility of hosting his own radio show last year.

"I was the reason why he became a radio DJ," she said. "First I was (a DJ) and then I told him about it because he loves music. Now he is obsessed with it."

Sterbis said she has class when the show airs, and hasn't been able to tune in because of it.

"Plus, we listen to his music every practice, so the last thing I want to do is purposely listen to it," she said. "Not like it's bad, he definitely has an audience, it's just not my style."

While Sterbis and her teammates might not like the music, Sowa said they probably like him better after he hosts the

show because he's always in a good mood afterwards.

"I call it my music therapy," he said. "For the longest time, I was trying to not let people know that I was the swim coach. I just wanted to sneak in here and do my thing."

Sowa developed his love for music at a young age. He always wanted to be a rock-and-roll star, but chose to give up the dream after he reached the age of 27.

Growing up, Sowa played guitar and took piano lessons. He said he wasn't very good at either of them, though.

"I actually quit piano because I wanted to join a swim team," he said. "Who knows, maybe if I had chosen piano I'd be rocking in some band right now, but I doubt it. I think this was the right choice."

While he can't pick one favorite band or album, Sowa said he's always been a huge Bob Dylan fan.

"I love Bob Dylan," he said. "'Bringing It All Back Home' is a great record, so that's probably in there. It's not my favorite record, but in the top five — and my top five probably has about 50 records in it."

It's easy to see why Sowa has such a hard time picking just one favorite. He has about 7,500 songs on his iPod and approximately 800 records at home. Combined with over 70,000 albums from the KUOI archives, Sowa has plenty of musical options for his show.

With all the options someone can play music from, Sowa said he still prefers vinyl records.

"Records are awesome, because you can find a record for two bucks and find a hidden gem," he said. "I love the snaps, the crackles and the pops of them."

It's not only the sound of the records Sowa appreciates — he enjoys the whole experience of buying records, too.



Mark Sowa

Page 20: Mark Sowa switches from swim coach to entertainer when he hosts "Who Stole the Soul" from 11 a.m. to 1 p.m. every Friday.

"When you go to a record store, you want to be able to flip through the stacks and have the crazy hipster dude behind the counter making you feel like you don't know what you're talking about," Sowa said.

It's common practice for a radio DJ to have a nickname and a different persona. Sowa tried to keep his coaching separate from his work as a DJ, but when it comes to a nickname, the two might collide.

Idaho Athletic Director Rob Spear said he wouldn't listen

to Sowa's show until he has a nickname. Spear thinks it should be Big Splash.

Senior swimmer Rachel Millet said Big Splash reminds her of a whale. She thought Sowa should go with a more soulful nickname — Phat Sowa.

"I think anything that you do, do with a lot of passion, do it with a lot of soul and do it with a lot of integrity," Sowa said. "That's what we try to do on the pool deck and that's what I try to do behind the microphone, too."

— “ —

I think anything that you do, do with a lot of passion, do it with a lot of soul and do it with a lot of integrity

Mark Sowa



Sowa traverses the side of the pool, commenting on the form and technique of his athletes as they swim past.

Swimming

The music doesn't stop when Sowa gets to the pool, either. With practice themes like Motown Mondays, '90s rock, soulful with Sowa, old-school rap and more, the tunes sound a lot like his show on KUOI.

"We play music a lot during practice," he said. "We blast it and the girls don't particularly like what I play all that often ... Occasionally I'll even stop practice and be like 'alright you just got to appreciate how good this is, this is a great tune.'"

Sterbis admits she doesn't care for her coaches' preference in music, but added she can't hear it while swimming. When she takes a break, Sterbis said she can hear the music and it makes her want to get back under water.

"Maybe that's why they do it," she said. "To make us think 'I'd rather swim than listen to this music.'"

Sterbis recalled a practice when she bet Sowa the team would swim faster if he played some fast pace contemporary music.

"It was a Friday evening practice and we do 50s, which is what everyone dreads because it's the hardest practice of the week," she said. "We all swam terrible. It was one of the worst practices since I've been here, so they must be on to something."

Millet said Sowa is thoughtful and

attentive to each swimmer's stroke. And like his radio show, she said everything has a purpose with Sowa.

Sowa didn't recruit Millet, and when he arrived she wasn't quite sure what to expect. In her three years with Sowa, Millet said he's taught her how to appreciate swimming and have more fun doing it, which wasn't always the case for her. In high school, Millet said she didn't like swimming and thought about not doing it in college.

"I really didn't know what I was getting into," she said. "It worked out really well and I have had a lot of fun. It's been a really great experience and he's been a major part of that."

Sterbis added Sowa is a detail-oriented coach. She said he is good at pinpointing what a certain swimmer needs to work on and what drill works best for them. Sowa adapts to each swimmer, instead of a swimmer having to adapt to his coaching style, Sterbis said.

Sowa grew up in Providence, Rhode Island, and was a distance swimmer at American University, located in Washington D.C., where he swam the mile.

"I wasn't blessed with a heck of a lot of speed," he said. "But what I did do is have a pretty good work ethic — I just tried to outwork people. I hope I'm a better coach

than I was athlete."

His coaching career started shortly after he graduated from American University and got a spot on the coaching staff at Brown University as a graduate student.

After he finished grad school, Brown offered Sowa the assistant coaching job in 1999. Sowa jumped around from there, stopping at schools such as Harvard and Wagner College before he came to Idaho in 2012.

"If you would have asked me when I was 18, 19 years old, that would I make a career of being a swim coach, I would have laughed, and now I couldn't imagine doing anything different," Sowa said.

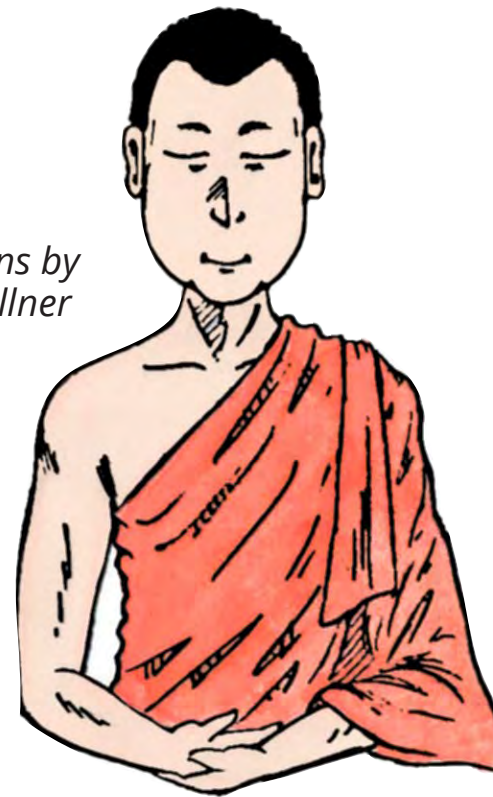
Spear said Sowa has been able to use his passion and intelligence to develop advanced training regimes to bring out the best in his swimmers. He said he's been able to develop and grow the program and has been a great salesman for not only the program, but also swimming in general.

"He's just a positive person who always brings a different perspective on different issues, and I have always appreciated that," Spear said. "You knew that he was smart and passionate about swimming, and obviously had success on the East Coast, but could he transfer that to the West Coast? I think he certainly has." ●

DIVERSE HOLIDAYS

Illustrations by
Shane Wellner

December is filled to the brim with holidays, including more than just Christmas. Cultures and religions from all across the world celebrate various holidays during the winter month. Christa Abdul-Karim, a University of Idaho anthropology professor, helped explain a few.



Dec. 8

Holiday: Rohatsu or Bodhi Days

Religion: Buddhism

What: The day Buddha reached Enlightenment. Buddhists honor the day with extra meditation, studying religious texts or serving a traditional meal. They also perform kind acts.



Dec. 12

Holiday: Feast Day of our Lady of Guadalupe

Religion: Christianity

What: This holiday is particularly popular in Mexico and celebrates the time a man encountered the Virgin Mary in Mexico City in 1531.

Dec. 16 to 25

Holiday: Posadas Navidenas

Religion: Christianity, Catholic

What: The holiday is rooted in the Aztec religion for the birth of Huitzilopochtli, the national god of the Aztecs. He was the god of war and one of the most important gods of the Aztec religion.

Activities: Two people are selected to re-enact the pilgrimage of Joseph and Mary attempting to find shelter before their baby, Jesus, was born.

Dec. 21-25

Holiday: Pancha Ganapati

Religion: Hinduism

What: Pancha Ganapati is a celebration in honor of Ganesh, the elephant god in the Hindu religion who is looked to as the remover of obstacles. This holiday is specifically celebrated by Hindus in the U.S. as an alternative to Christmas.

"Christmas has become more than a religious holiday, so other religions try to find a way to incorporate Christmas into their own religions," Abdul-Karim said. "They have tinsel and colorful lights and some of the things you can find at Christmas, but focused on their religion."

