



MOSAIC Magazine

The Economy Issue

Vol. 9: 2012



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Loyola's Social Justice magazine/2012



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FEATURE STORY

Founder of Super-Couponing, Jill Cataldo, shares her tricks and tips for saving big on every-day items



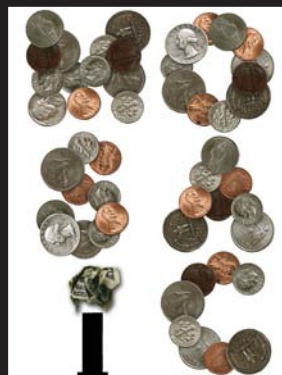
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THE COVER Photographer Ally Watt came up with the concept after being inspired by a cover of Metropoli Magazine. With some camera work by Jamason Chen and some Photoshop magic by Jessica Brown, the 2012 Mosaic cover became reality.

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Preparing people to lead extraordinary lives

MOSAIC

Loyola's Social Justice magazine/2012

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For information on *Mosaic* or the Journalism Program at The School of Communication, contact jslania@luc.edu

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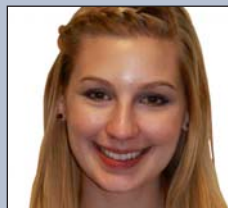
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Journalism professors often have the unique opportunity to watch as their students' work is shared with the rest of the world. We are extremely proud of the hard work the editorial and design staffs have put into the 2012 edition of Mosaic magazine. These students spent countless hours doing the work of professionals and we know that the lucky readers of this product will agree that the content they find here rivals that of working journalists. ■

— INSTRUCTORS JOHN SLANIA AND JESSICA BROWN



88.7 fm

Loyola's student-run radio station for independent music and news.

Letter from the Editor-in-Chief

Nothing has dominated the news cycles of my college career more than the economy. Luckily, being in college affords many of us a sense of security, where economic woes may not enter hallowed halls.

But now I'm graduating, and it is something I worry about often. It has taken just about all of my strength not to run out into the street screaming, "Fix it!" at any authority figure I can find before collapsing into a sobbing pile of tears and applying to grad school.

The stories printed in this magazine should give us hope, however. These are stories of people fighting to stay afloat in tough times through their own enterprise, hard work and determination. Each story is a little piece of the greater narrative of these past four years as we have seen the economy shrink and fluctuate. They range from blue collar to white, from shoe repairmen to coupon collectors.

I would like to thank all the members of the Mosaic staff who reported, edited and sold advertisements to make this magazine possible. I would also like to thank Professor John Slania, who oversaw the editorial content, for his hard work to educate the budding journalists at The School of Communication.

We now seem to be in a period of recovery, where things are again starting to look up for business in this country; but these stories provide us with a snapshot of a place and a time when things were not great, and provide a blueprint for future crises of confidence.

Alex Rich
Editor-in-Chief



Alex Rich

Letter from the Design Editor

For me, money is just a compliment that says “thank you for doing your job the right way.” For others, money is everything. It controls, and sometimes limits, their goals and aspirations, their decisions and their everyday lives.

With the economy in the dumps, the lives of many are being challenged because of the lack of jobs and income. That’s why I’m grateful I’ve had the privilege to attend Loyola and develop the skills necessary to become a journalist. And I’m especially thankful for the opportunity I’ve had to work as Managing Editor for Mosaic. Sure, hours were spent, sleep was deprived and free-time was cut short, but it was worth it to make this year’s edition appear as you see it. I’m proud that I had a supportive team to work with — from Professor Jessica Brown to all of my peers — because piecing a magazine together is far from a simple task. But still, we managed to complete an issue with captivating designs to compliment the 19 featured stories along with one amazing cover.

When reading Mosaic, keep an open mind. These stories are authentic and contain some uplifting moments and some gloomy perspectives that prove how the economy has affected people from different walks of life. But also take time to notice the clean and crisp designs that fit each story so perfectly.

I’d also like to encourage you to jump online to mosaicmag2012.com for equally superb content. There’s some behind-the-scenes footage that is certainly worth taking a look at. There you can see some of the day-to-day routines of the design staff.

Thanks for reading.

Kyle Nowaczyk
Managing Editor for Design



Kyle Nowaczyk

MOSAIC Online

the magazine/2012



VIDEO

OUR VIDEOGRAPHERS interviewed the design staff of this year's edition of Mosaic and got their thoughts on putting together the 2012 magazine. Design Director Sara Nolan says: "Any chance you get to work on a formal product as a student is a great opportunity." To hear more from Nolan and the members of the design staff of Mosaic visit our wordpress site.



ILLUSTRATIONS

DOODLING FOR ART became a creative and wonderful way to bring creativity on pages that needed a little extra punch. For more of our Art Director's doodles visit us online.

STEP INTO OUR SHOES and see how we put it all together to bring you Mosaic 2012.



PHOTOS

Visit us at mosaicmag2012.wordpress.com

The
Chicago
Public Library



SILENT LIBRARIES

After funding cuts, residents face shorter hours and reduced programming at Chicago Public Libraries.

| STORY AND PHOTO BY HILLARY KENYON

The Bezazian Library in Chicago's Uptown neighborhood is lively with activity from a diverse group of patrons on a dreary Wednesday in November.

Crowds of children and tutors at tables work on math problems and writing exercises. Their parents and other adults use their spare time working at one of the eight computers.

Steve Myers is waiting for his 15 minutes of allotted computer time to write articles on women's fashion, a prospective job for the Uptown resident.

"This is where I get Wi-Fi. For a period of time I can go sit down and research and write. I'm trying to make this my job. I'm not getting any steady income yet—that's why I don't get Internet," Myers said.

The Chicago Public Library system makes up 3 percent of the City of Chicago's budget. But since the beginning of the recession, the library system has felt the effects of the economy, namely in its budget and staffing.

In 2009, the City of Chicago laid off 140 staff and reduced hours at all CPL branches. In 2011, Mayor Rahm Emanuel proposed to double the size of that cut to \$11 million, eliminating 30 percent of the staff, including all pages and cutting the library's hours.

Pedro Leon, a head library clerk at Richard J. Daley Public Library in the Bridgeport neighborhood, said a result of the cuts is doing "more with less in terms of manpower," including programs like tutoring for school children or resume-building classes for adults.

"We're already short-staffed, and as far as programming, we're so busy with daily work that we won't be able to do programming at all because we just don't have enough people," Leon said. "We don't have enough people to work the reference desk, to work the circulation desk, to do shelving. If we lose people, we won't be able to do programming because we won't have time."

One Uptown mother carrying her 1-year old son said she enjoys Bezazian, but not for

its programs.

"We've been to a few programs and they're not up to snuff. We don't go to programs like story time anymore," said Julie Vieux, a 35-year-old mother.

And the demand for libraries and programs during hard times actually increases, according to Leon.

"What we're seeing and what I'm hearing from my colleagues is people are asking for more job hunting services. There's not a day that goes by that somebody is asking about printing out their resume, or if we have books on resumes," Leon said.

Marci Merola, director of library advocacy at the American Library Association, also says employers and government documents are in digital format, making patrons more reliant on library staff and technology.

"A lot of it is a growing need to access digital information. As people are out of work or short on money, the first things to go is Internet access. More and more, people are using the library for free access to computers and Internet," Merola said.

According to a study conducted by Anthony Molaro, an Associate Dean of Libraries at Prairie State College, Chicago's South Side is littered with information deserts, or "a region in which Internet penetration is below 50 percent" and residents must travel more than a mile through tough neighborhoods to get to a public library.

All CPL branches have opened later, closed earlier or stayed closed an additional day out of the week. Three have closed completely due to lack of usage. According to Molaro, South Side libraries are used the least, increasing the likelihood of them being closed in the future. And without library and Internet access, there may be a decline in trans-literacy, or the ability to read and write through a vast array of platforms including computer skills. Without this knowledge, according to Molaro, citizens may not be able to work, pay their bills, file

taxes or register to vote.

"If you look at the history of libraries, when a branch is built over 20 years, the community surrounding the branch is improved greatly because of access to information and help with whatever these people need," Molaro said. "So when you close them, the opposite happens. And all of a sudden you stop improving the community and start hurting the community."

According to Molaro, once a library vanishes from a child's life, it's unlikely the child will return in the future. On the other hand, studies have shown children involved in eight-week summer reading programs are more likely to retain knowledge learned in school and stay away from gang involvement.

"It's a safe place to go, Molaro said. It's a safe place to let your kids go where they aren't going to get in trouble. And you can instill family values by attending summer reading programs."

Molaro also warns cutting "crucial services," like public libraries, can negatively impact the sales tax and property tax in the community.

"If they commute to a library in the suburbs, that means they're going to buy coffee in the suburbs and have dinner in the suburbs," Molaro said. "And if you think about when newly married couples are looking for housing, they look at the school district. School districts not around libraries are poorer and people don't want to live there and that depresses housing."

So the big question is, in this economy, can libraries survive? Or is there an underlying investment in this institution that serves both the rich and poor alike.

"I've come to appreciate the library in general, what it stands for, what it offers," Leon said. "No matter what creed, color, background you are. Everybody has the same free access at the library. It's an institution that's rare in these days. Not many people offer free services." ■

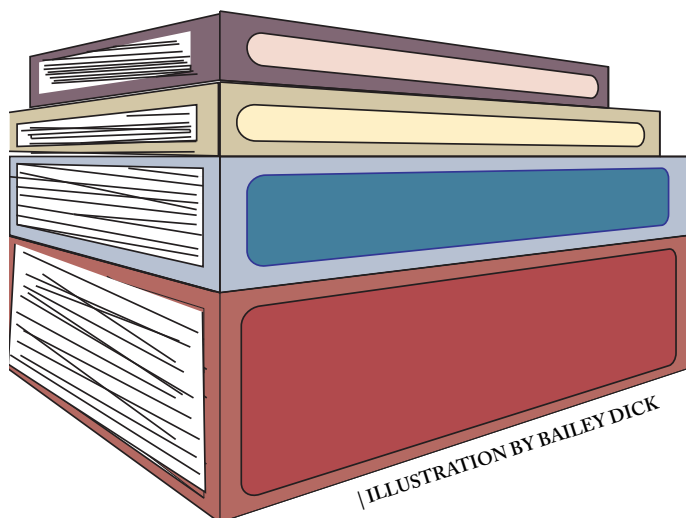


ILLUSTRATION BY BAILEY DICK

- The Chicago Public Libraries make up 3 percent of the City of Chicago's budget.
- 140 library staff members were laid off in 2009.
- Approximately 30 percent of CPL's staff could be cut after a proposal from Mayor Rahm Emanuel.
- Patrons are allowed 15 minutes of allotted computer time per visit to the library.

TAPPED



OUTT

One dance studio looks for a permanent home in the midst of the recession

| STORY BY KATIE HILLS

Vacant lots and boarded-up buildings have come to represent loss and despair in the town of Maywood, but the current vacant lot owned by Stairway to the Stars is a symbol of hope for residents to rebuild their community.

“We actually anchor the business in north Maywood. But there are no businesses; we would like to see ourselves actually anchor businesses. This really paints a sad picture but we’ve always hoped to be part of a great change, when Maywood’s able to build this community back up—we’ll still be the anchor,” said Stairway founder and owner Lois Baumann.

Even though this dance studio burned beyond use on March 12, 2010, Stairway continues to grow to the point where it may exceed the capacity of First Congregational Church, its temporary location down the street. Both the need and want to rebuild is palpable, yet there are multiple obstacles, including the economy, that stand in the way.

Baumann, 64, who was born and raised in Maywood, opened Stairway in 1979 with her husband, Ernie, and boasted 140 students. The dance school has since served thousands of underprivileged children in Maywood and surrounding communities.

As demand for dance and tumbling classes

taught by Ernie increased, the Baumanns realized the need to expand. The couple bought a storefront just south of Stairway to provide more tumbling classes. By 1996, the dance school had spread itself too thin, and became a financial burden.

“We couldn’t go on,” Lois Baumann said.

Fortunately, the parents of Maywood were not ready to let their children’s dance studio go under.

“Parents got together and said, ‘Why don’t we form a non-profit and we can ask for help, we can present this to the community and we can possibly fundraise,’” Baumann said.

With the money raised, the Baumanns bought an old bank building to establish Maywood Fine Arts (MFA), a non-profit organization that provides tumbling, singing, drama, music and karate lessons at affordable prices. These classes are \$60 for seven weeks and there is a price cap of \$225 for families with several children in multiple classes. Students could now not only take dance lessons from Stairway but also branch out to a number of fine and performing arts through MFA.

“To me, there’s such a need in communities. I think every child should have the opportunity to dance and sing and tumble. It’s hard to say ‘no’ in communities like ours, so much is not available,” Baumann said.



| PHOTO COURTESY OF SPOONER BAUMANN

Dancers like those above practice at First Congregational Church until a new studio is built.

While rebuilding their dance studio will be necessary to accommodate an increase in the number of classes, economic problems are proving to be burdensome. The price to demolish the former building alone was \$150,000, with an end price to rebuild at \$3 million. Even still, there was a plan to start a capital campaign to raise funds.

However, this plan was derailed when a large donor planning to give as much as half of the funding withdrew from the project. Katherine Bus, who is in charge of the capital campaign planning, blames the economy for this move.

"[Donors are] getting more grant requests, so that pushes our priority down. So cuts to other nonprofits affect us as well, because they're not getting government money, so there's more competition for grants," Bus said.

Because of this setback, Bus says the organization is at least a year from starting the "quiet phase" of a capital campaign, which essentially consists of securing enough funding, let alone the "public phase" to complete the capital campaign.

Board members are looking for other solutions, such as buying an existing building to renovate, or

downsizing from a projected three-story model to a two-story building. Nonetheless, neither of these options are what they want.

"Our original vision was to build our own multipurpose building for the studio, a recital space [for] music lessons. So this just isn't what we hoped for," Bus explained.

The demand for fine arts organizations like Stairway and MFA is evident through its enrollment. Last year, 453 families with more than 700 children were enrolled in classes. Many parents whose children are enrolled attended Stairway or MFA themselves and are still involved today.

Taiyana Shurn, 27, who has been involved with Stairway since she was 4 years old, received an undergraduate degree from Columbia College in dance and choreography, and now teaches at Stairway.

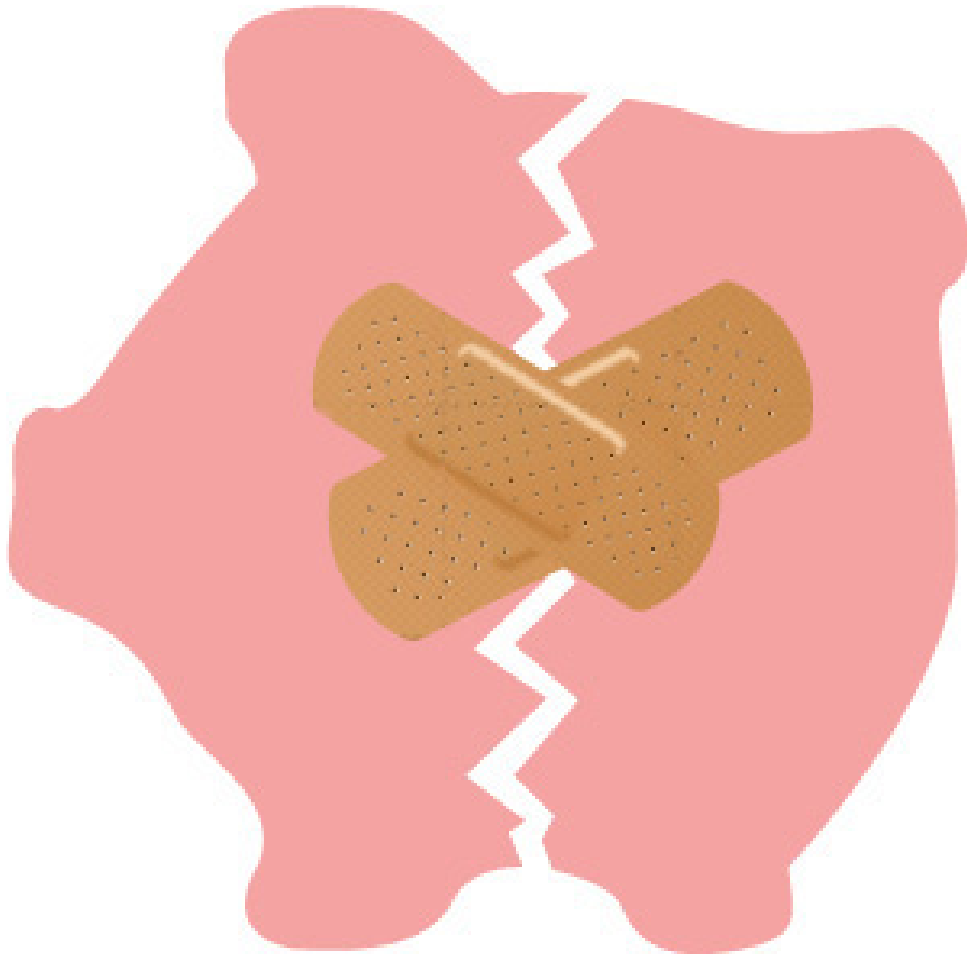
"I think teaching and dance are my passions. Why would I do anything else? I wouldn't want to go to someone else's studio. I want to go where I've come from. They've given so much to me; it's giving something back to them," Shurn said.

Regardless of the end solution, Stairway and MFA's perseverance through this difficult time provides reinforcement to the community of Maywood.

"I think the community feels the pulse of what goes on at 5th and Lake, and I think it's really positive, Lois Baumann said."

"The community feels the pulse of what goes on at 5th and Lake, and I think it's really positive."

— LOIS BAUMANN



| Illustration by Leah McGee

Sacred Sacrifice

Parents break the bank to keep kids at Sacred Heart Academy

| STORY AND PHOTO BY LIBBY McCLINTICK

Inside the large wooden doors of Sacred Heart Academy, the halls are quiet, with only the occasional parent visitor dropping off a note, or a teacher speed walking down the hall back to her class of students.

The community at Sacred Heart is devoted to the school promise of a highly recommended education and an intimate partnership between the school and the families.

Academy of the Sacred Heart for girls was established in 1876, and Hardey Preparatory for boys in 1935. At the Chicago campus, 6250 N. Sheridan Road in Rogers Park, both Sacred Heart Academy and Hardey Prep comprise a total of 700 students, grades K-8, but only in the school building. The school promotes single-sex classrooms to emphasize each student's individual learning development.

"It allows students to learn their own way and at their own speed," said Eleanor, an eighth grade student.

As Head of Schools, Nat Wilburn, 50, promotes Sacred Heart as more than just an educational institution; it is a community of families joining together to enhance their children's educational experience, fostering an environment of progress and success, and expanding their knowledge beyond basic subjects. These are all reasons why Sacred Heart's enrollment has not been affected by the economic downturn over the past few years.

"If anything, the admission has increased," Wilburn said. "Parents are sacrificing other things in order to keep their children here."

With tuition at \$15,000 a year, Sacred Heart is one of the most expensive elementary schools

in the Chicago area. Basic fees are encompassed in the total tuition, but in comparison to St. Matthias Elementary's tuition of \$8,600, or St. Benedict at \$12,550, Sacred Heart's all-inclusive rate is more expensive.

Miggie and Patrick McCurry, 35, have three children, one of whom is currently enrolled at Sacred Heart.

"Everyone is making sacrifices based on what they prioritize," said Miggie, 30. For us, education is number one. As we add children to the school, we will need to make further changes to our spending to accommodate."

The economy has not directly affected the McCurrys, but financial arrangements have been incorporated into their future plan in order for their family to continue their education at Sacred Heart. Miggie loves the school and claims that the students, including her daughter, Maggie, 8, are receiving a well-rounded education from both the school and the community.

The services Sacred Heart offers not only accommodate its members' families, but also the faculty and staff. Chelli Facer, 40, a teacher and cross-country coach, has been with the school for 11 years and plans to send her 15-month old son, Henry, there when he is old enough.

Teaching at Sacred Heart has enabled Facer

to see the educational experience the students receive and the partnership the families engage in throughout the experience.

"It is a positive atmosphere for the kids, and a well-rounded education," Facer said.

Facer and her husband are already planning financially for Henry's education, so that they can be fully prepared for Henry's educational expenses regardless of the state of the economy.

There aren't plans for future adjustments to Sacred Heart's tuition, Wilburn said. Sacred Heart divides scholarship money from the percentage of student enrollment, the administration sends the enrollment information to a system that makes calculations to

determine the scholarship and financial aid the school has to offer. As enrollment continues to increase, so will scholarship opportunities, making financial aid available to more families in need. Approximately 20 percent of Sacred Heart's current student body receives scholarships and financial assistance.

As Sacred Heart continues to thrive and successfully increase in size and support, it will be able to welcome more families into its community through these forms of assistance.

Nathan, an eighth grade student, said, "A private school education seems to put us a step above everyone else." ■

"Parents are sacrificing other things in order to keep their children here."

—NAT WILBURN



Parents of Sacred Heart Academy students, think an education at the elementary school is worth the \$15,000 a year price tag.



UNITED THEY STAND

Union empowers airport workers after recession

| **STORY BY SEAN CONNOLLY**

erry Ward spent 20 years in the projects of Chicago, selling drugs to support himself through high school while his parents both suffered from drug addiction. Ward remembers them going through his socks to raid his hidden stash. He eventually quit dealing, but after a few years working at UPS, Ward went back to selling drugs in 2003. Three years later his daughter was born.

“That wasn’t the way I wanted to raise my daughter, so I elected to find a job,” said Ward, 32.

In 2006, he began work at HDS Relay at the Ogilvie Transportation Center in Chicago. When Relay closed four stores at Ogilvie, Ward transferred to Midway Airport, but many of his co-workers lost their jobs.

“That kind of lit a fire under me,” Ward said.

Shortly after his transfer to Midway

Airport, Ward began to hear about union efforts to organize his shop and became active in organizing his co-workers. In December 2010, Ward’s shop won the first contract with pensions for concession workers in the airport’s history.

Ward’s shop was organized

said Annmarie Strassel, the communications director for Unite Here. “But those were hard won battles to hold on to our health insurance and to stop the leakage of jobs.”

Unite Here attempts to transform low wage, service sector jobs into stable middle class jobs with benefits.

UNITE HERE!

by Unite Here Local 1. The union represents 15,000 service workers in Chicago and Northwest Indiana and has been able to keep its membership steady through the recession.

“Unlike the rest of the labor movement, we’ve actually been able to move forward, rather than taking major concessions,”

“In 2002, a housekeeper was earning \$8.83 an hour in the city of Chicago,” Strassel said. “Today that same housekeeper earns over \$15 an hour.”

Since 2008, the union has fought to win back jobs that were lost in the economic downturn.

“Employers have tried to get people to do the job of two to three



| ILLUSTRATION BY KYLE NOWACZYK

people, laying off a lot of people, and even as they are climbing out of the recession, those jobs aren't returning," Strassel said.

Unite Here focuses on deep organizing, so their members can have leadership roles at every level of the union, according to Strassel. Union members agree.

"They don't give up. When they say push, they push," said Kimberly Junior, 48, who now

know someone is out there supporting you. They're not just a regular union. They really know how to go out there and get people."

Junior was working at a Hudson News stand in O'Hare International Airport when Unite Here began organizing her shop. She had previously been homeless with her two children, and stole from the store to feed them. She now uses that experience to try to help others.

"I can see the hurt in other people's eyes

barely supporting your family with the money you get."

Jerry Ward also encountered tough treatment from management at one of the newsstands where he worked.

"I had a manager who was actually talking disrespectfully to me," Ward said.

Ward filed reports with the newsstand's human resources department, and three of the managers were terminated.

Strassel believes that what Unite Here does differently than most labor unions is it maintains a focus on the future.

"This isn't just about wages today," Strassel said. "This is about

strength and power vis-à-vis the company they work for, for years

to come." ■



40% increase in wages since 2002



15,000 workers

works for Unite Here.

She remembers the constant attention Unite Here gave her and her co-workers when her shop was organized.

"Unite [Here] is the best thing that's ever happened, coming into my life. It's really made a big difference in my family life," she said. "It's really nice to

because I've been there," Junior said.

When the recession hit, Junior said she experienced a harsher style of management at Hudson News, but felt helpless because she could not afford to lose her job.

"You had no say so, because you had nothing to back you up," Junior said. "You'd be out the door and you'd have no job, then you can't support your family—and you're

Unite Here Local 1 is not exclusive to just airport workers. Local 1 represents a number of Chicago's hospitality workers including housekeepers, cooks, bartenders, bellmen, food and beverage servers and dishwashers. For more information, head to unitehere1.org.

PASSING ON THE TRADE

Is the
apprenticeship
dead?

| STORY BY ALEX RICH





"I've approached young people to teach them the trade, but they expect to be paid. I'm not paying to teach you the trade."

— PETER KORIS

The Finisher has two motors that constantly whirr at Harry's Gold Coast Shoe Repair, a subterranean basement workshop where Peter Koris grinds down heels, makes them even, and replaces soles. The Finisher, with its original 1954 exterior, is a behemoth of a machine, with 11 spinning wheels, from the quick polishers to the grinders. He presses the heel into the grinder with gloved hands, which he began wearing in 1990 after working full-time for a year without them and discovering his hands calloused and his nails turned black by the polish.

The shop is covered in display cases filled with shoe polish, edge dressing, suede protectors and shoe laces from the traditional black and tan to purple and neon green. Signs hang on the wall declaring "No Refunds" next to insoles. The back wall is covered in two rows of shoes, stacked next to and on top of each other, ranging from cowboy boots to modern dress shoes to women's heels.

Peter Koris is part of, in his estimation, the last generation of Americans in this line of work.

"No one likes to do things," he said. "I've approached young people to teach them the trade, but they expect to be paid. I'm not paying to teach you the trade, you have to be here."

Koris, 46, speaks with a slight Greek accent, something retained from a childhood spent in

Athens. He was born near where his shop is today, in Chicago's Gold Coast neighborhood, in 1965, but he then moved with his family to Greece when he was 7.

He returned for good in 1982 to attend college at the DeVry Institute of Technology. He studied electronic engineering, and began helping his father with the shop.

It was at DeVry where he learned the trade, under the tutelage of his father, who had learned the trade from the founder of the shop and Peter's grandfather. After looking for work in the electronics field, he decided to join the family business.

"I thought, 'Oh forget it, I'll just take over the shop,'" Koris said.

But it wasn't all easy. In the early days, Peter had many scrapped fingers on the Finisher, even taking off half of his nail one time. There were also the needle-point picks that he had to push through the leather to sew on soles which one day shot through the sole and stuck in his wrist, where he bears a scar.

The closest call, however, came during a few seconds of panic when a loose-fitting sweater got caught in one of the spinning wheels of the Finisher, and began to quickly pull him toward the machine. He was able to turn and hit the

power with his foot before he was sucked in further.

Koris belongs to a dying breed of American workers. The idea of apprenticeships stretches back to the Middle Ages, when one would learn a trade and stay in the job for the rest of his life, someday passing on the trade to someone else.

Koris' grandfather, also named Peter, taught the trade to his father, Harry, who gave the shop his name and taught his son, Peter. Peter has tried to interest his son, Harry, but to no avail.

"I don't ask him to come," he said. "I want him to see a better option. He's always welcome, but I wouldn't force him."

A better option, for Harry, 17, is to study computer engineering, an updated version of what his father once studied.

"I want to pursue something more of my own," Harry said.

We live now in a disposable culture, a time in which cheap shoes made in Asia flood the markets and it seems easier to throw away a shoe and buy a new one at Payless for \$12 than pay to get one repaired. But the recession has put the fear of waste back into some people's wallets.

"The recession helps my business," Koris said. "More customers are looking to fix their good shoes." ■



| SHOE PHOTO BY ALLY WATT; ABOVE PHOTO BY ALEX RICH

Peter Koris has been fixing shoes at Harry's Gold Coast Shoe Repair for more than 20 years. Koris, however, cannot find an apprentice to who he can pass the shop along.

Deals

Drink

Shopping

Entertainment

GROUPON

Bar Hopping

THRIVES

TREATS

Salon

Automotive

Concerts

IN

Spa

Hair

A

MOVIES

Dinner

Clothing

WEAK

Dancing

Cooking Classes

ECONOMY

Accessories

Drink Specials

Coffee Goods

Ladies Night

GIFTS

Food

Family Nights

Nails

BEAUTY

Getaways

Health

Skiing

ACTIVITIES

Tickets

| STORY BY JESSICA REYNOLDS

“My family and I are always going to want to save money. We’ll just buy from whoever has the best deals.”

—TRACI THOMAS

or most businesses, starting up during the height of the recession is a kiss of death.

But when Groupon debuted in the digital world in late 2008 it came with the promise that consumers could once again indulge in superfluous products and services without feeling too guilty.

For Traci Thomas, a stay-at-home mother from West Des Moines, Iowa, Groupon has become a way of life. Thomas, 33, mother of 5-year-old twins, purchases pay-less-for-more coupons at least once a week from the Chicago-based company whose daily deals include half-off restaurant cuisine, discounts for spas and even travel packages.

“We enjoy going out to eat, multiple times each week, so I buy restaurant deals so [that] it’s affordable,” Thomas said.

Groupon’s business description, accessible on Groupon.com, explains that one goal of the company is to introduce buyers to all the great activities available in their city of residence or places nearby. Groupon partners with businesses to offer daily deals, distributed through email, for services or products. Customers purchase these e-coupons, which usually feature discounts upwards of 50 percent off a vendor’s regular price. Enough people must buy a given deal in order for it to activate — hence the “group” in Groupon.

The business model appears to be working. Since 2009, the company’s popularity has exploded. Groupon’s SEC Prospectus indicates revenue increased from \$1.2 million in the 2nd quarter of 2009 to \$430.2 million in the 3rd quarter of 2011.

Groupon’s marketplace grew from five North American markets (cities) in 2009 to 175 markets in 2011, plus an expansion to 45 countries, according to the Prospectus report.

But Groupon now has some competition. The e-couponing business model can easily be mimicked and partnering businesses have become skeptical of Groupon’s effectiveness.

Ann McGrath, a business professor at Loyola University Chicago, said the sponsoring-

merchant’s intended outcome is for a customer to use Groupon, fall in love with the place or service and come back even when no special deal is offered.

But in large cities, where there are countless restaurants, people are likely to continue trying the ones featured on Groupon rather than paying full-price to dine at a place they visited in the past, she added.

McGrath said that Groupon and the businesses featured in their deals have competing interests.

“Businesses know that Groupon weakens brand loyalty,” McGrath said. “They definitely experience a brief spike, but then, that’s it. How many restaurants are there in Chicago? You can get a Groupon and go to one, but then there’s 9,000 others.”

Although Groupon makes a sampling platter out of local restaurants, some places are able to attract customers back in the door without specials. But even the most loyal of customers won’t turn down a chance to pay less.

Thomas said that about half of the Groupons she purchases are for restaurants her family goes to regularly without discounts, so it’s just an added bonus when they can spend less for the same experience.

Kim Bayma, 27, of Chicago has bought more than 100 e-coupons in the past two years, and she says nearly half of them were for places she goes regularly, such as Whole Foods for grocery shopping or a favorite restaurant.

Like the businesses it spotlights, Groupon has struggled with attracting loyal, exclusive customers. Its business model is an innovative concept like none before it’s time, but “the problem is that it’s very easily duplicated,” McGrath said.

“When you’re focusing on price, everything is an interchangeable commodity,” McGrath said.

Groupon’s customers are likely receiving many emails each day from similar couponing sites that have sprouted up within the last two years such as LivingSocial and BuyWithMe.

Bayma purchases anywhere from one to three e-coupons in a two-week time frame. However, she usually purchases from Groupon’s competitor sites like LivingSocial and YouSwoops.

“I pick by price,” Bayma said. The other sites “usually have better deals or more interesting ones.”

LivingSocial, which debuted in July 2009, is considered Groupon’s closest competitor. Jody Gavin, public relations manager for LivingSocial, said the company’s goal is to “find people the coolest thing to do in their city at a price they can afford.” This is strikingly similar to Groupon’s mission.

LivingSocial’s most popular deals feature restaurants, beauty services, fitness and entertainment — which are also Groupon’s biggest categories. The homogeneity of the e-couponing business model forces consumers to weigh individual offers. Whichever company has the lowest price for the best product or service wins.

Thomas admits she mostly purchases from Groupon, but only because it usually has offers from “the best businesses.” She’ll occasionally buy from LivingSocial or even the coupon section of her local TV news station’s website, WHOtv.com, if the deals are better.

Gavin said most of LivingSocial’s customers revisit the site after their premier purchases.

“We have found that more than 50 percent of our members purchase restaurant deals exclusively, and nearly 90 percent of those purchasers plan to return to our site,” Gavin said.

According to an April 2011 ComScore study, Groupon has about 10,700 unique visitors per day, while LivingSocial and BuyWithMe see 8,763 and 611, respectively.

Once the U.S. economy gets back on its feet, will there be a high demand for e-couponing businesses? Thomas insisted she would continue to buy coupons even after the economy recovers.

“My family and I are always going to want to save money,” Thomas said. “We’ll just buy from whoever has the best deals.” ■

CLIPPING COUPONS

Woman teaches others how to save money
during recession

| STORY BY HILLARY KENYON

| PHOTO BY ALLY WATT





Jill Cataldo held her first couponing class in 2008, an idea her husband had in order to bring his wife's talent to their small library in Huntley. Twenty three people were expected to show up, but 162 men and women of all ages crammed into the little library out of curiosity on how to save on their next grocery bill. That was before Cataldo became Jill Cataldo Supercouponing expert, a registered trademark that has brought national recognition to the 37-year-old mother of three.

Growing up in suburban Elgin during the 1970s, Cataldo watched her "stay at home" mother clip coupons while her father earned the family income. They taught her the importance of stretching the value of a dollar and working hard.

"A lot of advice has helped me through those rough times. I had some times after college when things were very difficult where I was working three jobs at one point to pay the bills. But I never spent more than I made," Cataldo said.

In high school, Cataldo worked on a garbage truck for two years. While earning her degree in journalism at Northern Illinois University, Cataldo paid the bills as a record store clerk, an aerobics teacher, editor-in-chief at the Huntley newspaper and a writer for a lighting catalog.

No job was too small in Cataldo's eyes, and she took advantage of the Internet craze in the mid-1990s to become a web designer.



| PHOTO BY KEVIN SCOTT RAMOS OF KEVIN SCOTT PHOTOGRAPHY

But times turned tough during the recession of 2008, and although she had always been money conscious using coupons here and there, she felt the pinch after her third child was born.

Then, Cataldo lost her job of 12 years at her web firm, cutting the household income in half. The family of five made money-saving efforts, such as cutting out trips to the movies and eating out. But Cataldo also started teaching herself something people do not realize: how to save on the grocery bill.

Through trial and error, scrutinizing the rise and fall of sales cycles, comparing store deals online, and yes, couponing, Cataldo started to make a living during tough times after being discovered by the Chicago Sun-Times in 2008.

"I think honestly I am one of the few that has had their careers take off because the economy is horrible. It's usually the other way around," Cataldo said.

Her tips to save money on grocery shopping trips resulted in a Sun-Times feature piece and a segment known as "Deals of the Week" on Chicago's largest rock radio station, the Loop. Her blog was born after radio listeners driving to work kept calling, unable to write down the sales in the car. She never dreamed after three years her website would reach 2.1 million readers that she writes and answers to on a daily basis. Yet her

coverage on ABC, NBC, Fox News and many other media outlets has crowned her one of the premier couponing experts in the country.

"When I started blogging I thought, I'm going to create the blog that doesn't exist. I want to be the blogger I wish existed when I was learning to do this. To hold your hand and

"I'm here because I said yes to a lot of opportunities that came my way."

—JILL CATALDO

walk you through that process and learning to recognize what's good and what's not," Cataldo said.

The demand for Cataldo's advice only grew as she was offered a nationally-syndicated newspaper column, Supercouponing Tips, and a long waiting list of classes at local libraries and private organizations where she has taught more than 34,000 people in person. She also created a professionally made DVD where she defines couponing terms such as stacking, blinkies,

catalinas, match-up sites and overage, where to find coupons, as well as beginner's mistakes.

Pam Rea, a 49-year-old mother from Dundee, attended Cataldo's first couponing class in Dundee to learn how to feed her family of six and she continues to attend classes to catch up on new coupon policies.

"Everything that I have learned about [couponing] I have learned from Jill. She has been absolutely instrumental in being able to feed my family affordably in this economy. I recommend her to just about everybody I meet. If I'm in the grocery store and there's someone behind me I'll turn around and say if you get more of those you can save \$10 off your next order," Rea said.

Despite working close to 70 hours a week and getting less than six hours of sleep, Cataldo's high energy and outgoing personality has kept up with the public attention for being a coupon sensation, while still keeping food on the table and putting her kids to bed most nights.

"I never could have seen myself doing this, but at the same time I think there's real value in going where life's leading you. If I had sat back and said, I don't want to do this, I wouldn't be here. I'm here because I said yes to a lot of opportunities that came my way. But I could have just as easily said no, this is just what I want to do. It just became what I wanted to do,"



LEFT Jill Cataldo, Supercouponing expert, saw her career take off as the economy declined. She now works close to 70 hours a week teaching couponing classes and writing her nationally-syndicated newspaper column, "Supercouponing Tips."

Cataldo said.

Cataldo makes family time on shopping trips with her two boys, ages 4 and 6, and indirectly teaches them the importance of saving money. To be exact, Cataldo said she saves more than \$7,000 a year on groceries alone. Her kids recognize a good deal on meat and produce, but they know better than to beg for sugary treats and unnecessary food if it isn't on sale. Sometimes, Cataldo said, she will buy her kids the Lucky Charms, but for the most part their meals are healthy, a common misconception of coupon users.

However, when a deal comes up that is so good, Cataldo can't resist herself. In one famous class example, Cataldo shows a picture of a tower General Mills cereals in her living room. She bought 100 boxes at Jewel-Osco for a grand total of \$5.50 by using her dollar off coupon on each item and a 10 for \$10 store special. Two boxes were given to the patient cashier scanning each dollar off coupon she handed over, but almost half went to the annual food drive.

Cataldo calls this "taking one for the team," and emphasizes the importance of buying a few extra items to give back to the community food pantries.

"I think it's important to give back and if you can afford to buy a few extra dollars worth of

food, especially in this economy," Cataldo said.

Yet her motives are altruistic, rather than the tactics seen on shows such as TLC's "Extreme Couponing." With the exception of the 60 boxes of cereal she kept and the year's worth of clearance diapers purchased for a mere \$7.52 in sales tax, Cataldo's organized "stockpile" in the basement pantry is, to the disappointment of many, reasonably small. Only a few extras of canned goods and boxed meals line the shelves, ready to be replaced after a weekly grocery trip on Sundays where she typically spends between \$40 and \$60.

Her trips are not created for the media on Inside Edition or Nightline to bring her total down to zero, but she spends it on groceries she needs, although her meals do revolve around what is on sale that week.

Underneath her bathroom sink are multiples of hygienic items, which do not expire as quickly as food and are easiest to buy for dirt cheap, or free. Cataldo refuses to breach a line of ethics in the store's coupon policy, or clearing shelves so others cannot buy them.

She is satisfied with the turn of events that have paid her bills, and wants to maintain a good relationship with the supermarkets she frequents, which actually use coupons to get people in their stores in the first place and get paid money back

every time someone pays with a coupon.

Cataldo wants to show others how to pick up the scissors when they come to her 80-minute class, whether they are coupon enthusiasts, or because they are in dire need of saving money. But Vivian Han, a 41-year-old mother of two was skeptical of Cataldo's class at first.

"I figured I don't need some lady telling me how to coupon. I already know my stuff. So when her first couponing class was at my library I didn't bother going because I figured I knew everything. ...I ended up learning a lot," Han said.

After a class, Cataldo usually gets a lot of hugs, tears and stories depending on the crowd. There are the changed faces of skeptics who don't want to believe that a little extra effort of putting coupons in the checkbook will save money in the long run. Or those who wish they hadn't wasted all their money in the past. Cataldo advises them to only look forward and shop smarter.

But those who have lost a job, or have seen their mortgage or bills piling up will consider couponing because they don't know where their next meal is coming from, and one coupon might help.

"Honestly, I really do believe people need this right now," Cataldo said. "I have seen this change lives and, without seeming too preachy, it changed ours." ■

LASTING LEADERS START WITH LASTING VALUES.

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“Management starts and ends with leadership”



Preparing people to lead extraordinary lives



Loyola University Provost: John Pelissero
Image courtesy of luc.edu

pro·vost

noun. the chief dignitary of a collegiate or cathedral chapter

CONGRATULATIONS

To the editors of Mosaic Magazine and the authors whose works are published in these pages: we are proud of the work and efforts of all our Journalism students.

The Office of the Provost



Preparing people to lead extraordinary lives

MORE FOR LESS



STORY BY MARIAN ESTRADA-TRICIO
PHOTOS BY ALLY WATT

Shoppers turn to second-hand stores for bargains during hard economic times

The current economic situation has made many shopaholics more money conscious. But not even a crisis can prevent people who love to shop from shopping. Second-hand shops, also known as thrift shops, have become the popular place to satisfy this urge and get more for less.

"Everyone loves a good bargain," said Cecilia Cordoba, a 20 year-old student and waitress at an Armitage sports bar. She spends her Sunday afternoons looking for "hidden treasures" at local thrift shops like Plato's Closet. "I got a unique sweater, long sleeve top, and necklace for only \$20. That's even cheaper than Forever21," Cordoba said.

The National Association of Resale and Thrift Shops, a trade association for consignment-store owners, said that economic downturns present the opportunity for resale shops to attract new customers.

"Thrift shops are no longer what they used to be. Owners have invested more money in them and are now bigger, cleaner, and eye catching," said Max Adams, father of two. Resale shops "are not exclusively for women, they have kids sections and male sections as well."

Adams said he earned \$75 by selling some of his children old rompers and got a very high quality and warm sweater for \$12.

"In an expensive city like Chicago, it's good to know there are alternatives for quality in clothing without having to spend tons of money," he said.

Kristen Miekko, customer service manager at Goodwill's downtown Chicago location, said that the store has a pretty diverse clientele. Teens, moms, middle-age and older adults visit the store on a regular basis.

"This particular Goodwill location has a lot of designer clothes and high quality products," Miekko said.

She added that many costumers have found a way to earn some extra cash, especially those who have recently lost their jobs, by buying all types of stuff for very low prices and then selling them back on eBay. Everything in this store comes from people's donations. Therefore, Goodwill gives 80 cents of every sold item to charity.

Also, "our store is very clean and organized, we constantly get feedback on that," said Miekko, which are two basic characteristics that thrift shoppers highly appreciate.

Buffalo Exchange Chicago and Plato's Closet are examples of second-hand boutiques that do work for profit, which gives their customers the opportunity to earn money by selling their pre-owned clothes and accessories.

"Depending on what we have, and what sells better, we give them the amount in cash or store credit," said Natasha Rac, buyer staff at Buffalo Exchange Chicago.

For instance, a customer is better off selling his or her winter clothes when the temperature starts to fall rather than in the middle of July. However, these stores like to focus on trends and fashionable merchandise. They don't take every item people bring.

"Every now and then we run into people who are struggling financially," Rac said. "We work for profit, so we sometimes can't take their stuff because it is not useful for us."

Jeans with huge holes in them, clothing with stains and sweaters with many missing buttons are some examples of merchandise that these shops refrain from buying.

The National Association of Resale and Thrift Shops conducted a national survey in 2010 that showed a growth in net sales of 12.7 percent from 2008 to 2009.

Kitty Boyce, president of the association, said "the slumping economy may draw people in, but once they visit a resale shop for the first time they are surprised with high quality merchandise and get hooked on a new way of smart spending." ■



Thrift stores, like the Goodwill in downtown Chicago, pictured above, have become more popular with the downturn in the economy.

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Image courtesy of Ralph Braseth

JOURNALISM PROGRAM

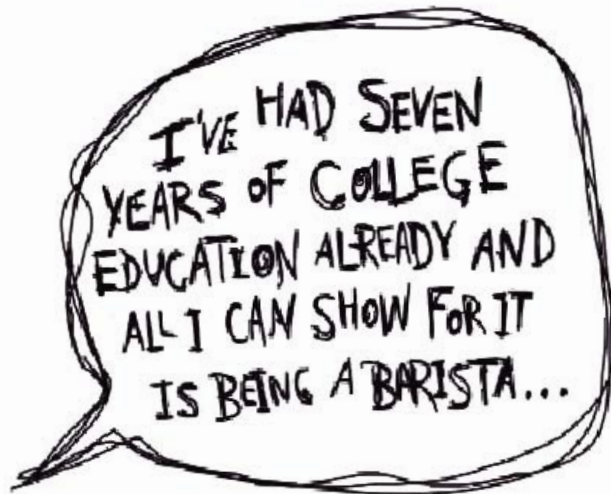
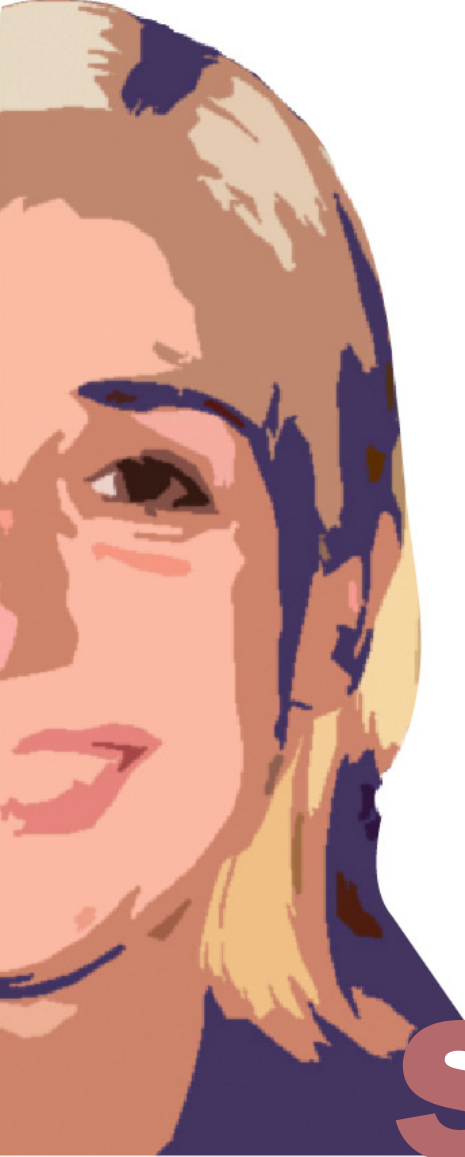


Preparing people to lead extraordinary lives

IT'S COOLER BY THE LAKE

The Office of First Year Experience

Image courtesy of Molly Raskin



STUCK AT STARBUCKS

Economy puts college on hold for former student

| STORY BY ELISABETH ABRAHAMSON

| ILLUSTRATION BY SARA NOLAN AND ADI MENAYANG

Every morning at 6 a.m., the alarm clock goes off and the same routine of getting ready for work takes place. After a 10-minute walk and clocking in, the eight-hour shift begins. It's all about customer service, so she puts on a smile and begins to take drink orders.

Miranda Snyder, 25, a small town girl from Alaska, has endured a long journey dealing with the crash of the economy and her college education. She ran out of money right before her senior year of college and now is dealing with the consequences of life in the economy without a college degree.

After attending two different schools, interning with big names such as Disney, and developing television media skills, Snyder lives from paycheck to paycheck, working as a barista at Starbucks.

"When I graduated from Bartlett High School, going to college was something that was just

expected of me, I didn't really have any guidance except from my parents who told me to go to college and get any degree so that my life would be better than theirs," Snyder said.

She enrolled at the University of Idaho for 3½ years, but decided that being an English major and pursuing writing was not what she wanted anymore. She took the opportunity to intern as a costume designer and makeup artist for Disney and was relocated first to Florida, then to California.

The Disney intern program housed Snyder in dorm-like apartments and charged high prices for room and board. Snyder was making good money at about \$15 an hour, but was handing the money right back to Disney for living costs.

Although Snyder loved her job as a designer and artist, the pay was not enough for her rent and she had to leave Disney. In 2008, Snyder decided to travel with her boyfriend and fellow Alaskan,

Andrew Martineau, 26, to Chicago, so that he could pursue his career as a lawyer. Snyder decided to give college another try once she reached the windy city and enrolled at Columbia College as a TV film major.

While Martineau was studying law at DePaul University and Snyder studying film at Columbia, the two thought that they would be able to graduate with degrees and individually become financially independent. Then the Great Recession took over and demolished their dream.

"My current job is looking for a job," Martineau said. "This is a terrible time to be a recent law school graduate looking for a job, everything is extremely competitive. But, once I get my license, I will probably be able to get some decent paying contract work."

"From when we moved here until now, everything has changed so much, like me going

back to school turns out to be a really bad thing timing wise, because there are no jobs, and now I'm in more debt than I was before," Snyder said.

Snyder took this second college opportunity and had high hopes for her future. She spent four semesters at Columbia and worked on live television productions doing costumes and makeup. She said she learned so much from her professors and that the school really taught her life-long skills, unlike the University of Idaho.

"I learned so much, I just didn't graduate because I ran out of money," Snyder said. "I went to school last year, but last year, which would be my final year, I didn't have enough money to go back, I couldn't afford to get another \$10,000 loan on top of the other ones I already have."

Snyder said that in this economy, it's impossible for some people or students to succeed. She said that so many people are telling you to get degrees and intern and learn all the marketable skills you can, but what they don't realize is that time is money and you don't get paid for interning or going to college. Snyder said that once you run out of money and you're in so much debt that you really can't continue being a student or intern, you have to make money so you can support yourself. Snyder has more than \$50,000 in student loans and must pay off these loans by working 40-hour weeks at Starbucks. Something she claims to be, "not so glamorous."

"It's really misleading and sad that the system sets you up in debt," Snyder said. "You start off your college freshman year in so much debt instead of starting at nothing, so many people

don't understand what that really means and how much money you have to pay back. Student loans are expensive and if you don't find a high salary job, you could be paying off your student loans forever."

The economy has affected so many students and student dropouts like Snyder. In order to have a degree and be successful, students need money. But without money they are shut out of the system and end up with retail jobs, food jobs, or even end up jobless.

Snyder's barista job at Starbucks pays \$8.25 an hour, or \$17,160 a year, which is not enough to pay for rent, food, clothing and student loans. Snyder, like many other student dropouts, or jobless graduates, can get stuck in this tough cycle of working minimum wage jobs until they find their dream job or career.

Snyder's manager at Starbucks, Kelly Cotter, said he hears a lot of cases like this.

"I hear this story over and over again," he said. "It's unfortunate seeing these great kids who spend money and time on education and then go out in the real world and can't find a job."

Although Snyder may or may not continue her college education in the future, she believes that her debt in student loans is going to haunt her for a very long time. She will continue to satisfy customers at Starbucks until she is able to go back to college and finish her degree.

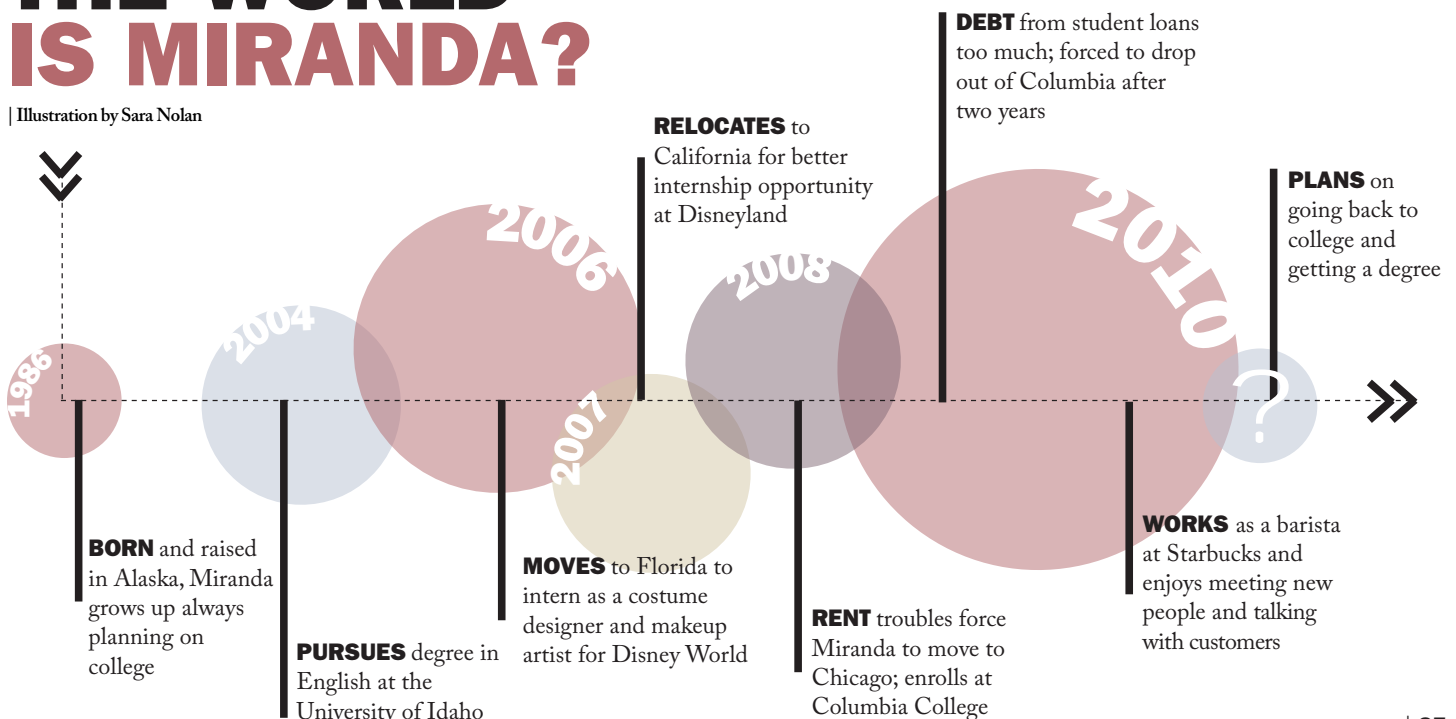
"I thought moving to Chicago would have given me a fun and fair opportunity for a college degree and a career," Snyder said. "But I've had seven years of college education already and all I can show for it is being a barista." ■

"I learned so much, I just didn't graduate because I ran out of money."

—MIRANDA SNYDER

WHERE IN THE WORLD IS MIRANDA?

| Illustration by Sara Nolan



THAT FIRST 'HELLO'

A day in the life
of Marius Smith

| STORY AND PHOTOS BY IAN MEMMER



Marius Smith at the Four Seasons Hotel

It's a cold, autumn night and there is a nip in the air. A shiny, black limousine pulls up and a handsomely dressed man and an elegantly dressed woman step out of the car onto the sidewalk of Delaware Place. Their luggage is whisked away by a well-appointed man and shuffled onto a glimmering brass cart. The doorman tips his hat to the couple and they enter the hotel through the revolving doors. For many people nationally and internationally, he is the portrait of a city; the first person to give them a Midwestern "hello."

Marius Smith, 35, is a doorman at the Four Seasons Hotel Chicago, a five star luxury hotel located on the Near North Side. Smith started working at the hotel several years ago, just prior to the recent economic downturn. Working at the Four Seasons was a dream job for Smith, who said that he just got lucky because he is good with people.

A day in the life of Smith begins with him riding his bicycle from his North Side residence, where he lives alone, to work everyday at 120 E. Delaware Place. He not only rides his bike for the exercise, but he also rides it in order to be more economical. Smith said that he does not live too far from the hotel, so it is cheaper and easier to ride his bike.

Once Smith arrives at the hotel, he works with Arthur Entratter, a supervisor at the hotel.

Entratter, 24, emphasizes the importance of Smith's role at the hotel, because he is the first contact for a guest.

"It's really his attention to detail and his personality that makes him a vital role to our hotel. It's really his warm-hearted welcome that sets the tone for the rest of the stay," Entratter said.

Smith began his career in the hotel business more than 10 years ago. He entered College of the Desert in Palm Desert, Calif., intending to play football. He soon began to work nights at the Westin Hotel in Mission Hills, Calif. He quickly found out he loved his new job and has worked in the hotel business ever since.

Over the last few years, this luxury Chicago hotel and the entire hotel business have been going through a harsh economic time.

"It's been a bit of a fall off," Smith said when describing the economic condition of the hotel compared to several years ago.

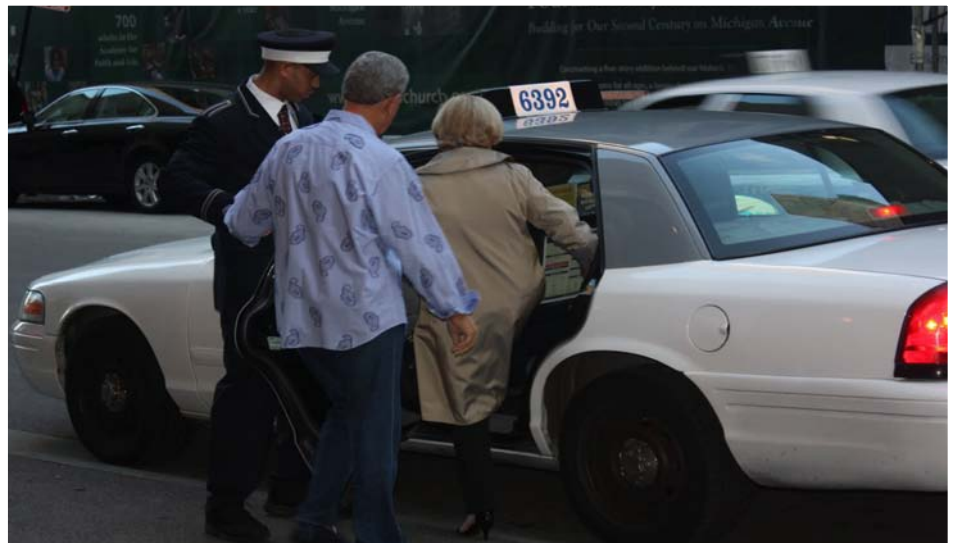
Donna Fairfax, 49, an occasional guest at Four Seasons, frequently visits Chicago for business from St. Louis. Even though she still travels frequently for business, she no longer takes as many family vacations.



The Four Seasons Hotel, left, hasn't laid off employees during the recession. Marius Smith, below, finds his job as a doorman to be a bright spot in bleak economic times.

"People check out, and I ask them if they had a good time, and they say 'yes.' That puts a smile on my face."

— MARIUS SMITH



"We didn't go on a vacation this year," Fairfax said. "The prices were so high to travel; we are going to put it off."

The \$500-per-night Four Seasons Hotel has tried several tactics to entice prospective customers to stay at the hotel, such as offering guests expensive wine for half price during their stay at the hotel.

Another promotion rewards a guest a free third night after staying two consecutive nights. Smith said these tactics have helped to lure vacationing families, but the number of businesspeople and conference groups in the hotel has decreased. Smith said that the hotel has not had to lay off anyone or cut corners because it still has to meet the Four Seasons standards of personal service and quality.

Throughout the economic changes, Smith has seen a difference in the types of cars that pull up to the hotel. At one time, Bentleys, Porsches and Lamborghinis filled the garage, but now he says people are driving more economical cars.

Smith said since he has seen a decrease in the amount of tips he receives due to the lower occupancy rates. But in spite of the economic downturn, he is still optimistic about his job security.

"No. I wasn't [worried] because there were only four of us," Smith said.

The hotel has weathered the economic storm so far. Smith said the hotel has been improving over the last year, due in part to a stabilizing economy as well as the tactics the Four Seasons employed to lure people to promote business.

On this cool autumn night, a young couple spins out of the revolving door and onto the sidewalk, and they nod at Smith. He blows his whistle and a bright, yellow cab pulls up in front of the door. Smith swiftly opens the door and the couple jumps in. Smith shuts the door and his day is finished. As the sun sets on another day, Smith grabs his bicycle, hops on, and begins to peddle home to his apartment on the North Side.

But even through these tough economic times, Smith loves his job. He describes the most rewarding part of being a doorman at the Four Seasons Hotel Chicago as when "people check out and I ask them if they had a good time and they say 'yes.' That puts a smile on my face." ■



| PHOTO BY JESSICA BROWN

MOTOWN'S REBOUND

Auto industry drives Detroit again

| **STORY BY DAVID CORIATY**

he year 2008 is remembered as the year of the financial crisis, but there was another kind of crisis going on in Detroit. Domestic automakers Chrysler, Ford and General Motors, or “The Big Three” each had to absorb double-digit percentage drops in sales that year. Total sales for 2008 fell nearly 3 million units to about 13 million, the largest single-year drop since 1973.

General Motors and Chrysler turned to the government for help in the form of \$25 billion, and three years later, sales have shown that the industry has picked back up. In particular, Ford, who didn’t ask for aid, has shown that it can keep up with its competitors without government assistance, and is capitalizing on that accomplishment now.

The problem of low demand forced the closing of hundreds of dealerships around the country and woke the automotive industry up.

“When the CEOs of the three domestic auto companies appear jointly before a Senate subcommittee meeting to seek bailout assistance, it is both emblematic of the larger economic crisis and unprecedented in the automotive industry,” said Keith Price, a public relations manager at Ford.

Since then, sales have bounced back dramatically. Ford’s media website published that Ford’s sales were up 6 percent in October, 2011, an 18 percent increase versus the same period a year ago.

Chrysler and General Motors posted 27 and 2 percent increases in October 2011 sales, respectively. This means consumers are back out at the dealerships.

“You can hold off on buying a car if you

are in financial trouble, but our 1990 Toyota Camry was just getting too old and the time came for a new car,” said Debra Dinello, 41, a mother of two and recent car buyer.

Price said that this increase in sales is a reflection of the health of the economy, consumer confidence and accessibility of consumer credit.

Car salesmen, the people who physically see and control these sales numbers, have welcomed the increase in demand.

“We’ve seen more sales in the third quarter of 2011, which is good for my commission check,” said Mike Jackson, who works as a sales consultant at Joyce Ford Chicago on Michigan Avenue. “Customers who are interested in buying cars are more cautious than they were before 2008. They ask more specific questions.”

Specifically, Ford has viewed the comeback as a renewal of the company and found reason to change how it conducts business.

“The culture here has continued to evolve in a positive direction, with more transparency and openness about issues. Rather than build separate vehicles for different world regions, the Fiesta and Focus are now truly world cars. This represents a cultural shift for employees, suppliers, dealers and customers,” Price said.

Moe Zegar, 21, is a sales consultant at Ron Tirapelli Ford. He said that his branch’s sales have decreased since he started working there five months ago.

“In the winter months, sales typically go down and the dealership becomes a ghost town,” Zegar said. “But a good salesman can sell well no matter what the conditions, and

when it’s warm, those conditions have been good recently.”

This recent report was for October 2011, when the weather is still relatively warm. One can expect sales to decrease during the winter, but the larger trend still points to an increase in auto sales.

“I bet that when Ford and others release their profits for the last quarter of the year, they will be much lower than the October numbers,” Zegar said. “My co-workers have told me about how much better the whole market is compared to 2008 and 2009, though. We’re in a much more stable market now.”

Now that things are getting back to normal, some companies like Ford can now use their denying of bailout funds to their advantage.

“Because Ford didn’t take the money from the U.S. government, the U.S. and even the global car-buying public has given Ford the benefit of the doubt, and we now speak in a more confident tone,” Price said.

With economic uncertainty still surrounding Wall Street and beyond, the future of the automotive market is difficult to predict. But now that business is as usual, car companies must keep on their feet to prevent another crisis.

“We have definitely become more careful now as well. The crisis hit so suddenly that everyone was taken by shock,” Price said. “We saw that something like that could even happen, and we learned about the delicacy of car consumers in the process. We have not seen a return to the industry sales heights we’ve soared to in the past, however.” ■

RECAP

Here’s a recap of the American Auto industry’s performance so far compared to how it did last year.

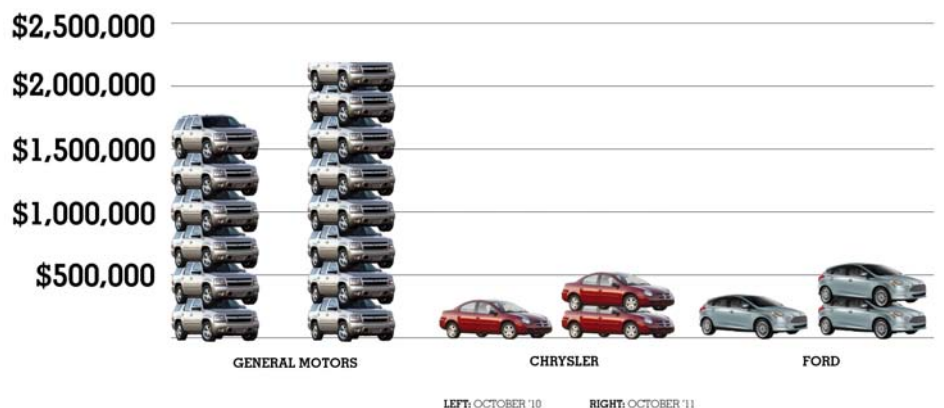
Ford’s sales were up 18 percent in October 2011 compared to the same period in 2010.

Chrysler’s sales were up 24 percent in October 2011 compared to the same period in 2010.

GM’s sales were up 15 percent in October 2011 compared to the same period in 2010.

| Illustration by Adi Menayang

AMERICAN AUTO INDUSTRY SALES COMPARISON





CREATE
YOUR
OWN

ENDING

Independent bookstores thrive thanks to alternative events

| STORY BY TYLER LANGAN

| PHOTO BY KIM CUMMINS

The rain is coming down in buckets outside Northwestern University's law building on Chicago's Near North Side. It's dark outside as people shuffle into the auditorium to hear Jeanne Gang, the architect of the Aqua skyscraper in Chicago, speak. Outside the doors of the auditorium, Suzy Takacs, owner of the Book Cellar bookstore in the Lincoln Square neighborhood, sits selling copies of the architect's books.

In spite of increasing e-reader popularity, the closing of Borders Inc. and the cheap prices at Amazon.com, independent bookstores are still holding their own in a constantly reshaping world of literature consumption through inventiveness, hard work and a strong presence in the community.

Takacs has sold books at about eight events this year and says that offsite sales are a big part of her revenue. She began doing offsite events shortly after the store's opening when publicists began emailing her to request help in promoting books.

"I was happy to be included because it let all these people know that come to these events that there was another bookstore out there," Takacs said about first getting involved in promotional events. "Now it's in paying our bills and meeting expenses."

But business has not been suffering for Takacs. In fact, her business has been growing each year since she opened her doors. She attributes her growth and sustainability to branching out from book sales.

"I think part of our success is that all our eggs aren't in one basket," Takacs said. "We have the cafe, we have wine, we have beer, we have events."

The bookstore owner remains optimistic for the future of independent bookstores and doesn't fear the technology of e-readers, which have gone from a 3.2 percent share of book sales in 2009 to an 8.32 percent share in 2010, according to the Association of American Publishers. Takacs has embraced the technology and now sells e-books from her website. She believes the future of bookstores will be a hybrid between e-books and print copies.

Ultimately, Takacs sees an inevitable need for brick and mortar bookstores to exist.

"You need to have people around who have read books, who can talk to you about books,"

Takacs said. "You have to have many things to offer people and you have to offer an experience and an expertise."

Amy Carlozo is a customer at the Book Cellar and prefers books with actual pages to e-readers. She's a mother of two and brings her kids to the store so they can browse the children's section. Although she occasionally shops online from Amazon, Carlozo prefers the tangibility and personal touch of a local bookstore.

"Here I can come in and look at their writing and see what they recommend and then find something I never thought of," she said.

While Takacs believes offering more than just books and getting involved in electronic book sales, Ed Devereux, owner of Unabridged Bookstore on North Broadway Street, doesn't think that's necessary.

Devereux founded Unabridged Bookstore in 1980. The store has expanded gradually over the years from 1,000 square feet to about 5,000 square feet.

"I call them wrinkles," Devereux said about the advent of the e-reader, "Our industry periodically goes through little things."

Devereux mentions events like the opening of superstores like Barnes & Noble, and discount stores such as Crown Books, as well as the advent of Amazon.com as other "wrinkles" the book industry has seen.

Books in hard copy form are all Devereux cares to focus on. The only things his store sells aside from books are magazines and calendars during the holiday season.

"I think by not changing people knew what we were, and that's your brand and that's what you sell: books," Devereux said.

The bookstore owner doesn't rely on advertising outside of social media networks and mailing lists, and most of his business comes from word of mouth. The store has a loyal customer base, which tells friends and family. Having been established well before Amazon or superstores were relevant gives Devereux an upper hand, he said.

Devereux doesn't see the e-reader as a threat to his business because of all the things he can offer

customers that the e-reader can't like in-store book signings and the ability to give someone a tangible gift that's not digital. He also mentions that only certain things are successful on e-readers.

"What publishers have found out is that fiction, for example, is selling really well on e-books, but non-fiction isn't," Devereux said.

The sale of e-books is growing rapidly though, more than doubling its share in book sales from 2009 to 2010. But book sales across platforms are also on the rise, showing a 2.4 percent rise in sales in 2010 over the year before, according to the Association of American Publishers.

Becky Anderson is the president of the American Booksellers Association, a trade association that promotes independent bookstores, and co-owner of two independent bookstores in the Chicago area. She says the biggest concerns of the American Booksellers Association are to make sure independent booksellers stay relevant in the market place and educate consumers about the necessity and relevance of independent booksellers.


"We're usually the ones who read the books before they're out. We're the loud mouths that want to talk about things we love," said Anderson, who operates stores in Naperville and Downers Grove.

Anderson says the trend for e-books will continue to rise, but she believes there will remain a demand for the hard copy books as well. She said people want only the physical copy for certain books, such as children's books.

This argument holds weight. In November 2011, fantasy author Christopher Paolini sold almost 490,000 copies of his new book, "Inheritance," on the first day, and 83 percent of the sales were print copies, Anderson said.

While it is unknown how e-books and print copies will share the market, Takacs isn't worried about the future of her business and has faith in the future of independent bookstores, because she believes readers want more than just the book in their hands.

"I believe it's the human contact, the book knowledge that we offer, the recommendations," Takacs said. "It's kind of like 'Cheers,' where everybody knows your name." ■



Out on a limb

Food charities around the city struggle to feed the sudden increase in people who are in need

| **STORY BY IAN MEMMER**

| ILLUSTRATION BY ADI MENAYANG

"Now it may be an individual who may be unemployed or have an education or a low salary job. Everyone needs help right now, whether it's just a couple of bags of groceries..."

—DAN HULA

It was a brisk, autumn morning in Humboldt Park. The grass had already turned brown and the last leaves of the season were clinging to the branches. In the middle of this bleak abyss was a crowd of people—volunteers, homeless, beggars and children. Surrounding them was bountiful food—bread, fruits and vegetables. The bread was piled sky high, and the vegetables and fruits were ripe for the taking. One by one, recipients of the food came up to the harvest. Their shopping carts were filled with food and they headed home.

This scene is a monthly occurrence at the produce mobile in Humboldt Park on the West Side of Chicago. Carmen Flores-Rance, 60, is in charge of the produce mobile that comes the third Monday of every month to the park. Since she began nearly seven years ago, she says she has seen a substantial increase in the number of people who depend on the food they provide. When she first came to Humboldt Park, only about 100 people came on a given day. Now, several hundred come to the park to receive food, and that number varies depending on the season and other conditions.

The recipients of the food begin to line up at 6 a.m. even though the distribution of the food does not begin until 9 a.m. Each recipient receives about a week's supply of food that includes only fresh produce and other fresh items. But, lately, they do not always have enough food for everyone.

"When we run out of food, we run out food," Flores-Rance said.

While this produce mobile may sometimes have problems supplying food to all those who want it, the food pantry at the Fourth Presbyterian Church on the Near North Side has a steady supply of food.

Dan Hula, 25, is in charge of the Chicago Lights Community Outreach Organization at the church. Hula said he has seen an increase in the number of people the church serves, as well as a change in clientele over the last few years.

"I started seeing a lot more. Now it may be an individual who may be unemployed or have an education or a low salary job. Everyone needs help right now, whether it's just a couple of bags of groceries," Hula said.

This pantry is unique in that the recipients "shop" for their own groceries. Shelves are filled with hundreds of items, from soup to rice and every item in between. The recipients decide for themselves what items would best suit their needs.

"The new pantry has been going on for a few months. The new pantry is a consumer, client choice," Hula said.

So far, the pantry has been very successful, as well as the other food-related community

events that the church participates in, including a weekly soup kitchen.

One thing that most Chicago food pantries, food banks and food mobiles share in common is that much of their food is supplied through the Greater Chicago Food Depository.

The food depository has seen an increase in demand over the past few years. Bob Dolgan, 36, is the vice president of communications at the Greater Chicago Food Depository.

"We've seen an increase of 58 percent in the number of people using food pantries over the past three years. We attribute the increase to unemployment and other factors like rising costs and people having wages cut," Dolgan said.

Dolgan said that the amount of food the Greater Chicago Food Depository supplied in fiscal year 2010-2011 was 69 million pounds. In fiscal year 2009-2010, it supplied 66 million pounds of food compared with 58 million pounds of food in fiscal year 2008-2009.

Dolgan said that the clientele who receive the food has changed over the last few years.

"There are more and more people who are middle class or people who may have never had jobs most of their lives who may have never thought they would be in this situation. This is affecting all ages and all groups," Dolgan said.

Even though the pantry has not had a major problem supplying the food thus far, the pantry may face some problems supplying the food in the future, due to rising food costs and an increase in the amount of recipients of the food.

St. Aloysius Catholic Church on the Southwest Side of Chicago has also seen a substantial increase in the amount of recipients who come to the church's food pantry. Irma Diaz, 64, is one of the people responsible for distributing the food.

"It's an increase. There were 150 families a few years ago. Now there are 500 to 600 families a month," Diaz said.

She said there has been a notable increase in families visiting the pantry, which supplies frozen meats, canned goods, rice, beans and other items.

Just like many other food pantries, St. Aloysius maintains an open-door policy.

"Anybody [can come]. There are no qualifications," Diaz said.

Looking down the stairs into the stark, brick doorway of St. Aloysius, several women pull their shopping carts down the cement stairs. Together, these three women load up their carts and get food for the week. They emerge later, their shopping carts filled with food for their families. As the women wheel their carts behind them, the food pantry closes for the day, and dusk settles in. It's just another day and another opportunity to help those in need. ■



THE **UNHEALTHY** TRADEOFF

| STORY BY ELISABETH ABRAHAMSON

The struggle to get out of bed becomes greater every morning. Last night's dinner becomes this morning's breakfast and the leftovers are becoming more appealing every day. The economy is literally making people sick and no one is benefitting from it.

When Amanda Jans lost her job at a book store called Used Books in Lincoln Park, she, like many other people, had to turn to unhealthy solutions. Jans had to act fast because her apartment would be the next to go, and then her sanity.

"When they let me go, I immediately thought about my bills and the food," Jans said. "How am I supposed to eat? Go to McDonald's every day? No."

Many people like Jans fear losing their jobs and homes in the shaky economic environment. What most of these people don't realize is that they are losing control over their bodies as well and are quickly starting to fall into the overweight and unhealthy category because of the little to no income, and the stress that follows.

"I think that people who have lost their jobs, houses etc. are more likely to eat poorly due to financial constraints, stress and lack of resources," said Jeanna Tachiki, a Chicago registered dietitian. "For example, if someone lost their house and does not have a kitchen (stove, microwave, oven etc.), then they are very limited. If someone is working long hours and highly stressed, they are more likely to choose convenience over health."

People also aren't able to afford their medications, which can be a serious risk to their health. Many of the lucky people who still are employed need to spend their money on bills, gas and rent, leaving them no choice but to stop taking their medication whether or not it is harmful to their health.

Greg Gregorczyk, 55, a Poland native, had to completely change his eating habits after he lost his job as a computer software programmer. His activity levels went down and cabin fever

took over as he spent his days in the family room where he had easy access to the kitchen.

"It's tough," Gregorczyk said. "Since I was let go, I spend time on my couch and that's not healthy."

Tachiki said that the rise in obesity has had a dramatic increase over the past 20 years, so it's hard to tell if the poor economy has made this increase worse. But she can definitely see how the economy is increasing this trend.

"Communities with a lower socioeconomic status do tend to have high obesity rates, so it wouldn't be too farfetched to think that the poor economy is going to further contribute to the rise in obesity rates," Tachiki said.

Stress can also contribute to weight gain and weight loss, so if the poor economy is leading to an overall increase in stress, then that could possibly have an effect on weight change."

Many people like Jans are confronted with these problems, leaving them no choice but to make sacrifices that will hurt their diet and negatively affect their stress levels.

Kathryn Power, director of the Center for Mental Health Services, said that the recession has sparked an increase in the number of phone calls to the Center's suicide hotline.

A CNN article quoted Power saying: "About 30 percent of the calls we get are related to economic distress. They were having emotional difficulties because of fear of their financial situation, fear they would lose their job, lose their home."

Jans knows that she will find another job and resume her life again, but the wait is what she dreads most.

"Waiting is the worst," Jans said. "The longer I don't have a paycheck, the quicker my body will pay the consequences." ■



FOOD:

The average American eats fast food 4-5 times a week.



DIET:

Approximately 30 percent of American adults are obese.



MEDICINE:

According to USA Today, 21 percent of Americans cannot pay their medical bills.



MENTAL HEALTH:

Calls to the National Suicide Prevention Lifeline increased by 36 percent in 2008.

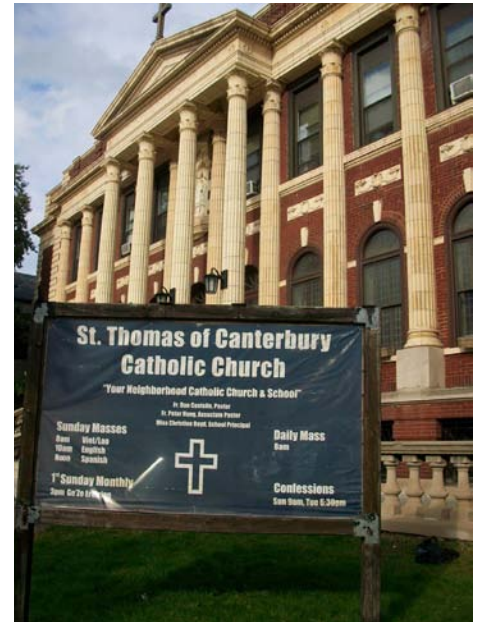
FRIENDLY FACES WARM MEALS



St. Thomas of
Canterbury
Soup Kitchen

**STORY AND PHOTOS
BY CHRIS BARBUSCHAK**

ust off the Lawrence Red Line stop in Chicago's Uptown neighborhood stands a refuge for many. Passersbys walk past the quiet building at 4827 N. Kenmore Ave. without giving it much notice.



John Cameron, opposite, is a volunteer at the soup kitchen at St. Thomas of Canterbury Catholic Church, above, on Kenmore Avenue in Uptown.

But once inside, the clanging of pots, the chattering of people and the slurping of soup adorn the basement of St. Thomas of Canterbury Church. It is here where up to 200 hungry people are fed dinner twice a week. Simply called “Soup Kitchen” by volunteers, the institution started out very small with humble beginnings. About 35 years ago, a mix of Catholic Worker volunteers got together to start a soup kitchen. Cooking for 60 people, the volunteers expected at least 20 to show up on the first day. Nobody came until a volunteer brought in six people from the street. From those original six, Soup Kitchen has grown significantly, feeding all who enter its doors with no questions asked.

John Cameron, 61, of Andersonville, is the man in charge of the kitchen preparations. Officially known as the cook, Cameron first arrived at Soup Kitchen six years ago when a volunteer asked him to help wash dishes on Thanksgiving Day.

“It’s a lot harder than it sounds,” said Cameron concerning the kitchen’s preparations.

A typical Tuesday and Friday for Cameron begins by getting all the food from the refrigerators and carting it over to the kitchen. The tables are then sanitized and the stove pilots are lit. From there it gets hectic with

large groups of volunteers coming in to help prepare the food and set the tables.

At 5 p.m. the volunteers gather in a circle for prayer, then open the doors to the community. Volunteers serve patrons with hearty meals, drinks and a listening ear.

“I don’t know if it’s because of the economy, but we still see a lot of new faces...”

—JOHN CAMERON

“Everyone is very friendly, polite and very appreciative,” said first-time volunteer Jamie Pytel, 20, of Hampshire. “They always say how great the food is and thank us.”

While the economy is tough on many and the poverty rate in the United States has increased to 15 percent, Soup Kitchen is getting by. In fact, the number of hungry mouths at Soup Kitchen has decreased.

“The numbers went down for awhile,” Cameron said. Currently, there are about 150 people on Tuesdays and 200 on Fridays.

Neighborhood residents who have a fixed income usually have little money left for food after paying their rent and utilities. The number is always up at the end of the month because it is when many run short on their checks.

“I don’t know if it’s because of the economy, but we still see a lot of new faces,” Cameron said.

“The number and types of people coming to our soup kitchen haven’t been much affected by the economic downturn,” said Christine Pao, 42, the business manager for St. Thomas of Canterbury. “We’ve actually been seeing a gradual decline in the number of people in our neighborhood who want a hot meal in a communal, non-residential setting.” Furthermore, Soup Kitchen gets an abundant amount of donations from the Chicago Food Depository, St. Francis Xavier Church in Wilmette, and Panera Bread.

Thanks to the large surplus of donations and dedicated volunteers, Soup Kitchen continues to remain a beacon of hope in the Uptown neighborhood.

“I like to cook for them just like I like to cook for myself, which is not always a good thing,” Cameron laughed as he stirred soup in two large vats. “But we do our best to give them a good meal.” ■

THE AMERICAN DREAM



CONTINUES

AOK Panini serves up affordable grub despite hard economic times

**STORY BY MAURA GUTHRIE
PHOTOS BY ALLY WATT**

Owner Osman Maboud warmly greets his patrons as they enter AOK Panini, located at 1051 W. Granville Avenue.



On a sunny Chicago afternoon, a small shop displays a glowing “open” sign. There is no awning to indicate the store’s name, only a small window sign that could easily be overlooked. However, the nondescript exterior does not reflect the dedication and energy of the owners behind the glass.

The interior is brightly lit and signs of renovation are apparent. A small TV shows the news. Inside, a dark skinned man stands behind a display counter, smiling warmly. He is tall and proud, offering a firm handshake and sandwich.

“What do you want? I’ll make you a nice sandwich—you students need to eat,” he says.

Osman Mahmoud, 46, is the owner of AOK Panini at 1051 W. Granville Avenue in the Rogers Park neighborhood of Chicago. Mahmoud approached his brother-in-law, Ali Belal about a year ago with the idea to open a restaurant. Belal, 44, operated a similar shop before. He also asked his friend Karl Williams to join them.

Deciding to become an entrepreneur in this economy may seem ill advised, but Mahmoud is connected to the neighborhood.

“When I lived up here, Granville was not a nice street. I was driving around here last year and they told me they had made this area dry, closed the liquor stores and were trying to bring the area back up. I started thinking then, it’d be a nice place to start a little business,” Mahmoud said.

Mahmoud wanted to be his own boss. On

the day they opened AOK in June 2011, he said: “We didn’t know what to expect. It was nice—it’s always nice when you’re working for yourself. You don’t have to punch someone else’s clock.”

Mahmoud and Williams worked together at the Chicago Board of Trade for nearly 30 years. They started as runners and worked their way up through nearly every job before becoming brokers. Today, Williams makes for an encouraging wingman.

“Every company that’s started took a chance,” he said. “Dream it, figure out the process, and then... get to work.”

AOK is not the only restaurant to open in the neighborhood recently, despite the bad economy. Others include Pete’s Pizza and M. Henrietta, both of which have another successful location. Despite the struggling economy, Mahmoud thought AOK’s affordable prices would attract customers.

“We did this in a bad economy, we knew what to expect. That’s why we keep our prices low,” Mahmoud said.

For \$4.50 you can buy a loaded flatbread panini sandwich with free chips and a drink. Students receive an additional dollar discount.

“We’re trying to make sandwiches where you eat healthy and it tastes good,” Mahmoud said.

Mahmoud assembles his paninis with utmost care. There are eight choices of meat and a veggie-only option. All of the meats, including roast beef, turkey and lamb

are halal, reflecting Mahmoud and Belal’s orthodox Muslim faith. The protein is the first ingredient added to their rectangular flatbreads followed by seven veggies including beans, cucumbers and sprouts. Cheese and sauce are the last additions. Mahmoud and Williams spent many hours in the kitchen creating their unique flavors.

Although the flavors could speak for themselves, these loaded flatbread paninis could benefit from an extra push around town. These men are old fashioned, relying on fliers and word-of-mouth as their primary forms of advertisement. Still, they know where they need to improve. Mahmoud has hired another employee to work a night shift, hoping that a 3 a.m. close will attract students. A store website is also in the works.

The odds of survival are not great for the men of AOK, but their spirit is undeniable.

“I think we just need to be consistent: consistent, and in some cases, persistent. Until things pick up that’s all we can do,” Mahmoud said.

At the end of the day, Mahmoud, Williams and Belal are just three hard-working, honest men with a panini shop.

“We feel like this: If you really want something in life—you really want this, or you really want that—all you’ve got to do is put your mind to it,” Mahmoud said. “You can do it. You can have anything and be anything you want in this life.” ■

Homeward

Animals are being abandoned at an alarming rate, a sad but common trend in today's economy

BOUND

STORY BY KAITLIN McMURRY
PHOTOS BY HARLEY GRIFFITHS

Tn April 2011, Kara Kwiatkowski and her family wanted a dog. Little did they know three puppies would haphazardly come into their lives a couple weeks later.

"One night my uncle, Patrick Kwiatkowski, was driving down a busy street when the driver in front of him threw a cardboard box out of a moving van. After my uncle ran over the box, he stopped and found seven puppies. Sadly, only three puppies survived the impact," said Kwiatkowski, 21, a biology major at Loyola University Chicago.

Unfortunately this story is all too common in today's economy. Animals are the first to go in a bad economy, and for the past couple of years, animals have been abandoned at an alarming rate across the country.

"My family lives in Toledo, Ohio, where there are a lot of issues with job loss and foreclosures. In fact, after finding the puppies my uncle gave two of them away to one of my neighbors, who, a week later, told us he couldn't afford to feed them and was going to give the pups to a shelter. Needless to say, we took those two puppies right away," Kwiatkowski said.

The ASPCA estimates that the average pet owner will spend anywhere from \$1,500 to \$2,000 within the first year of having a pet; and with more and more foreclosures and unemployment, that is \$1,500 many people do not have to spare.

"This year we've seen an increase in dogs

being dropped off," said Dr. Robyn Barbiers, 55, executive director of Chicago's Anti-Cruelty Society. The shelter received 854 dogs during its last fiscal year. This year, the number increased to about 1,000 dogs.

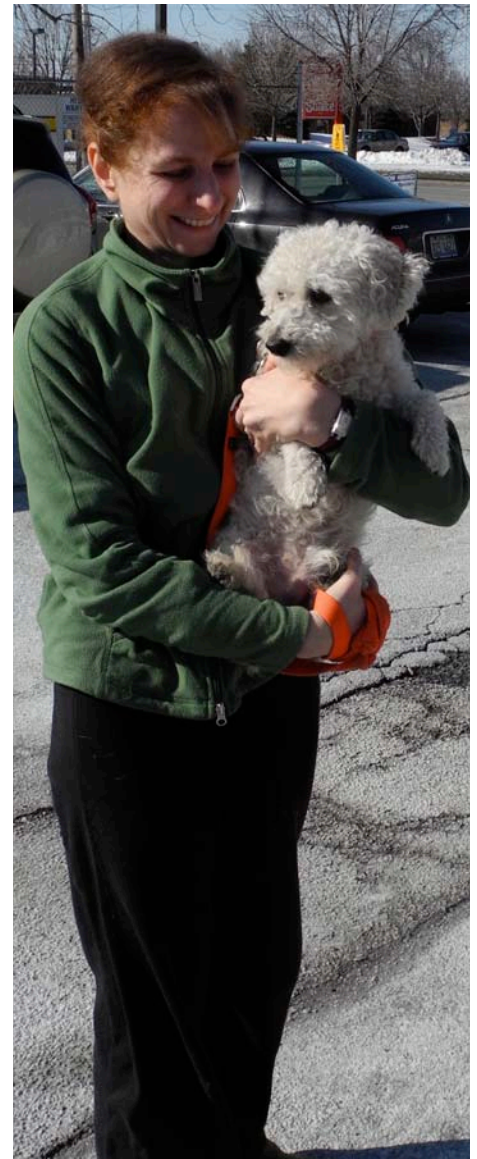
"We're seeing more and more cats and dogs who are 10 to 12 years old being dropped off here, because people can no longer afford them or are being forced to move out of their homes and into smaller apartments where pets are not welcome," said Davorka Brozovic, 55, a systems analyst and volunteer at the Anti-Cruelty Society.

As a result of this trend, over crowding in animal shelters has become a nationwide issue, leaving many shelters no choice but to put down more animals.

For example, the Chicago Tribune reported that in the U.S., 6 to 8 million animals are put in a shelter every year, and 3 to 4 million of those animals are euthanized annually.

Even no-kill shelters are being forced to turn animals away. "No-kill shelters are full to their capacity, leaving people with no choice but to leave their animals at kill shelters," said Annie Boder, 42, medical student at Wright College and part time worker at Unleashed Doggy Day Care.

As one might expect, adoptions at animal shelters have also been declining. Once someone adopts a pet, animal shelters hope that person doesn't return.



“My job is to inform adopters of the cost and responsibility of owning a pet because it seems a common excuse for abandonment is that animals are too much work and too expensive,” said Barbara Walsh, a volunteer at the Anti-Cruelty Society.

In order to adopt a dog, adopters must provide proof that landlords will allow them to have a dog in an apartment.

“We do this because we were getting too many people coming back with their newly adopted dog saying they couldn’t have dogs in the apartment,” Barbiere said.

Many people are irresponsible when it comes to owning a pet. Many fail to get their animals spayed and neutered, which could easily fix the increasing animal population.

Many shelters like the Anti-Cruelty Society have made spaying and neutering as affordable as possible, charging only \$15 for cats, \$90 for female dogs, and \$70 for male dogs. Feral cats and pit bulls are spayed and neutered for free.

“We want to reach out to those communities who can’t afford to get the proper care for animals,” Barbiere said.

In the Chicago area, there are programs that provide financial aid to families in need so they aren’t forced to abandon their beloved animals. In fact, many animal shelters have a program like the Anti-Cruelty’s SPACE program designed specifically for emergencies like the foreclosure of someone’s home.

“The program is designed to give an animal a temporary home while the owners find a place to stay and get on their feet,” Barbiere said.

Although the economy is down, adoptions are low and more pets are finding themselves homeless, Davorka Brozovic still has hope for those animals because when they do find a home, she knows it will be a good home.

“It is the best feeling when you know in your heart that an animal is going to a good home,” Brozovic said. “The biggest gift is when you’ve worked with an animal for a period of time and you see them get adopted and you see how excited the adopters are to take home their new pet.” ■



Alisa Kaplan (left page) from Community Animal Rescue Effort (CARE) in Evanston, helps dogs waiting for homes like Snowy, opposite, and Rose, above.

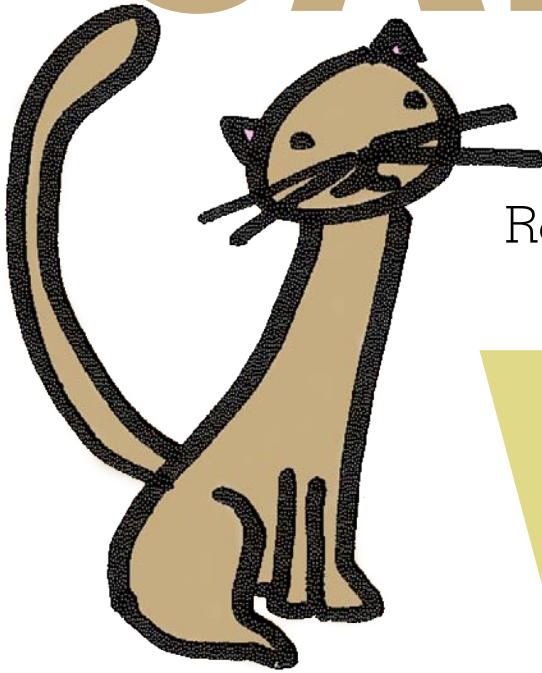
Scooby STATS

**\$15 for cats,
\$90 for female
dogs, and \$70
for male dogs.**

**Costs average
\$2000- \$1500
for first year of
owning a pet.**

**6 to 8 Million
animals are
put in a shelter
every year.**

CAT LADY REDEFINED



Retiree makes love for animals lucrative

STORY BY LIZ SMARAGDIS

Whether its cleaning cages, assisting with feedings or just playing with the animals, Zinta Konrad loves spending time volunteering at animal shelters throughout Chicago. She spends three days a week volunteering at different shelters including Clark n Oak Animal Health Center, The Anti-Cruelty Society and PACT Humane Society.

“It’s gratifying volunteering at the shelters because there is a lot of spirit, caring and compassion in these places,” Konrad said.

Konrad owns two cats, Oliver and Ziggy, which are both adopted from animal shelters. Prior to adopting, Konrad owned a Maine Coon named Lapsi, who lived to be 22.

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Ian’s parents want to congratulate the SOC students on Mosaic Magazine 2012!



| PHOTO BY LIZ SMARAGDIS
| ILLUSTRATION BY ADI MENAYANG

Zinta Konrad, 63, has two adopted cats and volunteers as animal shelters.

“At the end of Lapsi’s life she was deaf and blind but she had such spirit and strength. I realized that she lived each day to the fullest. There is so much we can learn from animals,” Konrad said.

Konrad, 63, is retired and lives in the Edgewater neighborhood of Chicago. After completing an online veterinary technician program, Konrad now devotes her time to taking care of animals and volunteering at Chicago animal shelters.

Konrad’s time spent volunteering has left

a positive impact on the shelters.

“Zinta’s enthusiasm and devotion to animal welfare are inspiring. She truly embodies the ideal volunteer,” Lydia Krupinski, coordinator of volunteer services at the Anti-Cruelty Society said.

To further explore her love for animals and earn some extra income Konrad is working on starting a pet care business. Konrad wants to work with people who are away and need someone to watch their pets.

“It wasn’t a matter of owning a business. It was to earn extra income doing something I love—taking care of animals,” Konrad said.

While Konrad does not have any clients yet, she is working on advertising the business in her apartment building.

“I thought this business would be a good idea since so many people in my apartment building have animals. I thought I would get some business, but so far that apparently isn’t the case,” Konrad said.

Konrad completed her doctorate degree in African language and literature at the University of Madison in 1983. She lived and taught in several countries throughout Africa until she moved to Chicago and started a career at Leo Burnett advertising agency in 1985. She found this work ethically challenging, as she was required to research Africa and the Marlboro Man advertising

campaign.

“Eventually I was switched from cigarette research to cheese research and I was so relieved,” Konrad said.

Although Konrad was not interested in working full time as a professor, she decided to move into a career in education. For 20 years she worked at the College of DuPage as the Director of International Education. She helped design curriculum and create study abroad programs.

Joyce Kaufman, Ph.D. is a professor at Whittier College and created the International Negotiations Modules Project. She worked with Konrad to implement the program at College of DuPage.

“Zinta is fabulous. She is energetic and has vision. And more importantly she knows how to make things happen,” Kaufman said.

While a career in education and a career caring for animals may not seem related, according to Konrad there are a lot of connections between education and animals.

“There is what students are taught and what students should be taught, and that is a concern for social justice,” Konrad said. “Societies who have a high concern for social justice have a high concern for animals. While we are not where we need to be as a society, we are getting closer.” ■



Felices

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