

Ferguson, Johnson Lead Herndon Boys' Basketball

SPORTS, PAGE 8

Rust Speaks on Current Session

NEWS, PAGE 3

Town Launches Customer Service Initiative

NEWS, PAGE 3

OPINION, PAGE 6 ❖ SPORTS, PAGE 8 ❖ ENTERTAINMENT, PAGE 9 ❖ CLASSIFIEDS, PAGE 10

PHOTO BY CRAIG STERBUTZEL/THE CONNECTION

Herndon senior
Will Ferguson
scored 25 points
during the Hornets'
75-65 victory
against Chantilly
on Jan. 10.



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PHOTOS BY ALEX McVEIGH/THE CONNECTION

Herndon Town Manager Art Anselene announces a new customer service initiative for the Town of Herndon Monday, Jan. 14.

Town Launches Customer Service Initiative

Town services to be more customer friendly, new feedback methods created.

BY ALEX McVEIGH
THE CONNECTION

The Town of Herndon announces a new customer service initiative Monday, Jan. 14, called "Count ON Us." Named to connect with the town's new branding strategy, the initiative will focus on increasing customer satisfaction with the town's services.

"We've worked hard over the last few months to improve all services within the town, to make sure we're going the extra step for our citizens," said Art Anselene, town manager. "When a citizen has a problem, hopefully we can not only solve it, but go out of our way to find as many alternative solutions as we can."

Town employees have been training in the new initiatives for the past three months, everything from making the building site plan process more efficient to making sure people working payment windows are smiling.

"We highlighted a lot of small things, to smiling as customers, to making sure we always say 'thank you' and being as friendly as we can," Anselene said. "It's all about making a more positive experience for people who live and work in this town."

Along with making sure customers are treated with respect and given accurate information, another major part of the initiative is to improve the feedback process.

"We will have customer comment cards placed at all of our service locations, part of what we're working on to get as much feedback as we can," said Ron Tillman, manager of the Herndon Community Center. "And our website will have information about how to send comments in, and we're working on online comment submission forms right now."

The town has also enacted a program where staff



Ron Tillman, manager of the Herndon Community Center, explains aspects of the town's new customer service initiative at the municipal center Monday, Jan. 14.

members who are identified for providing excellent service for the Count ON Us receive Service Awards.

"I can't say I've ever been treated poorly by anyone from the Town of Herndon, so I'm not sure it's that much of an issue," said Maria Shari of Herndon. "But I'm certainly not going to complain about the town going out of their way to treat its residents better."

George Wells of Herndon said good customer service is something he pays attention to.

"Places with good customer service stick out in my mind, if it's a toss up between two restaurants and I remember going to one of them and being treated very well, I'll choose them 10 times out of 10," he said. "Maybe one day I'll go in to pay my water bill and I'll be in a bad mood, and someone with the town has such a good attitude that it brightens my day. In that case, I think this program will be well worth it."



PHOTO BY ALEX McVEIGH

Del. Tom Rust (R-86) addresses the current General Assembly session at the Herndon Municipal Center Saturday, Jan. 12.

Rust Speaks on Current Session

Transportation high among priorities for residents.

BY ALEX McVEIGH
THE CONNECTION

Del. Tom Rust (R-86) addressed his constituents at the Herndon Municipal Center Saturday, Jan. 12 to give an update on the current General Assembly session.

The session began Wednesday Jan. 9, and Rust estimated more than 2,000 bills have been heard. He said one of his priorities is to find ways to keep tolls down and get state funding for the Silver Line.

Rust says he expects a \$300 million contribution over the next five years toward Dulles Rail.

"I think we can all agree that the tolls are way out of line, [Del.] Joe May (R-33) and I have a bill that would take ownership of the Green Way to the state, but I'm not optimistic that it will survive," he said. "Del. [Ken] Plum (D-36) and I have also a special amendment that would get \$150 million over the next two years for toll reduction, because tolls did not go down last year."

Benjamin Hardy of Herndon said he hoped lowering tolls on the toll road was a high priority at the session.

Out of everything being discussed, the tolls on the Dulles Toll Road are the one thing that affect me every single weekday, twice a day," he said. "It's come to a point where if I decide to skip the toll road to save money, I'm going to sit on Route 7 for at least an hour, and I have to start comparing money versus time. Considering the tolls went up this year, and are scheduled to go up even more, I think it's time something is done about it. I can't be alone in thinking this."

Rust said he didn't agree with

several proposals from McDonnell, including the item that would eliminate the fuel tax and add to the sales tax.

One of Rust's bills would make several changes to the revenue sources for the state. It would establish a five percent tax on motor fuel sales, which would go to several funds, among others.

He estimated that the bill that will be passed will be a combination of the governor's bill and up to four other possibilities being presented by his colleagues, one being his.

"I will be supporting some kind of bill, but I would say the governor's bill has a pretty steep hill to climb," he said. "Around 20 to 23 percent of the fuel tax will be paid by out-of-state users, while most of the sales tax will be paid by Virginians, as one example."

Rust was also asked about the possibility of tolling the Dulles Airport Access Road.

"The only way to put a toll on the access road is for the U.S. Congress to do it," he said. "It has been attempted and talked about before, but it's been unsuccessful. As much as we'd like to see it happen, only congress can say we can do it. But I think we ought to."

Responding to several questions about gun legislation, Rust said he wasn't sure what the session would bring about.

"We have gun bills that come up every year. The rural parts of the states are big on guns, the urban places generally are not," he said. "Responding to the recent tragedy in Connecticut, the governor has put together a school safety task force, we haven't seen the results yet, but he expects them around Feb. 1."



Herndon High's NJROTC cadets celebrate earning fourth place at the Area Five Orienteering Championship.

Herndon High Cadets Go to National Championship

Herndon High's Navy Junior Reserve Officers Training Corps (NJROTC) cadets are actively preparing for the Orienteering National Championship, to be held on Feb. 16 and 17 at the Patuxent River Park in Upper Marlboro, Md. Although a little closer to home than last year's championship, the cadets are just as excited about the competition, as they go into it with more experience and a better area ranking. They recently finished fourth in the Area Five Orienteering Championship, where they competed against 26 schools from Virginia, Maryland and the District of Columbia.

Preparation for the National Championship will include running several more orienteering courses of graded levels of challenge. As courses increase in difficulty, they require more advanced skills in locating hidden checkpoints using only a map and compass as well as more physical strength and endurance. Cadets often find themselves crossing rivers, scaling steep hills and running as quickly as they can—for miles over rough terrain.

For more information about Herndon High's NJROTC program, visit <http://www.herndonnjrotc.com/>.

Herndon Firm Receives Engineering Award for Rush Hour Traffic Study

Johnson, Mirmiran & Thompson (JMT) has received a Merit Award in ACEC Virginia's Engineering Excellence Awards competition for its work on developing complex analysis models of five popular commuter corridors for the Virginia Department of Transportation (VDOT). JMT, in association with Vanasse Hangen Brustlin (VHB) and the University of Virginia, used speed and travel time data to develop quality performance measures to justify the need for major road improvements and project the impact of those improvements once implemented.

The report will help VDOT's Traffic Engineering Division support its field operation staff involved with arterial and freeway management. It is envisioned to be a prototype for understanding traffic operations along heavily traveled corridors. Future performance measures will most likely be generated via a data management system, where standard dashboard features and standard reports will be available.

The pilot corridors were defined by VDOT and included three freeways and two arterial roads, each comprising multiple Traffic Messaging Channel links. They included: I-64 eastbound from Gaskins Road in Henrico County to Exit 74 from I-95 in downtown Richmond; I-64 eastbound from Exit 264 (I-664) to Exit 264 (I-264 eastern junction) in Hampton Roads; US 29 northbound from US 33 to US 15 (south of Gainesville) in Culpeper; I-95 southbound from I-495 (Exit 170/Springfield Interchange) to VA 234 (Exit 152/Dumfries) in Northern Virginia; and VA 7 eastbound from US 15 east of Leesburg to VA 267/Dulles Toll Road. The focus of the analysis was the a.m. and p.m. rush hour peak periods for each corridor between 5 to 10 a.m. and 3 to 9 p.m.

To conduct the study, JMT and VHB used historical travel times from 2010 with data purchased from INRIX, the database which provides historical, real time traffic information and traffic forecasts to businesses and individuals in over 30 countries.

WEEK IN HERNDON

Art Proposals Sought for Grant

The Town of Herndon is accepting grant proposals of up to \$5,000 through the Virginia Commission for the Arts Local Government Challenge Grant Program for projects to be implemented in FY2014.

Non-profit arts organizations incorporated in the Town of Herndon must meet general policy guidelines as published by the Virginia Commission for the Arts. See www.arts.virginia.gov. The commission's 2013-2014 guidelines for funding and other resources are available on the website. Applicants should provide full documentation of projected budget, program planning and a detailed description of implementation of project.

Organizations that intend to apply for grant fund-

ing may submit their proposals by 5 p.m. on Feb. 1 to the performing arts supervisor at the Herndon Department of Parks and Recreation. They may be delivered to the Community Center, 814 Ferndale Ave., Herndon. Proposals may also be mailed to the Town of Herndon, PO Box 427, Herndon, VA 20172-0427, Attn: Performing Arts Supervisor.

The Herndon Parks and Recreation Department manages and operates the Herndon Community Center. The facility is open to the public, and daily to yearly admission passes are available. All year long, multiple recreation and fitness programs and special events are offered. To learn more about the Herndon Community Center and the department, please visit us at www.herndon-va.gov, or call 703-787-7300.



Fox Mill Elementary School in Herndon hosts Thomas Jefferson re-enactor Bill Barker Wednesday, Jan. 9. Barker was brought to six different schools last week by members of the Reston Rotary Club, which have performed outreach relating to Colonial Williamsburg for the past several years.

Students Get Blast From the Past

Reston Rotary tours elementaries with Thomas Jefferson re-enactor.

BY ALEX MCVEIGH
THE CONNECTION

Students across Reston elementary schools got a blast from the past Tuesday, Jan. 8 and Wednesday, Jan. 9, courtesy of the Reston Rotary Club. Bill Barker, an actor who has played Thomas Jefferson at Colonial Williamsburg since 1993, toured Forest Edge, Terraset, Dogwood, Fox Mill, Hunters Woods and Lake Anne Elementary Schools to tell the students about his life and beliefs.

"We started this several years ago with an intent and passion to build better citizens," said Carol Ann Babcock of

the Reston Rotary Club, who helps coordinate the visits. "The fourth and fifth graders we visited today will be in the voting booth in another 10 years."

The third president talked to student about topics such as proper English manners and his travels across the world before answering student questions. Previously the group visited five schools in the area, but added Fox Mill this year.

"Speaking to the students, one thing that struck me was the instant recognition of the value of science and education.

I spoke about the symptoms Thomas Jefferson's wife had after giving birth to her children, and they were able to figure out that she had diabetes, which no one knew about in Jefferson's age," Barker said. "And when I asked them why we know about it now, they replied with two answers consistently: science and education. The fact that they're aware of that is a very good thing, because as Thomas Jefferson once said, 'if a nation expects to be ignorant and free, it expects what never was and never will be.'"

"Speaking to the students, one thing that struck me was the instant recognition of the value of science and education."

—Bill Barker, a Thomas Jefferson re-enactor

This is only one of the outreach efforts made by the Reston Rotary Club when it

comes to local elementary schools. For the past few years they have donated money for each school to take "electronic field trips," which are a series of online streaming presentations where students can learn about Colonial Virginia and interact with the presenters live.

"Efforts like this are why we hold fundraisers and come together as a club," said Bill Ament, Reston Rotary's treasurer. "We're always focused on ways to support education and reach out to school, and to provide support for their efforts."

BULLETIN BOARD

To have community events listed in the Connection, send to herndon@connectionnewspapers.com. Deadline is Friday.

SATURDAY/JAN. 19

AAUW Presentation: The Women of Walmart. 10 a.m., at the Reston Community Center at Lake Anne, 1609 Washington Plaza, Suite A, Reston. Ben Gold, instructor for the Osher Lifelong Learning Institute, presents a program on "The Walmart Supreme Court Case," discussing workers and their ability to right the wrongs against them and stand together against corporate misconduct. 703-620-4521 or 703-709-8599.

eBook Library Workshop. 2 p.m. and 2:45 p.m., at Herndon Fortnightly Library, 768 Center St., Herndon. Workshops and one-on-one clinics showing members how to access free eBooks at county libraries. 703-437-8855.

SUNDAY/JAN. 27

Cat Adoption. 1-4 p.m. PetSmart, 11860 Spectrum Center, Reston. Every Sunday. Sponsored by Lost Dog & Cat Rescue Foundation. www.lostdogrescue.org.

THURSDAY/JAN. 31

Calls for Art. ArtSpace Herndon is accepting submissions for two displays through Jan. 31: the first of original images of works which depict the time frame from 1830-1880 as part of the "Beyond the Blue and Grey" The Virginia Home Front exhibition and the second for the

Public Art in the Windows community effort to promote outdoor public art in Herndon. www.artspa

ONGOING

The Object Management Group (OMG) announces their quarterly technical meeting for members and interested non-members. The week of Mar. 18, at The Hyatt Regency, Reston. Register online or walk-in registration. www.omg.org/news/meetings/tc/dc-13/info.htm.

The Herndon Senior Center at 873 Grace St., Herndon, needs a volunteer musician to play soothing music for participants; piano available. 703-324-5406, TTY 703-449-1186, VolunteerSolutions@fairfaxcounty.gov or www.fairfaxcounty.gov/dfs/olderadultservices.

Long-Term Care Volunteer Ombudsman Program Needs Volunteers. Ombudsmen advocate for the rights of residents of nursing and assisted living facilities—they also help residents resolve conflict and improve their quality of life. 703-324-5861 TTY 711 or Lisa.Callahan@fairfaxcounty.gov.

Shepherds Center McLean-Arlington-Falls Church Area Needs Volunteers. Varying times, 1205 Dolley Madison Boulevard, McLean. Volunteers who can provide transport to and from medical appointments, act as a companion while shopping at grocery store and pharmacy, make friendly calls to homebound individuals, be handy helpers for minor home repairs and help with yard work and chores are needed. 703-506-2199.

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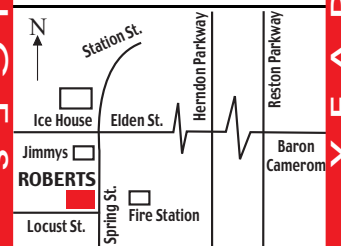
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OPINION

Transportation Money

Virginia, and especially Northern Virginia, is woefully short on funds for transportation. One reason is that its gas tax, a logical way to fund transportation infrastructure, is one of the lowest in the nation, and has remained flat since the '80s, since it is not indexed for inflation. So the buying power of the gas tax has been dwindling.

It seems obvious that one way to fix this is to allow it to rise with inflation, or change it to a percentage of the price of a gallon of fuel. Tying road funding to gas consumption is a logical connection, and the increase encourages conservation and more fuel-efficient vehicles.

Instead, Gov. Bob McDonnell has proposed eliminating the gas tax, replacing the funding with an increase in the sales tax plus a plan to shift money from other state spending, like education, human services and public safety,

to transportation.

With considerable agreement that Virginia needs about \$1 billion a year to pay roads and transit, this proposal would raise about one-third of that.

Part of the governor's plan also calls for a \$100 annual fee on vehicles that use alternative fuels.

Raising the sales tax to pay for roads is particularly unfair to the many residents of Northern Virginia who have chosen to live in Arlington, Alexandria and other areas that are walkable and provide easy access to public transit.

Penalizing drivers of hybrid and electric vehicles by charging them more than six times what other vehicles pay is not in the best interests of anyone who breathes the air in Virginia, and is a stark slap at innovation.

The entire proposal makes about as much

Eliminating the gas tax makes no sense.

sense as forcing a select few Northern Virginia residents, the drivers on the Dulles Toll Road, to almost single-handedly pay for rail to Dulles. Dulles airport is one of the key economic drivers for the Commonwealth of Virginia. Building rail to serve the airport is an economic investment that will have broad benefits in revenue for the state. A disproportionately small amount of that revenue will make it back to Northern Virginia. So it is welcome that the governor's proposal calls for diverting some of the "new" transportation money to Dulles rail.

The current proposal would make Virginia the only state without a gas tax. It seems unwise for a state with such dramatic transportation deficits to abandon the one source of funding that makes sense. More money is needed; that requires addition, not subtraction.

— MARY KIMM,

MKIMM@CONNECTIONNEWSPAPERS.COM

EDITORIAL

A 10-Year Mission: End Homelessness

BY MICHAEL O'REILLY

Our Fairfax-Falls Church community is one of the most affluent in the country. Our schools are second to none. We are the home for many Fortune 500 businesses. Even with the challenging economy, our unemployment rate is among the lowest in the country.

Despite these strengths, our community also includes people who are homeless and are staying at emergency shelters, living in their cars or camping in the woods. Our community includes families with no place to sleep at night and children with no place to go after school. It saddens me to report that there were over 3,000 homeless individuals in our community this past year. It is unacceptable to have homeless men, women and children in our community.

Homelessness impacts every person in our community and each has a role in ending it. Through the good work of many non-profit and religious organizations, for many years we have directed our collective efforts to managing the homeless issues. However, little was done to find longer term solutions to prevent and end homelessness. That has now changed.

The leadership of Congressman Gerry Connolly helped to galvanize all of the energy and effort in the entire community. The Fairfax County Board of Supervisors with leadership from Chairman Bulova and Supervisor Catherine Hudgins and all of our key stakeholders from the non-profit, government, faith and business community came together to develop an impressive 10 Year Plan to Prevent and End Homelessness. The plan recognizes the right of all people to have a safe, affordable place in which to live. The plan envisions our entire community working together as partners to eliminate homelessness. We have some very steep goals and lots of hard work ahead to reach our goal of ending homelessness in Fairfax County by the end of 2018.

We have made huge strides in the develop-



From left — Michael O'Reilly, Jim Corcoran and Dean Klein during Jeans Day 2012.

ment of the governance structure called The Partnership to Prevent and End Homelessness. The Office to Prevent and End Homelessness was established within Fairfax County. We have constituted a Governing Board made up of business leaders, elected officials, builders, clergy, law enforcement and others. We have created a new Consumer Advisory Council to ensure that currently homeless and formerly homeless have an active voice in the implementation of our plan.

We have much more work to do. We have recently moved our collective efforts to the plan's goal of creating 2,650 new housing units. We have supported and will continue to support efforts to amend the county's housing code to permit more individual housing options. We hosted a day long outreach program for our faith based communities which shows promise at increasing the housing stock.

Through our collective prevention and rapid rehousing strategies, community case management and the provision of other critical services, we prevented last year over 1,400 indi-

Editor's Note:

This month, The Connection begins featuring a monthly column written by community leaders involved in Fairfax County's nonprofit organizations. Every year, thousands of Fairfax County residents volunteer with nonprofits in a variety of ways, whether it's driving a senior citizen to a medical appointment or serving meals to the homeless in one of the county's hypothermia shelters. According to Volunteer Fairfax—a nonprofit that matches volunteers with service projects—individuals volunteered 205,688 hours of service to the community. We launch this series with a column by Michael O'Reilly, Chairman of the Governing Board of the Fairfax-Falls Church Partnership to Prevent and End Homelessness.

viduals from becoming homeless by providing community case management and other services. In addition, we have launched a Housing Locator Network to strengthen relationships with landlords and to help to move the homeless in our community more rapidly into permanent housing. Through the work of our partnership we have seen an impressive increase in homeless families and individuals placed in permanent housing from 482 in 2010 to 853 in 2012. Many adults and children have been positively impacted. This can only be attributed to the commitment that many in our community have made to end homelessness.

Our approach to preventing and ending homelessness is predicated on us doing so in partnership with a broad coalition of nonprofits, faith communities, businesses and government. Working together allows us to do amazing things.

I thank you for your interest and commitment and look forward to our continued work together with all of our partners in the coming years as we strive to prevent and end homelessness in our community. If you would like to become involved in this important work please go to www.fairfaxcounty.gov/homeless or call 703-324-9492 for more information.

Michael O'Reilly is Chairman of the Governing Board of Fairfax Falls Church Partnership to Prevent and End Homelessness.

Oak Hill & Herndon CONNECTION

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The Importance of Recess

Pediatric researchers say unstructured play can help a child's cognitive, physical, emotional and social development.

BY MARILYN CAMPBELL
THE CONNECTION

Can climbing on monkey bars help a child's cognitive development? Can a game of tag boost preschooler's social skills? The nation's top pediatricians say "yes" and some local educators agree.

A policy statement released earlier this month by the American Academy of Pediatrics said recess, when provided in a safe environment and under supervision, provides children with cognitive, physical, emotional and social benefits. Additionally, the AAP recommended that unstructured play be used in conjunction with physical education in schools.

"Recess and unstructured play provide children with opportunities to explore, problem-solve and learn in ways that enhance their socio-emotional, physical and cognitive development," said Julie K. Kidd, associate professor and early childhood education academic program coordinator at George Mason University in Fairfax. "The physical and mental break from academic activities enables children to return to their studies more focused and ready to learn."

SOME LOCAL SCHOOLS agree that recess is an important part of a student's day. "In addition to physical education classes, our students enjoy unstructured recess every day," said Dick Ewing, head of school at the Norwood School in Potomac, Md. "Of course, there are the health benefits of the physical activity, and teachers will tell you that children are more focused in the classroom after recess, but there are also several social-emotional benefits. Children learn important life skills during recess. They learn how to effectively communicate, collaborate, cooperate and problem solve during various playground games. Creativity also comes into play as children make up their own games."

Lizabeth Borra, school counselor at Potomac Elementary School in Potomac, added: "This unstructured time gives children the opportunity to develop lifelong skills such as conflict resolution, communication, creativity, and negotiation."

Joan Holden, head of school for St. Stephen's & St. Agnes School in Alexandria, developed play areas known as "Tinkering Spaces" on campus, "dedicated spots where students work together with educational games, building tools and puzzles, where there are no assessments or evaluations, just a relaxing, fun atmosphere that brings out teamwork, creativity, invention and problem-solving," said Holden.

American Academy of Pediatrics researchers and local educators concluded that recess and free play activities are a critical part of development and social interaction that students may not get inside a classroom. "Time outside in an unstructured environment among peers provides an important avenue



Students at Norwood School in Potomac, Md., enjoy outdoor recess.

PHOTO COURTESY OF NORWOOD SCHOOL

for the development of their creative, social and moral development," said Colin Gleason, head of the Lower School at The Heights School in Potomac.

Gleason says unstructured play provides a much-needed outlet for some children. "At this age, children, and especially boys, overflow with physical energy," he said. "They are wired ... to explore and learn about the world around them in an active way, using all of their senses. Also, by organizing play with their peers in this environment, they learn the natural laws of social interaction. They learn that it pays off to be kind towards others, to work together to make a game run smoothly [and] to make rules that are fair."

American Academy of Pediatrics researchers also recommended that recess not be withheld from children as punishment. Shannon Melideo, chair of the education department and an associate professor at the School of Education and Human Services at Marymount University in Arlington, agrees: "Too often the children who are denied recess as a punishment are the children who need recess most."

Some local educators say that recess gives children an opportunity to learn how to manage their free time. "Current research in brain development highlights the connections between physical activity, attention and memory," said Dresden Koons, head of Lower School at St. Andrew's Episcopal School in Potomac. "We ... [believe] that what happens outside the classroom benefits what goes on inside it, and vice versa."

THE AAP STATEMENT stresses that recess should complement, not replace physical education classes, even for schools with limited outdoor space, and Reston based National Association for Sport and Physical Education spokeswoman Paula Keyes Kun agreed. She said, "All children need a minimum of 60 minutes of physical activity every day. Regular daily recess should be a part of every school day. It provides children with discretionary time to be active, helps them develop healthy bodies and enjoy movement."

She added that NAPSE is calling on schools across the country to find creative ways of increasing their students' physical activity levels before, during and after school.

PHOTO COURTESY OF GEORGE MASON UNIVERSITY



George Mason University Professor Laurie Meamber uses movies to teach students about consumer behavior.

Off to the Movies

Mason professor has unconventional method of teaching complex concepts.

BY MARILYN CAMPBELL
THE CONNECTION

An Arlington resident and George Mason University professor has an unconventional way of helping her students master complex concepts and evaluating their proficiency: She requires them to watch movies.

Laurie Meamber, an associate professor of marketing in Mason's School of Management in Fairfax, teaches a consumer behavior course in which students study the actions and motivations of buyers. Meamber teaches them how to analyze why and how consumers make certain decisions. The class studies characters in popular films to see the concepts they learn throughout the semester.

"A primary goal of a consumer behavior course is for students to better understand consumer behavior in order to become more effective marketing managers," said Meamber. "An additional goal ... is to enhance their knowledge of consumer behavior so that they as consumers can consume wisely."

Meamber says that through watching and analyzing movies, her classes examine the entire range of internal, external and situational influences on consumer behavior. She divides her class into three groups and each group focuses on one factor that affects consumer behavior: external influences, internal influences and decision-making.

"Students [write] a brief plot summary, providing descriptions of the major characters as consumers and analyzing concepts that they had learned in the course that appear in the film," she said. "They do this in a comprehensive fashion, after having learned all of the ideas

taught in consumer behavior. This allows them to reflect upon, apply and synthesize the entire range of knowledge they have acquired in the course."

Mason spokeswoman Catherine Probst said, "Along the way, the students construct consumer profiles of the characters and examine reasons why and how they make decisions throughout the film. Specifically, students are looking for influences on consumer behavior based on attitudes, motivation, income level and occupation."

Mason student, and Reston resident, Ben Coffinberger took Meamber's consumer behavior class during the fall semester. His group chose "The Devil Wears Prada."

"We presented it by dressing up as the four main characters and acting out small scenes from the movie that provided examples of important marketing concepts we learned throughout the semester," said Coffinberger. "I was forced to identify and apply the marketing concepts I learned in the consumer behavior course to the scenes in the movie. Before taking this class, I didn't think to really recognize consumer-marketing behaviors in movies, television and everyday life. Now I view things in a totally different light."

Meamber says the increasing popularity of social media makes the movie approach a successful learning tool. "As time moves forward, this type of assignment fits in with the interests and learning styles of this generation of undergraduate students," she said. "This type of assignment allows students to analyze and reflect upon movies as a medium that portrays many examples of consumers and of consumer behavior."

SPORTS

Ferguson, Johnson Lead Herndon Boys' Basketball

Hornets coach Hall says win against Chantilly brings credibility.

BY JON ROETMAN
THE CONNECTION

With a five-point lead against Chantilly midway through the fourth quarter, Herndon's Will Ferguson saw an opportunity to make a play.

The 6-foot-2 guard drove down the lane and elevated with visions of dunking the basketball. But Ferguson's journey to the rim was cut short as the senior collided with a player mid-flight and crashed to the floor.

Ferguson momentarily lay on the Chantilly gymnasium floor before rising to his feet and heading to the Herndon bench, ending his 25-point performance.

"I was scared," Herndon's Dorian Johnson said of seeing Ferguson hit the floor. "I was just hoping he was all right."

While Johnson was concerned for his teammate, the junior guard and the Hornets didn't lose focus on the task at hand.

Johnson scored nine of his 25 points after Ferguson's tumble, leading the Herndon boys' basketball team to a 75-65 victory on Jan. 10. Ferguson and Johnson took turns burning the Chargers at the offensive end. Johnson, a 6-foot-4 left-hander, struck first, scoring 13 of the Hornets' 15 first-quarter points.

"They weren't really guarding me," Johnson said. "If I have room, I'm going to attack. Nobody else was hitting shots, so I had to pick up the slack for the rest of the team."

Ferguson erupted for 16 third-quarter points after struggling to make shots during a five-point opening half. Herndon trailed 32-31 at halftime, but Ferguson helped the Hornets to a 12-point third-quarter lead by knocking down perimeter shots and attacking the basket.

"I just kept shooting," he said. "I couldn't get anything going in the first quarter. I had to keep shooting and they started falling."

With Ferguson sidelined, Johnson went back to work. A 3-pointer by Chantilly's DeAndre Harris cut Herndon's lead to two with 4:22 remaining in the fourth quarter, but Johnson answered with a putback, sparking an 11-0 run that helped the Hornets secure the victory.



Herndon senior Dorian Johnson scored 25 points against Chantilly on Jan. 10, including 13 of the Hornets' 15 in the first quarter.

"We know we're the two main scorers," Johnson said. "If one of us isn't producing, we have to pick up each other's slack. If both of us are scoring at the same time, that's even better."

According to stats from the Washington Post's website, Ferguson is averaging a team-high 21.7 points per contest. Johnson is averaging 18.2.

"We came into the game with the idea that we had to do a pretty good job on Johnson and Ferguson," Chantilly head coach Jim Smith said. "They combined for 50 points. You allow those two guys to score 50 and then we missed 18 shots in the paint and we [make] nine of 20 from the free-throw line, it's hard to win when you do that."

Herndon head coach Gary Hall said Ferguson doesn't want to be viewed as a ball hog and needs to be reminded on occasion that the team needs him to be an offensive

focal point. Hall delivers a message to Ferguson that is similar to what the coach told former Herndon All-American Scottie Reynolds: "The most unselfish thing you can do for Herndon High School right now is be selfish."

"For everything that Will is, I think he's very misunderstood," Hall said. "What I told Will at halftime [is], 'If we lose a basketball game with you getting into the lane taking great shots, I'll do that every time because I believe in you and I have complete confidence in you.' Sometimes he needs to know that it's OK."

Hall gives similar encouragement to Johnson.

"We need him to assert himself more," Hall said. "I always try telling him, 'Impose your will on people.' Sometimes he just allows himself to be guarded. I'm like, 'There's not a kid on the court that can guard you.'"

The duo's performance on

PHOTOS BY CRAIG STERBUTZEL/THE CONNECTION



Herndon boys' basketball coach Gary Hall speaks to the Hornets during a Jan. 10 game at Chantilly.

"[Will Ferguson and I] know we're the two main scorers. If one of us isn't producing, we have to pick up each other's slack. If both of us are scoring at the same time, that's even better."

—Herndon junior Dorian Johnson

Thursday, which included eight rebounds for Johnson and six for Ferguson, helped Herndon beat a Chantilly team that entered the contest with a 12-1 record, including 2-0 in the Concorde District. The Hornets improved to 10-4 overall and 2-1 in the district.

"We know that we are a talented team," Hall said. "What this does is validate, because we needed to beat a quality team."

Hall coached at Herndon for 18 years before resigning in 2007 so he could watch his daughters play basketball at Briar Woods High School in Ashburn. With his daughters away at college, Hall, a teacher at Herndon High School, took the head coaching job at Middleburg Academy and was there for one year before returning to the Herndon basketball program last season as an assistant coach. Head coach Chris Whelan

resigned after the 2011-12 campaign, leaving the door open for Hall, a 1979 graduate of Herndon High School, to return to his former position.

"Anytime as a coach, you look for something that's going to give you some credibility," Hall said after beating Chantilly. "Although I've coached, and [Herndon players] know that, they don't care about what happened 15 years ago. We needed a signature win to give our program some credibility. Tonight is it."

Herndon junior Delontae Wingfield scored 11 points and grabbed eight rebounds against Chantilly. Sophomore guard Trevon Wright finished with six points and senior post Sean Mathews grabbed nine rebounds.

Herndon will travel to face Westfield at 7:30 p.m. on Thursday, Jan. 18.

Oakton Girls' Basketball to Face 14-1 Centreville

The Oakton girls' basketball team defeated Robinson 61-39 on Jan. 10, improving its record to 13-2 overall and 3-0 in the Concorde District. The victory was the Oakton's third straight and the Cougars' 10th in their last 11 games.

Oakton will host Centreville at 7:30 p.m. on Friday, Jan. 18. Centreville is 14-1 overall and tied

with the Cougars atop the Concorde District standings with a 3-0 record.

Oakton Boys' Basketball Beats Robinson

The Oakton boys' basketball team improved its Concorde District record to 2-1 with a 69-56 victory against Robinson on Jan. 10.

The Cougars will travel to face Centreville at 7:30 p.m. on Friday, Jan. 18.

Colorful, Satirical Musical Revue

Elden Street Players to present "Tom Foolery."

BY DAVID SIEGEL
THE CONNECTION

Be inspired as "Tom Foolery" takes audiences into the world of Tom Lehrer, who delighted so many with his musically-based attacks and banter on everything, both high-brow and low. The time is the 1960s, when there were "few if any restrictions to what could be said about life, but always with tongue-in-cheek" said Adriana Hardy, director of the Elden Street Players (ESP) production.

Whether an audience remembers Lehrer's drollness from their own callow youth and want to sing along, or are newer to enlivening musical spoofs and sensibilities through Dr. Demento or "Weird" Al Yankovich let alone the off-beat humor of the animated "South Park," there will be something for audiences of all ages to ponder as they laugh.

"Brilliant, with deadpan earnest humor and refreshingly literate and still relevant" is the way ESP veteran actor-singer Matthew Scarborough describes "Tom Foolery."

The show is a tour of Lehrer's off-kilter take on the world, first produced in 1980 by Cameron Mackintosh, known for producing award-winning musicals such as "Cats," "Les Misérables" and "Phantom of the Opera," to name a few.

Some song titles give hints on the Lehrer mindset. There are "Poisoning Pigeons in the Park," "The Masochism Tango," "We All Go Together When We Go" and "Vatican Rag" as well as a cast favorite, getting the right answer through "New Math" among the 25 songs to be given fresh life. Musical director Tom Fuller indicated that the underlying music that propels the lyrics ever forward are of many styles; including rag-time, folk music, '60s ballads and upbeat ditties.

Matt Williams, another of the five-member cast, saw a production of "Tom Foolery" in Richmond, Va., some years ago while he was in high school. He re-



PHOTO BY DAVID SIEGEL/THE CONNECTION

Matt Williams and Carole Simpson in a rehearsal for the Elden Street Players' production of "Tom Foolery."

calls that performance still as quite an eye-opener. Caroline Simpson who will be dancing to depict many of the Lehrer lyrics finds the show a "wonderful delight . . . that is an equal opportunity offender." She has the opportunity to act out through dance and movement Lehrer's kiss of fire lyrics such as "Your heart is hard as stone or mahogany, that's why I'm in such exquisite agony."

According to Director Hardy, "Tom Foolery" has not been "done in the DC area in some time. It is great time to bring it back. Lehrer was so witty and there is such quirkiness to the show." This is a show of flames, not embers, to paraphrase Lehrer.

Where and When

Elden Street Players presents "Tom Foolery" at Industrial Strength Theater, 269 Sunset Park Drive, Herndon. Performances: Jan. 25-Feb. 16, 2013. Fridays-Saturdays at 8 p.m., Sunday Feb. 3 at 3 p.m. Sunday Feb. 10 at 7 p.m., Thursday Feb. 14 at 8 p.m. Tickets: \$23. Call 703-481-5930 or visit: www.eldenstreetplayers.org.

ENTERTAINMENT

Send announcements to herndon@connectionnewspapers.com. Deadline is Thursday for the following week's paper. Photos/artwork encouraged. For additional listings, visit www.connectionnewspapers.com.

THURSDAY/JAN. 17

Family Focused Volunteerism.

10 a.m.-noon, at ArtSpace Herndon, 750 Center St., Herndon. Join for a discussion, make Valentines for wounded U.S. Veterans returning to Northern Virginia, enter for door prizes, enjoy refreshments meet other mothers and learn how to keep your little ones safe and sound (children welcome). Herndon_moms_info@yahoo.com.

Freer Gallery Trip.

10 a.m.-4:30 p.m., Departing from RCC Lake Anne, 1609 Washington Plaza, Suite A, Reston (departing from RCC Hungers Woods at 10:30 a.m.) See an exhibition on the four main categories of Buddhism's enlightened being: the Buddha, bodhisattvas, Luohan and eccentric Chan (Zen) monks and lineage masters; 14 of the 27 works date to the Song, Yuan and early Ming dynasties. Ages 55-plus (food available from restaurants on the mall). \$15 for Reston residents; \$30 for non-Restonians.

SATURDAY/JAN. 19

Salute to Dr. Martin Luther King Jr.

4 p.m., at the Reston Community Center Hunters Woods, 2310 Colts Neck Road, Reston. An annual musical concert in honor of Dr. King featuring the works of Reston composer Brian Scarbrough with performances by the Mykle Lyons Trio and Beverly Cosham. www.restoncommunityorchestra.org.

Fairfax Symphony Orchestra:

Masterworks IV. 8 p.m. George Mason University Center for the Arts, 4400 University Drive, Fairfax. Conductor Christopher Zimmerman and flautist Christina Jennings perform Mozart's Overture to The Magic Flute, Leshnoff's Flute Concerto, Ives' The Unanswered Question and Brahms' Symphony No. 1 in C minor, Op. 68. \$25-\$55. 703-563-1990 or www.fairfaxsymphony.org.

SUNDAY/JAN. 20

Bluegrass Music: The Lisa Kay Band.

7 p.m., at Frying Pan Farm Park, 2739 West Ox Road, Herndon. The bluegrass series on the first and third Sundays of the month continues. \$12. www.fairfaxcounty.gov/parks/fryingpanpark/pdf/bluegrass-barn-flyer.pdf.

SATURDAY/JAN. 26

USE Winter Potluck & Business Meeting.

5 p.m., at the Unitarian Universalist Church, 1625 Wiehle Ave., Reston. Current and prospective members of the Useful Services Exchange (USE) barter organization gather for dinner. 703-860-5141 or MediaVIP@aol.com.

Weekend Bluegrass Concert Series: Sunrise.

7:30 p.m., at Holy Cross Lutheran Church, 1090 Sterling Road, Herndon. A gospel bluegrass quartet from Fredericksburg brings harmonies a cappella and masterful instruments to match. \$12; children 12-and-under, free. 703-435-8377 or kd4fue2@verizon.net.

FRIDAY/FEB. 1

Artists Reception: Scenic Highway/Hopeful Calm & Beginnings.

7-9 p.m., at the Post Gallery, ArtSpace Herndon, 750 Center St., Herndon. Local photographers Catherine Powers and Michael Kane present a mixed exhibit of Powers' photography from up and down US 17 from Virginia to Florida recording the vanishing culture, and Kane's images of the natural world on a journey of discovery. 703-956-6590 or www.artspaceherndon.org.

Dry Branch Fire Squad.

8 p.m., at Holy Cross Lutheran Church, 1090 Sterling Road, Herndon. A bluegrass band known almost as much for their humor as their music plays traditional and old-time appalachian style bluegrass. \$15; children 12 and younger, free. 703-435-8377 or www.drybranchfiresquad.com.

WEDNESDAY/FEB. 6

Public Art in the Windows

at ArtSpace Herndon, 750 Center Street, Herndon. "Public Art in the Windows" is a community effort to promote outdoor public art in the Town of Herndon; artists and photographers are invited to submit original works of art in any medium. 703-956-6590 or www.artspaceherndon.org.

SATURDAY/FEB. 9

Black History Month Event.

1-2 p.m., at ArtSpace Herndon, 750 Center Street, Herndon. Student-Athletes from Herndon HS will present readings on the document, its history and importance. www.ArtSpaceHerndon.com.

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The New Year, Same as the Old Year?



By KENNETH B. LOURIE

As I scan (no pun intended) my living-with-cancer horizon, my focus isn't long term, nor is it short term. It's somewhere between intermediate and immediate. I haven't received any discouraging news, thank God!; I've just taken stock – as the new year approaches, and have to decide how I want to invest in my future, cancer-care wise. Are there changes I need to make to my diet? Is it beneficial to commit to – and buy – organic whenever possible? Can I even afford to increase my food expense that much or am I being penny-wise and extremely pound-foolish (narrow minded) by assuming that what's kept me alive so long (relative to my original prognosis) is likely to continue to do so in the future – just because? And ultimately – and most importantly, do I need to recommit to the many non-traditional methods I've employed to fortify my immune system and continue to fend off the ravages of cancer? And if I do so, will the stress of assimilating/modifying/indoctrinating "Royal Jelly," as but one example, into a new routine, create yet another alternate universe for me to inhabit, the stress of which might upset the entire apple cart? Moreover, is making – or even considering to make, any New Year's resolutions likely to make me more resolute in my adherence to keeping Kenny-with-cancer alive and reasonably well? Or should I not give a hoot and try to find joy (meaning minimal stress; stress is the enemy in this fight) wherever I can and throw caution to the wind and let the cancer chips fall where they may? I want to live but I'm not sure I want to die trying.

I want to live my future by staying as true to my convictions as possible without neglecting alternative approaches, make that changes; changes which could possibly enhance/improve a diagnosis-to-date, above-average quality of life that I've been EXTREMELY FORTUNATE to live. As Stella (Linda Hunt) said to Paden (Kevin Kline) in the classic Western "Silverado": "The world is what you make of it friend, if it doesn't fit, you make alterations." So my continuing dilemma is: do I in fact make alterations or do I get back on the horse I rode in on – so to speak?

I want to be open to change, really I do, especially if it's a change that might save my life. However, if that change creates new stresses in my life – the effect of which is particularly difficult for terminal patients, is the change worth it? Is a maybe – with all its uncertainty and unknowns, worth the risk when the definite changes I've already made have gotten me so much further than one – or many, had initially anticipated? I agree that change is good, healthy even; but in my circumstance, I wonder: Is it better? And I need better. And given the fact that there are very few guarantees offered to stage IV non-small cell lung cancer patients, I see no tangible benefit to making any resolutions to change because (A) I don't need the additional pressure (pressure being the first cousin to stress) of having to do anything I don't feel comfortable and committed to doing and (B) Having survived almost four full years from the date of my original diagnosis/prognosis doing what I've done, all I should feel is: that anything is possible. I'm living proof.

Kenny Lourie is an Advertising Representative for The Potomac Almanac & The Connection Newspapers.

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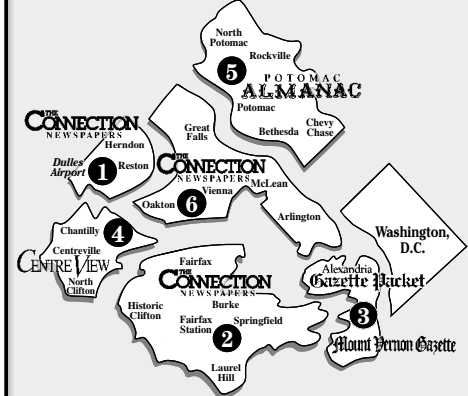
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