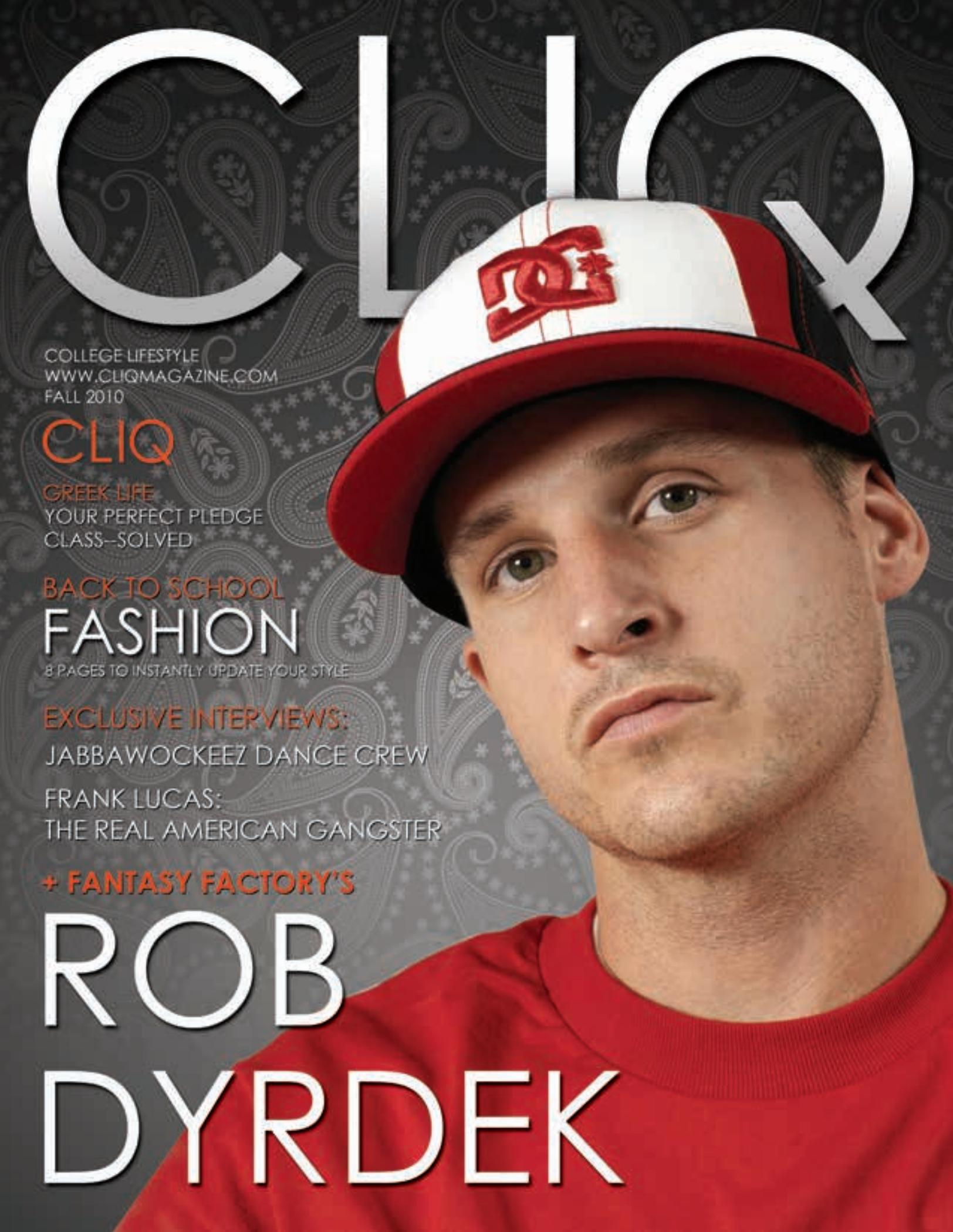


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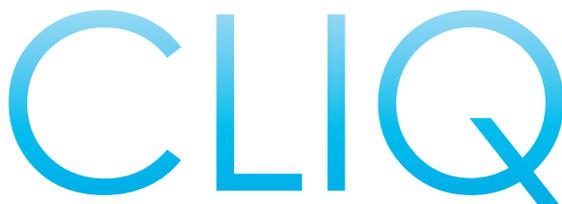
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## LETTER FROM THE EDITOR

Dear Readers,

In my years of editing, (and no, there haven't been that many years), I've always found it hard to write fall editor letters. It's not because there's nothing going on; the problem is that EVERYTHING is going on.

One could choose to focus on the fact that, first and foremost, the semester/quarter is here, and for many of you, this is your first hurrah into the college environment. (For many of us, it's fun and exciting, but a lot like the movie "Groundhog Day"—mildly entertaining, but extremely repetitive.) But especially for you newbies, this magazine could actually turn into your new BFF. With a Rob Dyrdek interview as well as one from the revolutionary dance crew the Jabbawokeyz, while you adjust to your new surroundings, you might just want to chill out and read up.

Second, mostly for the ladies, fall time means new trend time, as the fall fashion season emerges. Lucky for you, we have dedicated eight pages to said stuff (for both men and women). The way I figure it, there's nothing worse than going back to school looking like you need to go back to the changing room.

And then, there's football—and though I can't pick out Roethlisberger from Tomlinson—it is an important aspect of the season. Check out our Cliq picks; not for teams that are going to go big this year, but rather, for who is going to get destroyed out there, in our aptly titled: "The NFL's Newly Anointed (and Perennial) 'Teams of Suck'" article.

Lastly, for clubs and orgs, fall is married to recruitment. For Greeks, the make-or-break moment feels especially pressing. So we went ahead and wrote a piece for you all, asking you to rethink (and ultimately reap the rewards of) your traditional recruiting mindset. Couldn't hurt, right?

With everything going on, be sure to drop us a line; you're the reason Cliq exists and we want your feedback. Tell us what we're doing right, doing wrong, or both. Because, perhaps for all of us, there's really nothing like a new season to redirect...and move forward.

Till then,

Kristen Fogle  
Editor



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# IT'S A NEW SEASON THE NFL'S NEWLY ANOINTED "TEAMS" (AND PERENNIAL)



## AFC NORTH

Steelers, Ravens, Browns, Bengals

I started with this one because it is by far the easiest. Which one of these does not belong? Rothlisberger, Palmer, Flacco, Delhomme... For those of you living under a rock the last two years, Delhomme is the most turnover prone QB in the NFL. So let's take a look at the Brown's logic this offseason for one moment.

Current QB + Too many turnovers = Poor Production

New QB + Even more turnovers = SUPER BOWL!!!!

by Slade Fischer

Well kids...it's about that time of the year. Professional and fantasy teams alike are filled with the same anticipation that this may be the year. Websites are predicting who will win what division and why as they try to bolster the hype machine that feeds fan base's hope. A disillusioned fan base still buys tickets and jerseys. They had a great draft...free agency was terrific....their offensive line is maturing....etcetera etcetera. Despite what ESPN and *Sports Illustrated* might say, your team doesn't have a snowballs chance in hell, cause your coach is a moron, your QB is the second coming of Ryan Leaf, and all that money you just spent on that expensive free agent was used for a week long drug bender. I am here to set the record straight. Instead of giving you another textbook prediction of who will win each division, I am just picking who will finish dead last...and why.

If I was a Browns fan, I would beg the administration to pack up that entire circus they call a front office and have them move to Baltimore again.

## AFC EAST

Patriots, Jets, Bills, Dolphins

I am very tempted to go out on a limb here and pick the Jets, because I think the Hype machine is going to boil over at some point and Rex Ryan is going to have a stroke. But the Bills are just too awful to pick against. They are in a tough division and they spent their first round pick on the only position where they didn't need it. Don't get me wrong, I think CJ Spiller is a good player, but you don't go buying gold plated rims for a 89' Honda Civic Hatchback. The Bills don't have the luxury to be investing in accessories when both of their lines are a disaster and the only receiving threat is Lee Evans.

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## AFC WEST

### Chargers, Chiefs, Raiders, Broncos

This division may be one of the harder ones because there are basically three teams that could potentially be in the running for that #1 draft slot. I am not ready to jump on the “Raiders for Playoffs” bandwagon that many other writers seem to be doing, but I think they have made some great decisions and are headed in the right direction. The same could be said for the Chiefs to a lesser extent, which really leaves the Broncos as the team that I think is headed for a potential disaster. It is tough to get a good look at the Broncos because of the layer of red flags congregating in Denver. Let's see...a young outspoken coach that came crashing back to earth last season, two first round draft choices that may not be on the opening day starting squad, little to no receiving threat, and a world of expectation...prove me wrong Broncos.

## AFC SOUTH

### Colts, Titans, Jaguars, Texans

This is a division where I see more good teams than bad. If anything happens to Matt Schaub, then I reserve my right to switch to the Texans, but since he is healthy...the Jags. I base this on nothing except that I like the other teams better.



## NFC NORTH

### Packers, Vikings, Lions, Bears

Sorry Bears fans, but I don't think Mike Martz is going to be the savior that you think he is. He was a flop in Detroit and I don't envision catching lightning in a bottle twice because there are a lot of differences between the "Greatest Show on Turf" and the current Bears. The biggest being that Mike Martz needs a terrific O-Line to be able to do the complex routes that became the trademark of those awesome Rams teams. It isn't going to happen with play action because they can't run block all that well either. Spend a few drafts on your lines and maybe replace a few of your aging defensive stars and you have the look of a great team...circa 2012. How many more tackles do you think Urlacher has in him, honestly?

## NFC EAST

### Eagles, Giants, Cowboys, Redskins

They seem to be the perennial pick for last in the toughest division in football, but I think they have earned it. We know the drill with the Redskins:

- 1)Finish last in the division.
- 2)Fire Coach/GM/Offensive Coordinator....fill in the blank.
- 3)Buy overpriced, aging free agents.
- 4)Allow younger talent to leave via free agency because they are sick of having high priced free agents take their playing time.
- 5)Finish last in the division.

Donavan McNabb is a great player, but is he really going to have a better season with worse position players, worse O-line, worse coaching staff then he had in Philly? Jason Campbell wasn't the problem.

Don't get me started on bringing in Fast Willy and Larry Johnson to help out Clinton Portis...at least the Skins can save money by buying arthritis medication in bulk. The Skins and Browns fans are in a dead heat for the I-have-a-right-to-hate-team-management competition.

## NFC SOUTH

### Panthers, Saints, Falcons, Bucs

BUCS!!!!!!!!!!!! Defense will be adequate, Freeman will be good....eventually, but their rebuilding has only begun.

## NFC WEST

### 49ers, Rams, Seahawks, Cards

I have a quick story. My father used to have this 71' Ford truck that had about four billion miles on it. The problem was that the truck wasn't worth anything but it would break down every other week. My father would spend more money trying to get it to work again than if he just bought a brand new one. ...The Seahawks are that 71' Ford truck.

They need to take a page from the Bucs and admit when it is time to rebuild. The Seahawks were a good team a few seasons ago but they are not anymore. Instead of cleaning house and dumping aging and overpriced players, they continue to put band aids on amputated legs. Edgerrin James, Julius Jones, and Lendale White are not going to fill the hole vacated by Alexander. TJ Housh and Deion Branch are not going to make Hasselbeck any younger. Wouldn't you rather have a couple of three or four win seasons followed by some Super Bowl aspirations than a long strung out series of six to eight win seasons? I'm just saying.

If I called your team out then I apologize, but really you should thank me. Because deep down inside you know that your team is just playing out the string until they can draft some talent, the QB gets over his maturity issues, or they clean house.





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# BACK TO SCHOOL

## *Fashion*

*Finally, fall. And from watches to women's wear, Cliq has it covered. As the weather transforms, take it upon yourself to do the same; seek fresh inspiration from the multitude of new looks that have arrived. With prices that won't hurt and styles that will satisfy, isn't it time you revamped your wear?*

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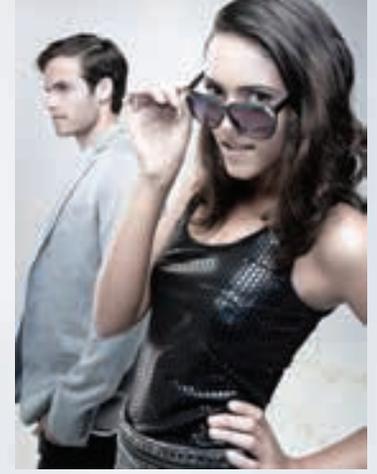
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# The Original American Gangster

*gives us his side*

Introduction by Kristen Fogle  
Interview by Travis Smith

Few people have lived the kind of life that Frank has. At a mature 80, Frank Lucas is in the prime time in his life to reflect on his notorious, self-run drug empire. (Ya know, the one that inspired that little movie *American Gangster* starring Denzel Washington?) Three years later, after the dust settles from all the crazy notoriety, Frank fesses up to what he'd do again, gives us deets on his new book, and let us in on the personal bond between him and Denzel, as well as Richie Roberts, one of the cops that busted him so many years back.

**Cliq Magazine:** The movie *American Gangster* was a huge hit and one of the biggest drug lord/gangster movies of our generation. How accurately do you feel it portrayed you and your story?

**Frank Lucas:** Well my part of it, I'd say was about 95 percent true.

**CM:** Do you have any favorite movies of that genre?

**FL:** I like *The Godfather*, I'd put it that way, I'm pretty much on *The Godfather I*, but the rest, I didn't like it too much.

**CM:** Looking back on *American Gangster* three years later, is there anything you wish they had included, excluded, or done differently?

**FL:** Well, we were going to do another one. Everything we missed, we are going to do it in this one. But, not really, Mr. (Denzel) Washington asked me a lot of questions, I was on set a lot. He asked me a lot of questions, and I responded. And when I responded... he did it. He got the picture right.

**CM:** You seemed to be pretty involved in it...

**FL:** Yes, yes I was, very involved.

**CM:** Can you tell us anything else about a possible *American Gangster II*?

**FL:** No, they're just talking about it. It's still in pre development.

**CM:** In an interview, you said that Denzel bought you a Rolls Royce (though your wife wanted a house). Do you and Denzel remain close?

**FL:** Yeah, we talk once in awhile. He talks to my son more than he does me.

**CM:** Your relationship with Richie Roberts was very unique. Do you still keep in touch with him?

**FL:** Oh, we talk all the time! We're not hating one another. We're over the bull \*\*\*\*. We're still okay. He's the godfather of my son.



**CM:** The movie portrayed you and Richie as becoming close—almost like confidantes and friends. At what point did your attitude toward him change and did you ever stop resenting him for busting you?

**FL:** He did not bust me. That's a common misconception. The DEA (Drug Enforcement Administration) busted me. He just came in with an indictment and got me.

**CM:** On [www.FrankLucasClothing.com](http://www.FrankLucasClothing.com), apparel is sold with your face on one side and the words "Get grades, no guns, no drugs" on the other side. Tell us about that...

**FL:** That was my son of 14 that came up with that one. There's a whole lot of other stuff he came up with.

**CM:** What message do you have about today's youth?

**FL:** We can't let our kids go no more. We gotta take care of our kids; we missed a whole generation. We've got to keep our kids in school, get a job, man. Don't do what I did. Don't be that guy on the corner with a Rolls and a Mercedes Benz and a gold chain. Don't play that horse \*\*\*\* no more. That aint nothing. You're not going to go nowhere with that, you know. Go to school and listen to what your family tells you. Look at the losers; they're a whole bunch of dumb snot nosed kids with no direction, they'll be doing life without possibility of parole.

**CM:** That's great advice.

**FL:** Yeah, I've been there, I've done that, I know what I'm saying.

**CM:** You've released a book, *Original Gangster*. What inspired you to write a book now?

**FL:** To tell the truth; to get it out. That's one thing and money's another. They wrote a lot of stuff about me, which not all of it is true. This is all true. They've got it in the stores, go check it out!

**CM:** Can you tell us anything else about the book?

**FL:** It's a good read, check it out and read it. It's all true; nothing but the truth.

**CM:** Does it differ from the movie?

**FL:** It's different from the movie, but my part isn't. It's all the truth.

**CM:** You've been a successful business man. What advice would you have for a young man or woman starting out in business today?





**FL:** Go to school. Make sure you've got the right tools. If you've got the right tools, there's no reason you can't be successful. School is the key.

**CM:** Can you tell us about your tour?

**FL:** Were in the process of finalizing the tour. It will be a 50 University national tour.

**CM:** Looking back on your life, would you make the same choices?

**FL:** I wouldn't go the same way. Hell no. No way, no way! I would never do that again.

**CM:** What profession would attract you?

**FL:** Being the president of the US would attract me a lot; being the head of General Motors would be another. Things like that attract me. I know I'm not going to get that, but it would attract me.

**CM:** Around the time this article is released you will be turning 80 and everyone can agree you've lived a full memorable life. Anything else you want to accomplish in the next few years?

**FL:** Yes, yes there is. Doing the movie, and seeing my son be successful in his career. He's a well known rap artist. I'd love to see him be successful.

**CM:** What kind of music do you like?

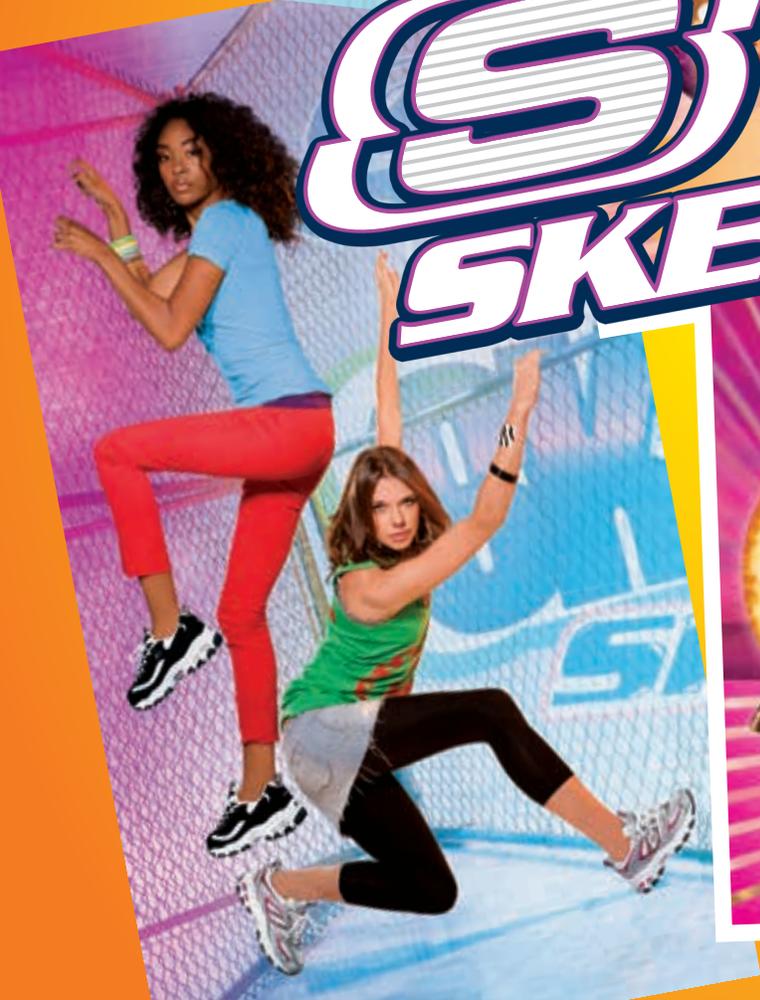
**FL:** Otis Redding, Aretha Franklin, James Brown, stuff like that.

**CM:** Is there anything else you're involved with?

**FL:** Yes! I would like to give back to the youth by creating a public playground and recreation center for kids to have after school activities in either New York or New Jersey. It will be a major accomplishment for the youth. We're looking to have it done as soon as possible.



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# The fine line between WANTS & NEEDS

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Adventures In Education

If you've ever taken a psychology class of any kind, at any grade level, it is fairly likely that you have heard of Abraham Maslow's famous hierarchy of needs. Maslow's idea was that fundamental needs—food, safety, and so forth—have to be met

before we can focus our resources on higher-level needs, like social belonging or, at the top of the pyramid, self-actualization. This makes good evolutionary sense. How inclined would a hungry person be to purchase cello lessons? Similarly, if you're being pursued by predators, your thoughts aren't likely to be much more lofty or complicated than RUN!

wants and needs is an integral part of managing our financial lives. In a consumer-driven economy, a huge amount of marketing and advertising exists to make wants seem like needs, to normalize a sense that all of us have got to have various non-essential goods or services. In a June post in *Slate*, Blogger Tom Scocca took snarky aim at the category confusion between wants and need. As Scocca pointed out, Apple received more than 600,000 orders for the iPhone 4 on its first day of availability, but the under-reported corollary to that much-heralded news is hidden in the sales figure itself: 99.8% of Americans did not purchase one (yet).

Making smart decisions about

The MUST-HAVE-NEW-SHINY-THING worldview that Scocca is lampooning directly relates to some unsettling facts.

For example, a 2009 report by student lending company Sallie Mae showed college seniors graduating with an average of \$4,100 in credit card debt. One consequence of that debt can be seen in a Public Interest Research Group's (PIRG) 2008 report finding that 25% of college student survey respondents



had paid at least one credit card late fee. This cycle—making unnecessary purchases on credit, struggling to keep up with payments, owing interest that is compounding on interest, then being charged fees for failing to keep up—is very similar to setting a pile of money on fire. And where does the cycle start? Way back where Abraham Maslow wanted to direct our attention: with the psychology of need. To help maintain clarity on wants vs. needs, and to keep spending and debt patterns aligned with reality, here are some money management tips to consider.



## TRACK YOUR MONEY AND YOUR SPENDING

When it comes to spending, knowledge is power. The potential for self-deception is vast, and invisible spending—buying stuff without accounting for it—is one of its manifestations. By using a debit card rather than cash, or by using personal finance software (such as Quicken®), or websites (such as [www.mint.com](http://www.mint.com)), you'll be able to better account for what you're spending where. Once you have generated accurate information on where the money is actually going, you can better prioritize. After you've met your needs—by which I mean actual needs like rent and groceries—you'll see how much you have left over to spend on things you want, but could get along without.

You can even scratch the psychological itch to spend money spontaneously by budgeting a certain amount of "mad money" for reasonable impulse-buy indulgences like the occasional latté. The point is that, by tracking your money and spending, you won't fool yourself about how much you're spending.

## SCRIPT YOUR MOVES

We've all been there. What we desire in the moment exerts a powerful resistance against what we know is better in the long term. I want to roll out of bed early each morning and get in a workout, but—you may rely on it—the desire to stay in bed seems overwhelming when the time arrives. Chip and Dan Heath, in their book *Switch: How to Change Things When Change is Hard*, summarize this problem perfectly: "Change begins at the level of individual decisions and behaviors, but that's a hard place to start because that's where the friction is."

The answer they suggest is to script your moves ahead of time in very clear, specific terms like "Alarm = put on gym clothes." This same strategy can help curtail spending. For example, you could implement a two-day waiting rule for any unbudgeted expenses. When you see an item that you want—a new gadget, perhaps—and desire feels overwhelming, this pre-scripted move helps you bypass the war of worlds between the spendthrift devil on one shoulder and the thrifty angel on the other. There's nothing to argue about. It's just a default action: "Okay, I really want that. I have to wait two days before I can decide to buy it." This gives you the chance to see how that expense fits into your big-picture financial reality.

## TAKE A LONG RANGE VIEW OF THE GAME

For many college students, it may be particularly hard to think about the want/need continuum because the idea that you yourself have to think about your needs is kind of new. Even if you earned money in high school, chances are good that it was for extras, for video games rather than the utility bill. That was possible because most of your real needs were provided by parental dollars.

In college, though, it's not like that. Even if your parents are supporting you financially, in whole or in part, you're the one who has to allocate those dollars to the utility bill to keep the lights on. Blow that money on trips and parties and various extras, and that bill won't get paid.

This is the chapter in your life where you set the pattern for future behavior. By making smart choices now about what is and isn't necessary, you benefit yourself immediately and later on. You'll have locked in good habits rather than giving yourself a mess to clean up.



## RECOGNIZE THAT "NEED" AND "WANT" ARE CONTEXT-SPECIFIC

Depending on how you imagine the scenario, it's pretty easy to see excellent fishing gear as either a basic necessity for survival or a completely discretionary splurge. A lot of things are that way.

A number of personal finance authors come back to this point on a regular basis: one person's smart spending choice is another person's pie-in-the-face fiasco. The point is to make choices that fit within your budget and also maximize your happiness.



Earlier in this article, I referred to having pocket money to make the occasional latté purchase. The value of that purchase obviously depends on your particular taste. For me, a cheap cup of joe is just the thing to kickstart my day. It makes no sense to me to shell out whatever they're charging these days to adulterate a perfectly good cup of coffee with steamed milk and caramel syrup. Your experience might be very different.

## CONCLUSION

Either way, clarity on wants vs. needs is not about living your life in a state of grim self-denial. When basic needs are met, the next step is to reward yourself with something you want. As financial guru Ramit Sethi regularly points out on his blog, the name of the game is to ruthlessly cut unnecessary spending that won't bring you joy so that those dollars are available for the things that will.

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# PERFECT PLEDGE CLASS... ...SOLVED

by Kristen Fogle  
Photography by Gary Orellana

*There's a lot of pressure from the alumni, your house, and other Greek organizations to acquire the best pledge class ever. While all that is important, to you, a new class can determine whether this semester is ultimately awesome or awful. Glance at our Cliq recruitment tips, to ensure that you go after—and succeed—in obtaining the best possible peeps in your org.*

With recruitment right around the corner, or already loitering on your stoop, every Greek is prepping tirelessly for what can turn out to be the best pledge class ever or become the year that you guys didn't step up and basically got stuck with a lot of kids you don't care for—all wearing your letters and crowding your Saturday night agenda. But how do you make sure of pledge class success? Is it the investment in the Costco sized supply of streamers or something decidedly different?

But before we get in to that, it's helpful to realize (especially for those new to the recruitment process), that what can make or

break your incoming class often times has to do with restrictions put into play by others—for instance, Panhellenic, IFC, your school, or your nationals. Rushees might also decide that you simply don't have what they want. It may be out of your control, for instance, if your top rush crush wants a housed chapter and you simply can't provide. Or, if another chapter's legacy captures your interest but family loyalty proves too strong. On the flip side, certain individuals might not prove to have what you want. Every year, many stellar potential new members (PNMs) come in; however, unsatisfactory grades become a factor. Be forewarned that there a million

things that may be out of your control.

The key is to focus on the things you can change. Sometimes that means a serious revamp to the way you go about investing in recruitment materials. But many times, it's simply changing ideas and attitudes that make all the difference.

## FIGURE OUT WHO YOU ARE.

I don't mean as an individual—but as a house. Many times houses go into rush thinking that they want to appear like an endorsement for "Animal House" to attract new recruits, realizing later that they have inadvertently attracted a class of vapid twats who lack good conversational components. (Yet, they offer extraordinary binge drinking skills.) To some degree, most houses would describe themselves as "fun," but be careful of making that your only endorsement.

To figure out who you really are, before recruitment decide on a small list of qualities you would like future members to have. Sincerity? Leadership skills? Intelligence? Whatever the qualities are, choose just a few to really be on the lookout for...and stick to them. Steer past some of the more superficial qualities,



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(if that's not what you're truly looking for), and really develop your pledge class to include the kind of people you would not only call up to attend a party with, but also potentially turn to as friends.

## TRUST YOUR EXISTING HOUSE.

Now that you've assembled the qualities that will make up your pledge class, trust that you and your house are all on the same page. This is why looking for qualities and not necessarily personality types works to your advantage. Everyone can recruit based solely on who they personally get along with, but it's unrealistic to think that a house of 40, 50, or 90 other actives will also like that person. Think about how much easier explaining qualities is in a recruitment session. (For instance, "She seemed genuine," instead of "Yeah, we got along.") The first is a more objective statement, one that will probably lead to a better assessment of the individual and ultimately simplify the process. Of course, and here is where the title of this section comes in, this only works if you trust your existing house members. Recruitment decisions can turn ugly when members of

the house don't trust others to make character assessments. But again, this is where ridding yourselves of the like/dislike binary and concentrating on adjectives can really work to your advantage.

## IMPRESS WITH PERSONALITY, NOT WITH FLASH.

You're picking out all the décor to make your potential pledge class want you. You're trying not to spend your allotted budget so as neither to have recruitment infractions nor rid yourself of valuable fundage that can be spent on formals and future chapter frivolity.

Yes I know, it's hard not to be consumed with all the decorative trappings. But remember that you can get local businesses to potentially donate items; you can make your own shirts; you can utilize parents or friends who have connections to art supply that can throw a few cans of paint or paper at ya. Because when it comes down to it, what houses really focus on, (the room, their house, recruitment songs, parties, etc.), is not what really attracts the PNM. By and large what PNMs are looking for are personalities. So, instead of spending a day and a half

on painting a billboard, perhaps more houses should emphasize the conversational aspects of their Recruitment 101. Further, I've also seen perfectly good conversationalists become tired, struggling, uninteresting convo starters because they are so exhausted from working on all the aesthetic stuff the night before. Even if houses have learned the art of conversing, these well trained machines can turn vague and uninteresting due to sleep deprivation! Do yourself a favor. Put down the scissors and ribbon; pick up on topics of interest to PNM's.

### RETENTION, RETENTION, RETENTION.

This is the real goal. You can get a couple of hundred people interested in your org for a weekend, but if they aren't interested in the long haul, it's not going to matter. Your remarkable

pledge class of 60 becomes completely unimpressive if it dwindles down to 30. What you really want to do is make pledges want you, making your org appear as if it's the "marrying-kind." PNM's can see themselves on the double date, but also purchasing linen with your monogram.

This is where both conversation and décor work hand in hand. Encourage your members to have one standby memory that emphasizes the long-term factor of your organization. One recruitment story I remember is one in which the first pledge class from that chapter (1969) would gather at the house every year and do something special for the incoming pledge class. It's also good to find photos, awards, trophies, and other décor that emphasize that your group's membership sticks around...and shares its accomplishments with the house. This will make PNM's feel that they

are part of something greater, something that they can imagine belonging to for a lifetime. Or at least the next four years.

The last thing to remember is that there really is no such thing as the perfect house. Just as I advised you to clarify the qualities you'd like in future members, it's helpful to potentially redefine perfection. Therefore, a perfect pledge class might not translate into members that are exactly like you, and that's OK. Perfection might just refer to that retention rate. Or, perfection can refer to a membership that is composed of a collection of individuals who may not be identical, but all espouse like-minded values.

Perfection definitions aside, another semester or quarter means another shot at getting your group just right. May your class of 2010 be exactly as you want it. We wish you the best at your efforts!

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# JABBA AWOC KEEZ

A Figment of your Imagination



By Jenna Frimmel

Who are the men behind the white masks? Many people know these guys are the JabbaWockeeZ of *America's Best Dance Crew* fame. After winning season one of the hit MTV show, the JabbaWockeeZ danced their way to success, collaborating with everyone from Shaquille O'Neal at the 2009 NBA All-Star Game to Gatorade for the G-Series campaign. They recently finished an ambitious third run of their show, MUS.IC, at the MGM Grand's Hollywood Theatre in Las Vegas. JabbaWockeeZ member Ben "B-Tek" Chung took the time to chat with Cliq about the show, his favorite place to eat in Vegas, and why he loves Will Smith.

**Cliq Magazine:** How's Las Vegas treating you?

**Ben "B-Tek" Chung:** Everything is going really well. I mean, a hip-hop act in Vegas, no one's really done that before. We just kind of said to ourselves "Let's go in and do what we do and hope for the best." We're excited to be here.

**CM:** What's been the best thing about being in Vegas for a few weeks?

**BC:** (Laughs.) I've never spent so much time in Vegas! It's been cool

being here because there are so many things that are accessible to you—you can eat pretty much whatever you want to eat. We're staying at the MGM, and they're taking care of us, so having this nice room is definitely not a bad thing (laughs). I'm laying in my bed right now. It's wonderful.

**CM:** I'm glad you're getting to relax! The nightlife there is pretty crazy. Do you guys go out a lot after the shows?

**BC:** A lot of times, we just end up chilling at our hotel because our

show is late and by the time we're done, we're all tired. We might go down and hangout at MGM in the casino. We eat—we go eat all the time.

**CM:** Where's your favorite place to grab some food?

**BC:** We've been going to this Vietnamese restaurant called Kim Long. It kind of sounds like a funny name, but that's really what it's called. (Laughs.)

**CM:** So getting to the show, how did the crew come up with



the name MUS.IC (Muse I See)? Obviously it's a play off the word "music."

**BC:** Our motto has always been to inspire the world through music and dance and that's exactly what we do. We show and convey feelings; we convey a message through our bodies in the way that we move and the way that we move is always matched to the music. Music is what inspires us. Music is our muse and when people watch JabbaWockeeZ, they feel like they can see music through our bodies. We're really gonna show (the audience) what inspires us, and hopefully you can take that with you and be inspired as well.

**CM:** The songs featured in the show incorporate a lot of variety. How does the crew choose the songs?

**BC:** The music that we dance to is collective of the stuff we all listen to. People know we're a hip-hop crew and we like hip-hop, but it's not the only genre of music we listen to. So it's like "Hey, I have a piece from this song. I want to

throw that in," and somebody else puts in a piece from another song. We actually have a lot of original music too, produced by The Bangerz. People get (a) taste of what they're familiar with as well as the stuff that they don't really know.

**CM:** You combine genres of music for the routines, like "Hotel California" with "Bohemian Rhapsody." What's your favorite number from the show?

**BC:** I would say there's an original track The Bangerz made called "Chugger." There's a bass here, and a snare here, and a side bar here, and one person moves specifically to one part of the music. I really enjoy doing it because the crowd really gets into it and they see the music coming out of each person.

**CM:** Why did JabbaWockeeZ collaborate with The Bangerz on this project?

**BC:** It was kind of a long time coming. One of the guys from our

crew was friends with a few of the guys from The Bangerz, so they all came out to LA, we met them, and from there our relationship started. It was a perfect marriage between music and movement.

**CM:** Do JabbaWockeeZ have plans to collaborate with anyone in the future?

**BC:** We've already collaborated with a lot of great people in the past, like Shaq, and we've done a few music videos. We're definitely open to stuff like that. The bottom line is, we're doing what we love to do, and as long as we're having fun and there's a creative outlet for that and we can share that with another artist or another person.

**CM:** If there was one person you could work with, who would it be?

**BC:** Jaden Smith. I had the opportunity to work with Jaden personally a little after the show (ABDC). I gave him some dance lessons, and when I watched the "The Karate Kid," he was like whoa! He's a star in acting and now he's



also dancing. I think it (would) be cool to work with him again, to reconnect. He's a very intelligent kid. I sometimes forget I'm talking to a kid when I'm around him.

**CM:** Who's the most interesting person you've met between ABDC and MUS.IC?

**BC:** I'm not saying this as a shout-out to the Smith family (laughs), but we had an opportunity to meet with Will Smith. I forget exactly how it happened, but he really wanted to just chop it up with us and talk. It wasn't about anything in particular. His family is a big fan of JabbaWockeeZ. They followed the show, and they wanted to see what we were up to and what our plans were. He was more than welcoming and we were able to get some of his advice as far as what the industry's like and what to look out for. It was very encouraging to know that a lot of the stuff he was kind of advising us to do, we were kind of actually already on it. Will's excited about what we're gonna do in the future and who knows, maybe we'll reconnect with him somewhere down the line. But, being there, and just listening to Will Smith talk it up, the whole time I was thinking, "Wow, this is the Fresh Prince of Bel-Air. I used to watch him on TV all the time." I still watch him on TV!

**CM:** Are JabbaWockeeZ ever going to take a break or slow down?

**BC:** Never. We never take breaks. (Laughs.) We definitely do every now and then, but as far as what we're doing, we're so excited about where we're at, we don't want the momentum to slow down. We need to take a leave every now and then, but we are going to continue to push JabbaWockeeZ and I'm sure people are going to see stuff from JabbaWockeeZ they would've never expected. I'm not gonna let too much out of the bag, but we definitely have plans for bigger and better things.

*For more information on the JabbaWockeez, please visit: [www.facebook.com/Jabbawockeez](http://www.facebook.com/Jabbawockeez)*

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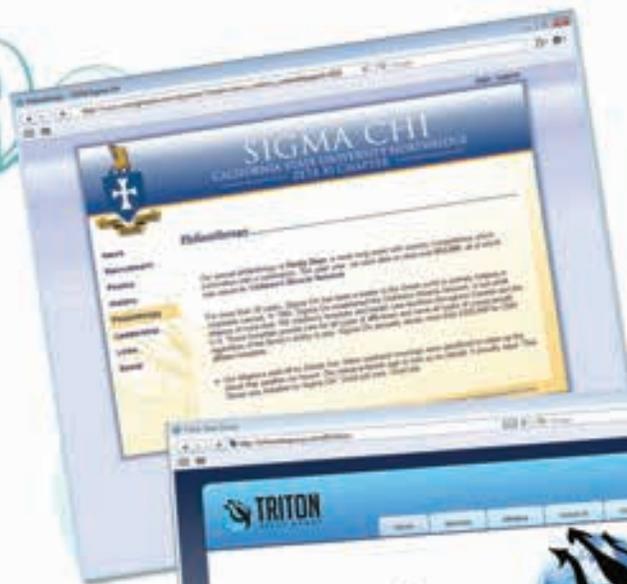
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# THE FACE OF FANTASY: ROB DYRDEK

Introduction by Kristen Fogle  
Interview by Travis Smith

When delving in to the realm of fantasy, no doubt one thinks of magicians, mythical creatures, and the like. But in modern day, the fantasy world is steeped in fantastical finds that would make even a unicorn blush. Rob Dyrdek continues to dish out the fantasy that our generation craves—supped-up cars, world record breaking, and death defying stunts—all on Rob Dyrdek's *Fantasy Factory*. The skate star and MTV personality isn't just known for his risk taking however, Rob is also bull dog owner, philanthropist, and just genuinely nice guy. Rob was kind enough to give us a moment of his grueling schedule, which from the sound of it, clearly trumps the life of any creature from the fantasy world any day.

**Cliq Magazine:** We've already seen some crazy moments on the third season of *Rob Dyrdek's Fantasy Factory*, which premiered on MTV in July. Can you give us any spoilers on what else is to come?

**Rob Dyrdek:** I set up for an anti-cursing coalition and I got towed into an 18-foot wave and almost died trying to test my main level...I am the Jay-Z of jingles. I showed the world that I'm the Jay-Z of Jingles and performed a jingle in which I have Travis Barker. It went pretty smooth.

**CM:** You've got to get Jay-Z in there now!

**RD:** I don't know if he'd respect it, you know. I don't know if he's into the jingle game.

**CM:** Speaking of all the fantasies. Has your biggest fantasy become a reality yet?







**RD:** I would say so. That would be *Street League* Skateboarding, you know. By far the biggest fantasy I've ever had in my life.

**CM:** Yeah, so it's a pretty major project...

**RD:** You know, you got to understand, I did sort of the first contest that was sort of the frame work for what would become *Street League* when I opened my first skate plaza in Ohio in 2005. So I started working on it before *Rob and Big*, you know, before I ever did *Street Dreams*, way before the *Fantasy Factory*. But it just took, you know, this many years and sort of a lot of different pieces of the puzzle to sort of fall into place in order to execute something on this grand of a scale. We've got our scoring system right because I would say,

the average score in the league is probably around this four and a half, you know. But the beauty of it is you start to understand, since the scoring system is basically, there are 50 fundamental tricks of skateboarding and like, all 50 of those tricks combined.

You know, the same way that Paul Rodriguez just does way hard on tricks than everyone and he skates in like a five, a little over five average scored. So does Chris Cole and Shane O'Neal and Nyjah Huston and you can kinda see that that's the reason why those guys are always winning the contests. They just do way harder tricks. You know, as the progression of the sport increases over the next five to ten years, you'll see that scores get higher and higher because of a pure system of judging purely based off of technicality of

progression. And you'll be at one point, if there's gonna be someone that comes along, like a 15-year-old skating with like six average and you're gonna know this kid is the truth. This is one of the most gifted children of all time.

**CM:** Who put that scoring system together?

**RD:** Man, I really asked my cousin to do it. It's finally the blend of two worlds, because skateboard contests are about who can do the hardest trick, right? So it's fair...I asked my cousin, just list out every trick there is for me. Basically there's a worth between a one to three, but do we still add like special circumstances? I will [add] to it. So if you like to do the illest, boned-out kickflip over the Hubba, you get a five, you know. But if

you do a regular kickflip down the stairs, you're gonna get, you know, like a 1.8.

**CM:** For sure...How do you envision professional skateboarding in 15 years?

**RD:** Oh, man. Dude, it's gonna be million dollar first prizes. And dude, like nollie flipped backside noseblunt like 15 stairs. It's already so crazy. Who knows? And it's limitless by design. You know, the progression will never stop.

**CM:** Yeah! It's crazy. So, are you having much time to keep skateboarding yourself with everything you're doing?

**RD:** Absolutely not. It's the biggest thorn in my side. I really haven't and I have just gone into the madness of the last couple of months. I shot another show for MTV and my cartoon. It's definitely limited my ability to escape.

**CM:** You always seem to have a blast, but your fans know that you have a serious side, too. Can you tell us about your work as a philanthropist?



**RD:** I mean, for me, it's more of a growth and sustainability thing, you know. It's just a reality...what should be built to skate? I'm kinda trying to standardize the plaza look, showcasing on this grand stage of the Street League and then going to the communities and

building these incredibly beautiful skate plazas you know, showing each community that you build every one different. They're like an art piece and then you build 20 around in all these different communities. It's for every skater within you know, 100 miles of here. You know, it's for the overall skate community, it's not like a basketball court for the people that play basketball in your neighborhood, you know. It's hard to like, explain to a city the different community parks and skate plazas or how skateboarding has evolved. I think that's just too complex for them.

I'm really using Los Angeles as that application that you know, where I've already built you know, four of them. I've got one finishing up this week and three more in a pipeline and you know, I want to build 100 around the whole Los Angeles area and then do a big documentary



on "this is what you need to do" and you know, hopefully one day there's just thousands and thousands of skate spots everywhere and skateboarding is thriving.

**CM:** Yeah, you have definitely given the biggest push for street skateboarding.

**RD:** Yeah, that's what it's about to me. It's incredible and for what it's worth, skateboarding is so sick; it still has so much more potential. For me, I just, I made a position where I can leave a voice of pushing and creating and doing the stuff and it's really important to me.

**CM:** I'm totally with you on that. I'm glad someone's in the position to really advocate for skating. So, what about Street Dreams, tell us a little bit more about that.

**RD:** It comes out October 26th on DVD. And you know, for me, more than anything, it was just another one of those "I'm just gonna do it myself" [things] and that was sole scales, three or four months riding it, couldn't get anyone to finance and finance with myself, P-Rod and TK (Terry Kennedy) and (Ryan) Sheckler and Ryan Dunn from Jackass and everybody who has made us a true feature film about skateboarding. It's so crazy, we shot it like four years ago and there's a main trick that P-Rod does in it that we called the N.A.C. I called it that for "Not A Chance." It's a 360-flip crooked grind on a handrail and still nobody has even done it. You know, like a couple have done it already,

but it's so crazy that that trick is held up, through the entire four years at the rate of progression... You know, I learned the hard way [of] making a movie. I mean our licensing was all messed up and all the staffing. I ended up spending a couple of million with my own money just to get it to this point. But for me it's about my legacy



and I'm in the idea of creating this grand project. And the thing that bumps me the most is that I talked about it for three and a half to four years and no one has been able to see it except for those that may have, you know, just got one of the theatrical releases. But it's so funny and such a cool project. And I really can't wait for the whole world to embrace it.

**CM:** You've done a lot of pretty major collaborations—from Travis Barker to Lamar Odom. Do you have anyone else targeted?

**RD:** I was talking to Justin Bieber about doing an episode where I adopt Justin for a day and try to turn him into Michael Jackson.

**CM:** That's awesome.

**RD:** Yeah...I really wanna do a pro-wrestling [episode]. I just have fantasies of rolling in to a pro-wrestling match and putting a jump ramp at the bottom of the ring and coming in at like full speed and doing like, a 20 foot ollie into the air just to body slam somebody in a WWE match.

**CM:** That is hilarious!

**RD:** I would imagine like, spray-tan, getting Nair-ed, the craziest outfit, and then like, I just picture a fully sold out Staples Center and me like Jimmy "Superfly" Snuka in the air, like 15 feet high and flying into the area to body slam somebody.

**CM:** Good luck with that! Lastly, as our magazine is geared toward college students, do you have any advice for teens and twenty-somethings that are looking to fulfill their fantasies?

**RD:** I would say the reason that I have done so much is that I create the end first

and then do everything to get there, you know...You can't do it yourself and you need to inspire the people around you and you have to be passionate. You have to be inspired. You have to be contagious to have people believe in what you want to do; it's the reality of execution. A lot of people sitting around can talk about it and say, "if only," rather than spending all the time trying to do it. And that's the difference.

Check out [www.StreetLeague.com](http://www.StreetLeague.com) to learn more about the Street League Competitions. You can also follow Rob on Twitter at [www.Twitter.com/RobDyrdek](http://www.Twitter.com/RobDyrdek)

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## New Tech Finds Exposed

By Orion Radleigh



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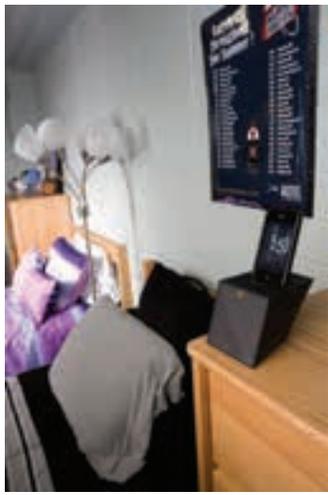
### VIZIO RazorLED

If you're in the market for a good TV upgrade that won't break the bank, (think around \$360), turn to the 22" RazorLED™ LCD HDTV from VIZIO. Using the newest in virtual surround sound technology, VIZIO boasts two HDMI ports to connect up to two HDMI devices to the unit. Best of all though, VIZIO Internet Apps™ put the best of the web right on your TV screen, giving you the convenience of on-demand movies, TV shows, social networking, music, photos, and more.

For more info, please visit:

[www.Vizio.com](http://www.Vizio.com)





## OCTIV MINI

For charging and enjoying your iPhone or iPod anywhere a wee bit of space is allowed, the Octiv Mini is the fun and functional alternative to standard charging devices. Behind them is the reputable Altec Lansing, which promises that your play sessions will be filled with the clear/powerful sound the company promotes. What's best is that you can listen without interference; Octiv doesn't let nearby mobiles interrupt your sound at all. Download the free Alarm Clock app for added functionality.

For more info, please visit:  
[www.AltecLansing.com](http://www.AltecLansing.com)



## powerFUZE CAR CHARGER

The Scosche: powerFUZE™ home and car charging system allows users to carry just one charger for all USB based devices. Makes life easy; you happy. The charger features two USB charging ports allowing users to charge two devices with a wall outlet at once and the removable car charger fits any 12-volt power socket allowing users to charge any USB device while on the road. Available at \$34.99 for the powerFUZE and just \$44.99 for the powerFUZE Pro.

For more info, please visit:  
[www.Scosche.com](http://www.Scosche.com)



## SWIMP3

From Finis, the Swimp3.1G promises a waterproof MP3 player with bone-conduction sound transfer technology. Sleek and stylish, the 10-hour battery power won't get you down, nor will the fact that you can store around 240 songs. At \$149.99 for a more delightful swimming session, it's quite the bargain too.

For more info, please visit:  
[www.FinisInc.com](http://www.FinisInc.com)

## HERCULES WEBCAM

The Hercules DualPix HD720p is an ultra-mobile, high definition webcam for notebooks. It has a built in microphone, multiple positioning options, wide-angle auto focus lens and automatic image reconfiguration. And the software suite allows photo, video, and live music sharing during conversations. Get this little guy for under \$60.

For more info, please visit:  
[www.Hercules.com](http://www.Hercules.com)



## URBANEARS

Urbanears, billing themselves as a "collective out of Scandinavia motivated by a common interest in global relationships and shared involvement in the relevance of the living brand," is in essence a headphones company. And coming in cute, biodegradable containers—that definitely take their inspiration from take-out boxes—Urbanears makes the headphone experience that much more pleasant to enjoy.

For more info, please visit:  
[www.Urbanears.com](http://www.Urbanears.com)



## TOSHIBA CANVIO

The Toshiba External Harddrive is the fun, handy way to back up your work. Smaller than a postcard and weighing about six ounces, the Canvio™ is easy to use, with a "set-it-and-forget-it" operation, and most useful, it provides an option for a complete system backup, enabling users to restore select files or the entire computer, even if the Windows operating system is unable to start. Because it depends how much space needed for storing, check out their site for pricing.

For more info, please visit:  
[www.sdd.Toshiba.com](http://www.sdd.Toshiba.com)



## POWER SUPPORT SLEEVES

Power Support has it all. Inexpensive leather iPad sleeves are a bargain at \$49.95, perfect for ultimate protection. For other iPad and phone cases check out their new Sanrio line, for those who want Hello Kitty to do the dirty job of protecting their electronics. They also have World Cup, city themed, and tribal collection cases. Choose one or all. Go online for pricing.

For more info, please visit:  
[www.PowerSupport.com](http://www.PowerSupport.com)



## MONSTER HEADPHONES & ICARPLAY

For in ear headphones, Monster Headphones are legit. Their hard chrome finish is stylish and the clear audio is unmatched. The cable is also built tough, for those high endurance study sessions.

Monster® iCarPlay™ Wireless 1000 FM Transmitter for iPod® and iPhone™ is awesome. Its AutoScan technology scans the entire FM spectrum three times, locking in to the clearest FM frequencies available and plays iPod, iPhone, or iPad music over any car system. It also has three programmable features to lock in on your fave stations. Both are a sweet buy at under \$120.

For more info, please visit:  
[www.MonsterCable.com](http://www.MonsterCable.com)



**The Best Backup Battery for your iPhone 4/3GS/3G**



Latches onto your iPhone 4 with P-Flip  
 Enjoy your **FaceTime**  
 a whole day **Freely!**



Fit for iPhone 4 with  
 Original Bumper

**P-Flip™ Foldable Power Dock  
 for iPhone 4/3GS/3G**

- Supply Extra 2000mAh Juice for your device
- Charge and Sync your iPhone 4/3GS/3G
- TPU Case and screen protector deliver all-around protection

UP TO **6 HRS** TALK TIME  
**10 HRS** VIDEO/GAME /  
**40 HRS** MUSIC



DPA065

**Supercharged Leather Power Case  
 for iPhone 4**

- Premium Real Leather Case with Powerful Juice 2000mAh
- Charge and Sync your iPhone 4

UP TO **6 HRS** TALK TIME  
**10 HRS** VIDEO/GAME /  
**40 HRS** MUSIC



DCA220

**P-Flip™ Foldable Solar Power  
 for iPhone 4/3GS/3G**

- Supply Extra 2000mAh Juice for your device
- Chargeable from the sun or wall or car charger(excluded)
- Synchronisation with your iPhone 4 /3GS/3G

UP TO **6 HRS** TALK TIME  
**10 HRS** VIDEO/GAME /  
**40 HRS** MUSIC



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