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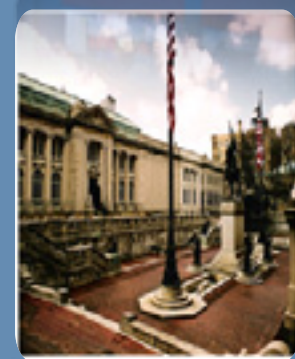
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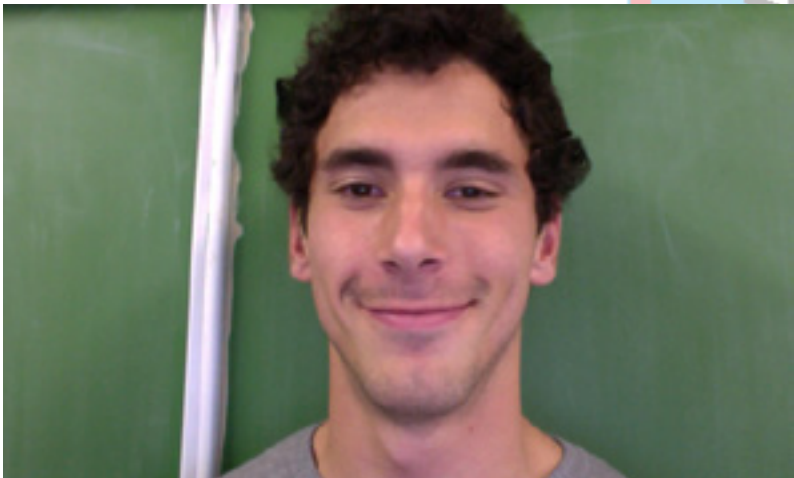
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Jeffrey Grinberg
CEO of VReal Magazine

VIRTUALITY, MEET REALITY

What if something virtual could become real? What if the efforts of each and every student in the Virtual Enterprise program could be recognized? What if an idea from Virtual Enterprise could benefit the real world? Luckily, we won't need to ask this question anymore. These are no longer hypothetical situations, because these ideas, students, and virtual businesses will be exposed.

Ladies and gentlemen of BOTH the virtual world and real world, Welcome to VReal Magazine.

At VReal Magazine, we work to create a magazine that will satisfy the demands of the teenagers in the virtual world. We offer articles that range from Entertainment to Fashion and Business. Along with these articles, we offer a chance at recognition for your efforts.

Our magazine will be distributed online through emails and will be available on our website to download. This method provides the opportunity for real world companies to take a look at our magazine and view the success behind the Virtual Enterprise program. Not only will we distribute to virtual companies, but we will also distribute it to real world companies. We want them to obtain ideas from students who are gaining actual work experience. We want these companies to obtain a fresh perspective of potential business ideas, especially from the vivid imaginations of teenagers. With this opportunity, these real businesses can benefit from our ideas. In return, they might offer scholarships or mentoring opportunities for Virtual Enterprise students.

On another note, my team and I truly hope you enjoy our magazine. Let's try to benefit the real world. Let's try to make our imagination become real.

Let's make virtuality, reality.

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World Piece Pizza

There will always be that one food that you will most likely always have random cravings for Pizza. It's not only nutritious but it's delicious. Something about the sauce or the cheese is just so fulfilling. At World Piece Pizza you can try international pie from all around the world.

*They range from the Northeast pies 6 Item(s).New Jersey, New York, Connecticut, Delaware, Maine, and Massachusetts.

*The Southeast pies include 8 Item(s).Alabama Pie, Arkansas Pie, Kentucky Derby Pie, Louisiana Gumbo Pie, Florida Pie, Georgia Pie, Maryland Pie, Mississippi Pie

*The Midwest pies offer 8 Item(s) which are Illinois

Pie, Indiana Pie, Iowa Pie, Kansas Pie, Missouri Pie, Nebraska Pie, Michigan Pie, Minnesota Pie

* The Southwest pies 2Item(s)have the Arizona Pie, and the Nevada pie.

*Western Pies 6 Item(s) ...Alaska Pie, California Pie, Colorado Pie, Hawaii Pie, Idaho Pie, Montana Pie.

* International pies include 2 Item(s) the Korean and the Japanese pie.

As you can see they have many varieties that can satisfy anyone's hunger. These pies sell for \$11.99 each.

-Alexis Betzios

The Wall Street Movement

The Occupy Wall Street Movement began on September 17 in New York City. It started out as a simple protest on the street to a worldwide phenomenon where eighty-two countries are involved. These protests are mainly about social and economic inequality. The 99% - as they are called - believe that the government is corrupted and influenced by big businesses, and they plan to continue protesting until there is some kind of change. The Occupy Wall Street Movement is split into two sides:

- the 99% claiming that because of the big businesses, the common people can't climb up the social ladder
- the 1% claiming that it's the individual's own fault if they're not rich

This protest isn't about how much money anyone makes, it's about economic equality that the 99% feel they're not getting. They claim that they are free but not equal. These protesters are not calling for the end of capitalism though, all signs point to the majority calling for a return to the democratic capitalism which made America big and strong in the first place, a purer and more honest form of capitalism which in the past 30 years has slowly been replaced with a new form of authoritative capitalism in which people are

nothing but a plentiful resource in the pursuit of profit. This is what the protesters are saying. These reasons are what made many others occupy movements start in the United States.

Many say that the Occupy Movement will not succeed, even though many people support it - even Barack Obama. He says that this movement "expresses the frustrations the American people feel." This meaning that people are angry with the American economy and that they want the government to fix it. Many people are still unemployed and people are getting laid off. This movement is the only way that the citizens of the United States can be heard.

Many of the protestors accuse the government of being corrupted by big businesses. The officials voted into office got help from many of the rich people so that they can be voted into office. Many business people help candidates they presume will benefit them in the long run.

I can't predict the future of how this will turn out in the end. The Occupy Movement is a very controversial subject that people feel strongly about. The 99% are trying to be heard around the world so that they can somehow bring a change and help today's economy.

- Elizabeth Almodover



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A Fashion Winter Overlook



The holidays are coming, and you're on a budget. Not only are you thinking about gifts for the family, but you want to treat yourself to a new jacket or some designer boots. Don't think you can afford it? Think again. You can get the latest designer boots for outrageous prices! You can have tips and techniques on how to buy the perfect winter jacket and trendy hats!

Shoes

For instance you are walking down the street and you see someone in new Michael Kors boots... Your first thought is, "They're beautiful! Too bad I could never afford those." Well your thoughts will change while shopping at Marshall's department store. They have unbeatable prices! Can't afford those \$575.00 Michael Kors boots? Neither can I. At Marshalls they sell for \$299.00

We all know that Uggs will always be a winter trend for us ladies. But why spend \$150-\$200 on a pair when you can buy them for just \$80...Yes you read

correct. Just \$80.00!! Nothing can beat a price like that for a comfortable fashion trend.

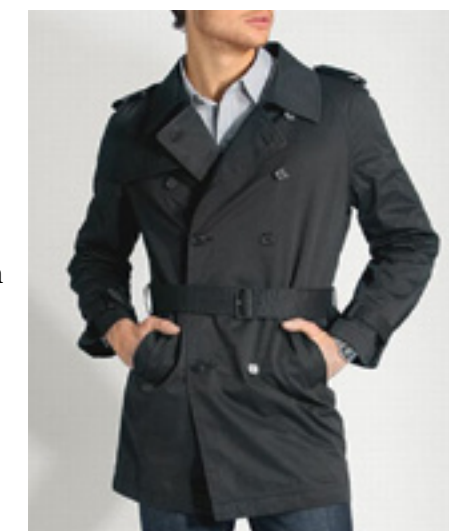
Want to stay warm this winter? Ladies are you in need of a trendy outerwear? Men want something new this season to spice up your wardrobe? Now we all know that when the winter comes around and it sometimes changes your whole entire outfit due to a change in weather. Instead of wear two to four layers why not get the perfect yet warm coat that will keep you cozy yet warm for however long you're out for!

Jackets

-You can never go wrong with a Pea coat. Not only are they fabulous but they are heavy and will keep you warm without giving you a bulkier look. Pea coats are very common among both genders. They look great on men and women.

- If you're looking for that sophisticated look then a trench coat is for you. It's classy. It does just enough justice for people to do a double take on you. They'll be in awe at how classy you look.

-A trend that never goes out of style is the Bomber style jacket. This jacket isn't the warmest for freezing cold nights, but it sure will protect you from the wind since its made of leather. It will give you some edge to your look!



Hats

-Everyone needs a stylish hat when winter approaches. But one of the hardest things about it is choosing the right one for you. Everyone is different, no ones the same. So finding a hat can be semi difficult, but with a few tips and tricks it'll become simple.

•You can never go wrong with a Beret, it's an ongoing style. It's not only an attractive piece of clothing but it is very classy.

-Want something to throw on if you're on the go? A beanie will fit you perfectly. With their variety of colors, it'll surely match absolutely anything.

-Alexis Betzios

**1 IN 3 ARE OBESE
1 IN 8 ARE DEPRESSED
AND MOST SIT AROUND 7 HOURS A DAY**

**THEY'RE NOT YOUR 60-YEAR-OLD PARENTS.
THEY'RE YOU.**

-Yik-on Chui

**ARE
YOU
REAL?**

Real and by the generation of 12- to 18-year-olds are living here in the real world from very generation before them. And when, close it should be relationships are shallow, depression is widespread, or already on rampant, it has created an epidemic of disease like heart disease and diabetes. While it looks like such bad shape, 30% consider quality for military service if they wanted to. Clearly it's time to ditch everything artificial and get a move on back to real.



The Growing Problem

Obesity is a growing epidemic amongst many Americans and the world. Obesity is a medical condition in which excess body fat has accumulated to the extent that it may have an adverse effect on health, leading to reduced life expectancy and/or increased health problems. It is projected that by 2025 the global percentage of obese people will increase to about 45-50%. Obesity is starting at a younger age than ever due to the increase of fast foods and low physical expectations, and technology.

There are many reasons why someone may be obese including thyroid problems, eating disorders, or just simply not burning up enough calories in the day. Hyperthyroidism is a condition where the thyroid gland produces too little of the thyroid hormone which is the hormone which regulates our metabolism which results in excessive weight gain. The most common cause of obesity is taking in an excess amount of calories a day and not burning enough of them which causes them to store up in the bodies fatty tissues. Even though scientifically obesity is not considered an eating disorder many doctors still see it as one because it is unhealthy and can be caused by things going on in a person's life.

Obesity can bring on many different health issues that vary. Some of the major health issues caused by obesity include heart failure, blood clots, diabetes, strokes, high blood pressure, sleep apnea, and some studies show it may lead to certain types of cancer. Heart failure is caused by an excess amount of cholesterol built up in the arteries that prevent blood from flowing properly through the body. Strokes are caused when blood cannot flow through to the brain properly which can cause death or serious permanent brain damage. High blood pressure happens when cholesterol builds up in the blood stream which can lead to heart problems, strokes, and other health issues.

Some solutions for obesity are eating healthy, exercising more, better dieting, or certain medications to help regulate the thyroid hormone. Something as simple as just eating healthier can make such a huge difference life or death even. When someone combines exercise with proper dieting they can not only lose weight but become healthy which is essential for a long life. If we keep letting this epidemic spread for the first time ever life expectancy will actually start going down.

-Juan Becerra





Average Cup of Joe

Asking the Average Joe about today's market trends

Ever had a cup of Starbucks coffee and asked why the place is packed? Has the thought of why there are several Starbucks in your city, or why the Starbucks Company is doing so fantastic in today's horrible economy ever come to mind? Well, it has popped in my mind. I have hit the streets to ask the average Joe about their not-so average cup of Joe.

First after questioning my co-workers in the marketing department I asked for their insight. My co-workers replied, "It's because it taste so great," and "It's become part of our culture." Feeling unsatisfied, interviewing strangers was the next course of action. Most of the responses received were, "It tastes good;" "We need caffeine to stay awake and meet our deadlines;" "Those things are expensive!"; and "I got a Gold Card so I get discounts!" The people on the streets gave mostly positive responses. After all the positive reviews, trying out Starbucks first-hand was the best solution and what the average Joe said was not a lie.

I had to research on the economic trends of Starbucks and the recession to find out some of the reasons why it does well during hard times. One of the reasons it did so well after its economic downfall was because the corporation tried to return Starbucks coffee

to its roots of hand-made coffee and costumer experience. In order to comeback from the recession several stores had to be shut-down and thousands of workers were laid off. However, since their comeback, Starbucks CEO Howard Schultz has made an effort to spur job growth and has been named 2011 Business Person of the Year for his efforts. The effects of the increased traffic in Starbucks stores improved overall the profit each store made. Starbucks also has many firms overseas and the profit they make overseas help the company prosper.

The average Joe off the streets appreciates Starbucks coffee because it "tastes amazing." Starbucks offers a discount "gold card" at the

price of \$25 which adds to the profits. Consumers appreciate hand-made coffee and discounts that are offered. Discounts are another benefit, because everything in Starbucks is expensive with a minimum of \$5 for a small cup of coffee! Also in New York, the busiest city in the world, requires some overtime work and a bit of extra caffeine to stay awake. Their strategic placement of stores has contributed to the lives of many consumers and slowly it became a part of American culture!

Starbucks does so well in the terrible excuse for an economy we have, because it appeals to the consumers in almost every aspect such as quality, availability, and convenience. One flaw Starbucks has is the product's expensive prices, but it makes up for the outrageous prices with consumer experience. Starbucks also aims to make the consumer feel at home with comfortable seats and a warm atmosphere. Starbucks also adds the extra-service of free Wi-Fi which adds to the package. Other thriving coffee spots are Dunkin Donuts and even McDonald's McCafe. The choice is yours. As for me, I'll take a cup of Starbucks over a small coffee cart any day. So why don't you go to one Starbucks and if the place isn't packed then grab yourself a cup.

- Yik-on Chui



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VE HOLIDAY SHOPPING GUIDE

Holiday seasons is a time to give a gift to someone you love, to show that you care! However, just giving a gift is not enough! The gift must come from the heart, virtual or not Isn't it a pain to find the right gift for your loved ones? If you are one of those that require assistance, here are some suggestions ready for you!!

-Yik-on Chui

Cat Tracks – With hundreds of key chains, wallets, stickers, and cases to choose from, there is no better place in the Virtual Enterprise world other than Cat Tracks for all your accessory goods. Any store can offer products like these, Cat Tracks let's you CUSTOMIZE YOUR OWN PRODUCTS! Fonts and colors can be customized to suit your needs as well as inserting clip-art into your products. A perfect way to customize and personalize a gift for the holidays! Only at <http://www.wix.com/johncroom/cattracks!>



Cool Year School Gear- Offering a diverse selection of products, Cool Year School Gear is the best place to go for your holiday gift hunts. The products includes items such as, bicycles, and bags however, Cool Year School Gear offers many new and interesting products available only in the Virtual World! Items such as the Orbit Wheel, where you can hover with your feet, or the Hover-board, the flying skateboard are available for as low as \$100. How about the small items you will need throughout winter? To keep your lips protected from the harsh winter weather, try the many different flavored lip balms that are as cheap as \$3.50. You can also find furniture like the fancy Pyramid Chair! Home warming kits and many more are available at <http://www.coolyearschoolegear.com>



Pandora's Box (Shown Above)- Customizable gifts are nice, as Pandora's Box offers many great and fun gifts! Want to give a shirt as a gift? Why not a color changing shirt? Still not tempted? How about a Wi-Fi shirt? Unique clothing isn't the only thing offered at Pandora's Box. They also offer unique products such as the USB Rocket launcher! A toy rocket launcher that is powered up by a USB to a computer! It's a perfect way to spice the office space! It also comes with customizable rockets and a webcam! Who doesn't like to customize? There's also electronics to browse through, such as digital cameras, USB flash drives, and USB batteries. For all those who like to listen to music, here's an interesting gift to give: AN IPOD TOILET PAPER DOCK! You can find this and many more at <http://www.pandorasboxtn.org/index.php>

Your Space (Shown Below)- Someone you know recently moved? Redecorating your own place? Your Space is the place for you! Your Space offers various furniture selections, as well as flashy designs to go with them like the video game rocker. They also offer bathroom products such as the stainless steel bathroom set. If that doesn't sound appealing then you can try the packages made available to you and including: bedding, chairs, clocks, lamps, and rugs. Each themed package is \$1000, but it is well worth the investment, rather than buying one piece for more than the amount its worth separately. All this are available at <http://www.yourspace-tn.com/>



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PAVEMENT POWER

Everyday most of us take a step without a second thought, in order to reach our destination. Laurence Remball-Cook took a new approach to the insight of walking, and created the Pavegen. This is a new slab Remball-Cook created which uses kinetic energy to create electricity. Imagine that with each step you take, you can provide energy for charging a cell phone, or power up a street light. With each step you take on the Pavegen, it takes 5% of the energy you used and converts it to electricity, and stores it, or powers up low power applications. The Pavegen is actually a substitute for carbon based cement, which is created out of recycled materials inside out. Now the Pavegen is still undergoing various tests, to experiment the type of environment it is successful within.

Remball-Cook's creation has been successful in the real world, and has been given credit for various achievements. One of the few awards the Pavegen has earned is the National Grid's award for the observer's ethical business, providing some comfort that the Pavegen can be on a role of success. On top of that they also obtained a Shell LiveWIRE award for grand idea, which further supports Remball-Cook's creativity. Seeing how well it's progressing within the business world, makes you wonder if this product will work just as well within the Virtual Enterprise (V.E) world.

Many companies within the V.E. world show support for an eco-friendly work environment, while there are many others, who can't support, or supply that kind of work environment. Pavegen provides a platform for all these companies to build a good reputation which can provide more supporters or consumers. Not to mention that the Pavegen is cheap to make,

due to the fact that it's mostly made out of recycled materials. The Pavegen is being tested within high traffic areas, such as schools, shopping areas, and malls. On top of that Remball-Cook is looking for different ways to promote his product, so it can allow the company to have a mentor, or someone guiding them with the Pavegen project.

Pavegen has shown a successful streak within the real business world, and may be a good jumping start for those V.Es' who have need for a fresh start. How successful Pavegen can be is up to the first person running for the idea, and how they will convince others into purchasing their product. Similar to Sanatorius, the Pavegen can be driven in the same direction, but among a different a different approach. Sanatorius were previous winners among the V.E world, and were selling toilets, which could help with poverty in some countries. On the other hand, the Pavegen is an eco friendly energy, which people can actually take part in with a step; "The average person takes 150 million steps in their lifetime, just imagine the potential," says Laurence Remball-Cook, the newest innovator in the eco-friendly world.

-Elijah Padilla





V.E GRADUATES

Many students in the V.E world might actually be taking their experiences and planning a future for their selves. Many different colleges offer great opportunities which will allow fellow colleagues to allow them to lead successful lives. Now since college applications are due soon, many students don't know where they want to attend. Applying to the right college is similar to that of business transaction, with small minor details, and widely known facts. On top of that, every college has a certain reputation due to their name or prior students whom become a great success at what they do.

Many great schools that many people perceive are Stanford, Harvard and Yale. Harvard actually ranks as one of the top five schools consider as a grand for a business school. Many remarks about Harvard relate in how Harvard sets up students by providing them with connections to tackle the outside world. On top of that Harvard is known for its prestige image, and most intellectual characters. According to many students who posted on <http://colleges.usnews.rankingsandreviews.com>, most likely agreed that Harvard is a great experience for the fact you're meeting unique individuals, and seeing the world in a rather different perspective than

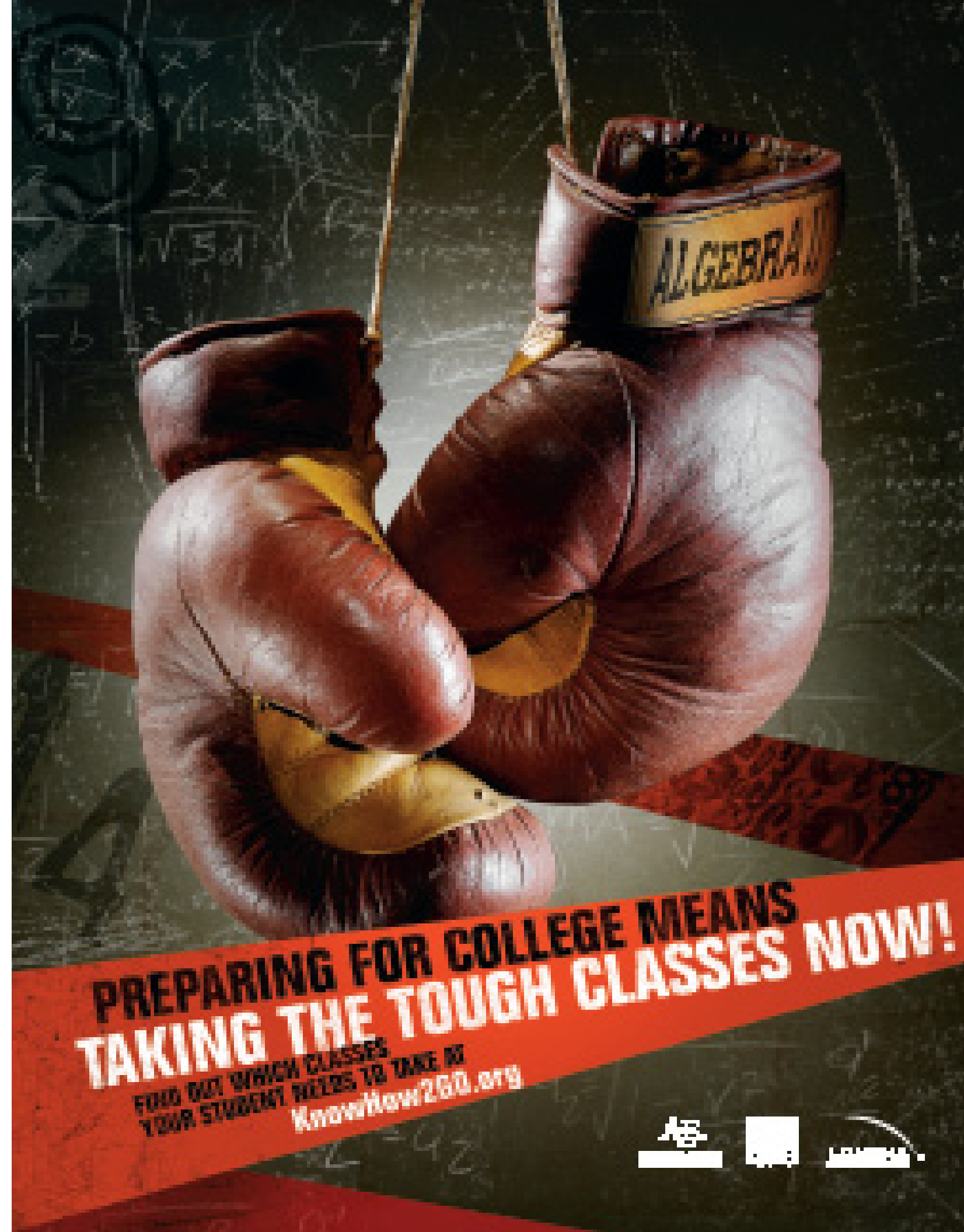
what you may have perceived it to be. On top of that one student commented that the school is a bit traditional, and goes by old school habits, which developed due to past students. Another college competing for the top of the business world is Stanford. Stanford is similar to Harvard in the aspect that is well known by name and reputation. On top of that both of these schools provide openings and make you as a person stick out from the crowd, just by saying you're from these schools.

Wharton University of Pennsylvania, is the next runner up, and has a unique way of providing a diverse environment. Many students favor this environment for being able to communicate and befriend others in various ways. Many student reviews focused on this point because they feel that Wharton provides opportunities for people to exchange greetings and make new acquaintances. Also a noticeable pattern is the fact that many students who transferred into Harvard started at Wharton. On the other hand, you have colleges like Massachusetts Institute of Technology (MIT), which has a well balanced curricular, and is considered to be a school on the rise. MIT is known for its modern conception, since technology is always evolving with time. Many students feel that it's important to make resourceful connections, whether it is study groups or just various people you meet.

Most of the colleges listed above aren't cheap schools to attend and on average tuition is about thirty thousand on average. But don't lose hope, there are still colleges out there that are affordable and provide an excellent education. Many of these schools are around the world, and some of the most recommended in the U.S are located in California, at least public colleges, many colleges recommended for the top fifty, are private schools. A couple examples would be University of California Berkeley and Georgia Tech.

All in all, many student remarks for all of these colleges were its hard, stressful and you have to be committed. There are more colleges to look at and many which may or may not suit your field of interest. Colleges work to a similar matter of businesses; you have to have connections, and are committed to accomplish what ever obstacles stand in your way.

- Elijah Padilla





NBA Lockout

The NBA lockout – now known as Nuclear Winter- is heating up fast. The players’ union has disbanded and now they are suing the league for antitrust violations. Games have been cancelled until December 15 because the owners and players have yet to reach an agreement.

The NBA owners want to reduce about 40% off the players’ paychecks, which is about \$800 million. The reason for this is because the players are getting paid too much while at the same time, the league is losing money. The league claims they lose about \$300 million a year since the last agreement. This is the reason why the owners want to reduce the players’ share of revenue and place a cap on how much each team can pay players. Although, the NBA players agree to the reduction of their earnings, they opposed the team based salary cap.

The question you all may be asking is – Why is the NBA league losing money while the NBA players are getting more money? The answer is quite simple. The NBA league, even though, at first gets a lot of money from the games, still has to pay for numerous of other things, such as:

- Coaching staff salaries
- Management salaries
- Medical Staff salaries and medical supplies

- Ushers, Janitorial staff, Concession staff, Event Production staff salaries
- TV and Radio Personalities
- Travel Expenses
- Insurance for the players
- Property taxes
- League fees

Because the league has to pay all these things, the NBA owners are asking for a 50-50 BRI (Basketball Related Income). The previous BRI was at 57-43, in favor of the players. The NBA commissioner, David Stern, stated that 22 out of 30 teams are expected to lose a combined \$340 million this season if the changes are rejected. Other changes the owners want to impose is a “hard salary cap,” which means limits on how much a team can pay its players and it also limits the size and length of NBA contracts.

The players, on the other hand, want to keep their current system of a “soft salary cap,” which means there are various ways a team can exceed the limit on how much they pay their players. The players agreed to reduce their BRI, but to a 52.5-47.5 instead. They claim that the reason for this is because their career only lasts for a limited time and that they are the attraction the fans are paying to see, not the owners. Shannon Brown of the Los Angeles

Lakers says that the idea that players are being selfish is a “huge, huge, huge misconception.” He claims that nobody wants to work for free. Brown also stated that the “owners are doing what they feel they need to do to get a deal in their favor.”

Just recently, the owners gave their ultimatum to the players but were rejected. The players say that they can live with the 50-50, but not with the system coming with it. As a result, the NBA union has disbanded and an antitrust lawsuit is at hand. An antitrust lawsuit is a judicial proceeding brought by one party against another; one party prosecutes another for a wrong done or for protection of a right or for prevention of a wrong. This means that any hope of the 2011-2012 season happening, is most likely all gone. As of recent, the NBA has now canceled games to December 15.

Another serious question that has many people worried is – How will this affect the economy? The NBA isn’t the only thing that’s worrying about money; businesses are feeling heavy impact from this as well. Stores that sell shoes and apparel, such as Reeboks, say that decreased exposure leads to fewer shoe sales. They say that there could be a \$500 million potential loss and Adidas, official outfitter of NBA, predicts a loss of

\$125 to \$150 million. Local food and entertainment businesses are also suffering from this lockout. They estimated that they will lose \$155 million. TV Advertisements will experience a huge loss as well. Networks, such as Time Warner Cable, where NBA games are broadcasted will lose a combined \$11.25 billion in potential ad revenue if the entire season gets cancelled. For a thirty second spot during NBA finals, ABC could miss out on about \$400 million.

Although many people don’t care about the NBA lockout, the NBA is affecting so many people and businesses that it’s too big of an issue to ignore it. Fans are suffering too since they want to see some action and they won’t be seeing any because of what’s happening. So far, the cancellation of the season might just happen since the lawsuit has been filed and that might take a long time to resolve.

- Elizabeth Almodover



Factory Farming

Factory farming has become the newest and trendiest way of raising animals for consumption. Animals raised in factory farms are force fed hormones, steroids, and other things to make them grow rapidly and bigger compared to natural raised animals. This is done because it is the cheapest and most productive way of raising animals for companies. By raising animals this way companies save millions every year but at what price.

Animals raised in factory farms usually don't get to see outside the factory farm. The exponential growth makes it impossible for their legs to hold them up and most cannot even stand; it doesn't really matter overall because there is no space for them to stand regardless. The animals are caged up in tight enclosures with many other animals, leaving no room to stretch. For example, a chicken cannot fully extend its wings, when placed within the cages. The U.S. Department of Agriculture (USDA) inspects all meats that coming from these factories, but you might be surprised at some of meats that qualifies as "Grade A" meat. A cow with a tumor is still good enough to pass as long as they don't use the tumor. Animals are impregnated over and over so they will produce a greater amount of milk and eggs. The humane way to kill a runt piglet, which is a pig that won't grow to full size, according to various

companies is to grab the piglet by its leg and smash it against the ground until it is lifeless.

This barbaric process is a process which needs to be stopped. Who are we to say how much a life is worth and is saving a few dollars really worth putting these poor innocent animals through all this? There are alternatives procedures in getting meat from companies who use factory farming. If we say it's okay to do this to animals what's next? We can stop this process by boycotting companies that use this process or inform the public on a more broad scale. With the population steadily increasing, more and more animals are going to have to die in order to keep up with demands.

There are many people that are against this but not enough people are aware to make a big difference. There many that would say that Factory farming is liken to mass murder. Animals have no way to speak up against these sick and inhumane methods so it is up to us as a nation that takes pride in its moral ethic code to help them.

-Juan Becerra





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