CSUCI Unveils New Recreational Fields
by Raquel Landin

RLS and SPB joined together for the grand unveiling of the California State University Channel Islands’ first recreation fields. The recreation field is now open to all students, staff, and faculty. The ribbon cutting took place on January 25, 2006 at 12:30 p.m. The recreation fields are located near the Gym and Fitness Center and across the street from the Anacapa Village housing complex.

The fields were designed for recreation and leisure use, as well as a place of enjoyment and available occupancy for present and future events. They will also better serve growing demands for sports like soccer, softball, ultimate Frisbee, and regulation football.

"This field should be the catalyst for students, faculty and staff to enjoy recreation," commented RLS director Nathan Avery. "It will be a recruitment tool to encourage students to engage in more activities."

With this year bringing many improvements, the fields are just a few of the newest assets the university should benefit from. The university will enjoy a second phase of student housing, a variety of new academic programs, and the potential to compete in intercollegiate athletics.

"These fields will allow us to compete with other schools and to practice under nationally-recognized rules." Operations Planning and Construction, RLS, and well as SPB made the field available for the university community from the planning process to the opening. More trails and structures will be planned to further improve the campus life and administration is currently looking to add a softball diamond.

"With the growing number of students at Cal State Channel Islands, there is a need for recreation and administration fulfilled that need," added sophomore and former Student Programming Board Vice President Austin Diaz. "I strongly believe that the building of this field can bring many positive things to every aspect of our campus community."

This field took years to plan out as well as create and is now a recruitment tool for the campus. The administration hopes to encourage the positive campus culture by offering areas for students', faculty and staff to interact while attending or participating in sport games and events.

Contact Recreation & Leisure Services at (805) 437-8902 or stop by the Gym and Fitness Center for the field schedule, intramural leagues, and renting of equipment.

Big Business
By Austin W. Bias

Life is good for the Channel Islands community and it is about to feel a little better. On February 2, 2006 the Ventura County Star broke news that CSU Channel Islands was set to receive $3 million dollars for the business school. This amount added to the $5 million donated by the Martin V and Martha K. Smith Foundation in 2000, totals to $8 million from Mr. Smith and the Foundation. The news of this great gift spread quickly around school and a simple excitement ran through the business classrooms.

Many people notice the sign on Channel Island's Ventura Boulevard that says "Future Home of the Martin V. Smith Business School," and never find out what he has done to have his name there. The simple fact is that he should. According to Star staff writer John Scheibe, Martin V Smith is "...Ventura County's most influential real estate developer."

Smith passed away in 2001, but his personality and legacy lives on through numerous donations in an array of different areas. The CSUCI Current magazine quoted his generosity in an issue in 2000, "My wife, Martha, and I are committed to helping local students continue their academic studies in Ventura County so that their talents and opportunities may grow here as ours did," said Mr. Smith.

The outline of where the money is going to be used was displayed in the VCS. "CSUCI plans to use $2 million of the grant for an integrated decision-making center named for Smith," said William P. Cordeiro,a professor of business at CSUCI and the department's chairman. "Students will use the center to run simulation exercises on computers. The exercises will give students an immediate window into the effects their decisions have on a business," he said. For the other million, "The University also will use some of the grant to pay for faculty research and to fund student scholarships. The grant will pay for travel and other expenses related to teaching and scholarship."
Letter from the Editors

We have officially done the unthinkable.
We have made it through our first semester of the Channel Islands View and we are back to bring you more hardcore, fast-paced, and oh-my-goodness-that-is-off-the-hook news. We hope that you have enjoyed and supported our humble paper, and we hope that you will continue to give us your comments, concerns, and criticisms.

This semester, we are looking to make a few changes in the way we do things around here. Our staff is trying our best to recruit more and more of you to get on board and have your voice heard all throughout campus. Any writers, photographers, artists, or business people are encouraged to in touch with us. You can e-mail us, call us at 437-2753, or stop by our private restroom-equipped office in Bell Tower 1852.

Coming at you in this issue are some important Student Government reports, a spotlight on the new Biology Bachelor of Arts degree, CSU system updates, a few Saint Valentine’s Day tips, and much more. Be sure to check out the calendar on the back to see all of the events in store for you this spring.

We hope that all of you have a successful and manageable semester and we hope to hear from all you soon. Stay out of trouble, guys.

Teacher Diversity Project

Academic Advising

Do you need financial assistance to take your CBEST and or CSET tests?
Could you use a fee waiver to get your livescan fingerprints done?
Is the cost of test preparation courses keeping you from signing up for them?
Would you benefit from borrowing a test preparation book to prepare for your CBEST/CSET test?
Are you interested in teaching in any of the high need areas, for example, Math, Science, Special Education, Bilingual Education, low income and or low test score areas?
YES? Then the Teacher Diversity Project may be able to help you, please read on.

We are so happy to be able to offer this opportunity to our students who plan on entering a credential program. The expenses leading to eligibility just to enter a credential program can be quite costly. If you apply and are accepted to the project you will be eligible for all of the previously mentioned benefits, which could add up to a considerable cost savings for you.

For more information please come to the Credential Office located in room 1595 of the Bell Tower or e-mail Barbara.traversa@csuci.edu.

The Teacher Diversity Project aims to identify, recruit and support students who are ethnically, racially, linguistically, and culturally under-represented in the teaching profession who might be interested in exploring careers in education. This includes students with special needs and students from low-income backgrounds. The goal of the project is to recruit and prepare teachers who "mirror" the diverse student population in the schools we serve in the local communities around CSUCI, particularly in the areas of Science, Mathematics and Bilingual Education.

We believe that teachers from diverse backgrounds can serve as role models for their students, communicate in multiple ways with their students, serve as cultural mediators, employ a culturally-sensitive curriculum, reduce the potential for discriminatory practices against students of color, and close the gap between communities/parents and the school.

The Teacher Diversity Project works to attract future K-12 teachers from environments where teaching has not been a common career goal and that make California’s teaching workforce more inclusive. It has not, cannot, and will not discriminate on the basis of race, gender, national origin, disability, or sexual orientation.

Apply online to the Teacher Diversity Project at http://education.csuci.edu/teacherdiversity. Do not delay apply today!
Our Story: Part 4
By Brendan Malloy

Do you remember that scene from *Pearl Harbor* when all of the soldiers start running for their lives once the harbor is attacked? Do you remember the quick shot of the nurses fleeing from a long, white hospital room? Did that look familiar at all?

That scene, among others in the Spanish-styled hospital room, was filmed right here in one of our own Cal State Channel Islands buildings. The film debuted in 2001 and gave several students a sense of deja vu when they first stepped onto campus.

The old-fashioned structures, constructed in the early Twentieth Century, have lured several production companies to take advantage of the quaint scenery, accessibility, and eerie reputation of CSUCI. In addition to Hollywood companies, countless other amateur videos have been filmed on site in hopes of finding some banning ghost footage.

Since the first freshman class was admitted in 2003, CSUCI has continued its reputation as being a hot spot for filmmakers. Most notable of these films was Nick Cannon's *Underclassman*, released in 2005, which was filmed almost in its entirety on campus grounds. Everything from the classrooms to the parking lots was used as the backdrop for this film about an under-cover police officer who re-enters high school in hopes of solving a crime. Miramax Films even constructed an outdoor basketball court in the South Quad that remains in use.

Other than *Underclassman*, *Jarhead*, also released in 2005, was partially filmed in the buildings near the North Quad. Students claim that they can make out the distinct CSUCI buildings in Jake Gyllenhaal's character's dream scene, among others.

2003's *The Shape of Things*, starring Paul Rudd and Gretchen Mol, also featured scenes from the university along with *NSYNC's* video "I Drive Myself Crazy".

Last year, *America's Most Wanted* spent several days filming a feature in the hills directly adjacent to the Anacapa Village residence halls. This feature was about the two bodies found near campus during the winter break in between the Fall 2003 and Spring 2004 semesters. The program is yet to air.

With all of history and aesthetics surrounding our campus, it is no surprise why so many film producers have decided to visit CSUCI. Let's just hope they continue to do so in the future.

No Fee Increases Next Fall?
by Kyle Ragsdale and Anneka Busse

Toward the end of last semester the CSU Board of Trustees voted to increase student fees astronomically over three years. According to that vote, we would be paying a 8% increase next fall (over $200). In the first few days of the January, the governor released his proposed budget.

This proposed budget called for the state general fund to pay the student fee increase otherwise known as the "fee buy-out". All of us should be happy that our fees are not going up immediately, but there are still hurdles in the process to get this proposal finalized.

This is only the governor's preliminary budget proposal. This proposal can mean nothing or everything and that all depends on what changes there are to the budget in May (otherwise known as the May Revise) and how the state legislature votes on the budget. This proposal is supposed to be approved with changes, if any, by the state legislature by June 15th. This budget then goes to our state legislators that debate changes in committees. It is also reviewed by the legislative analyst, which gives a nonpartisan view of the budget and also provides some recommendations to the legislatures.

This proposal may have been a result of student leaders from every CSU campus voicing their concerns about the affordability of attending a CSU for their fellow students. We have accomplished one step in a lengthy process and will keep students informed of any changes to come.

Inaugural Women's Flag Football Game is Unforgettable
by Ben Gallagher

January 28, 2006 marked the first women's flag football game in Channel Islands intramural history. The match-up was between Bow Down, coached by Nick Amalfitano, and Win Or Go Home, coached by your own Ben Gallagher and Brendan Malloy. The game ended with a victory for Bow Down, stomping Win Or Go Home by a score of 24-0.

The first half was a defensive battle between the two teams in which both squads showed mental toughness not unlike that of many NFL teams. The first downs were rare, and the scoring was much the same. Finally with minutes left in the first half, Bow Down's Jamie Wurtzbacker broke for a long touchdown run to make the score 6-0 going into the half.

With the score in their favor, Bow Down came out strong and did not let up for the rest of the game. A series of defensive mix-ups and botched audibles took away any chances of a victory for Win Or Go Home.

Overall, the event seemed to be a very positive experience for everyone involved. The intensity was high and the air was filled with the overwhelming aura of good, clean competition.

"I can't wait for the next game", said junior Jessica LaRoe. She was referring to the women's tournament that will be taking place March 4th at 1:00. If you are interested in competing in the tournament, there will be a captain's meeting on February 27 at 5:00 for anyone who wishes to participate.

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**Student Government Report**

by Ronnie Sullivan

Aloha from your Student Government! We hope that your winter break was terrific and that your grades were everything you hoped that they would be. However last semester is in the past. This semester is new, fresh and full of opportunity! Don’t fall behind in your studies but don’t let your studies allow you to fall behind in living.

February is an exciting month filled with events. For some unfortunate souls, it will also be filled with Tums that have little messages on them like, “Kiss Me.” Be sure to give them to a friend (or someone with acid reflux) during the week of February 13th through the 17th when Student Government sponsors Sex Etc. Week. Intrigued? There’s only one way to find out what’s going on.

Toward the end of this relatively short month is another exciting week filled with information and events. The Gay-Straight Alliance is sponsoring their GSA Awareness Week during the week of February 27 through March 3. If you have ever had questions or concerns about homosexuality, or you just want to support a club with an excellent cause, join in on the week. It all leads up to their Gender Bender Ball which is on Friday, March 3.

Also at the beginning of March representatives from Student Government and other various student leaders will be going to Sacramento to attend the California Higher Education Student Summit (CHESS). Along with student leadership seminars, they will also be lobbying outside of the Capitol Building in Sacramento. Voice your political concerns with your school representatives so that they can voice them for you in Sacramento.

Also, a tiny reminder: club budgets are due March 10.

We here at Student Government are all about the students. We’re meant to discuss concerns, ask for input, provide information around the campus community, and to instill a strong sense of school spirit. We’re here to work as a team to ensure that we meet each and every goal. Your Student Government is President Aneka Busse, Vice President Ronnie Sullivan and Secretary/Treasurer Victoria Olvera, along with Senators Cody Fullenwider, Jessica LaRoe, Brian Olson, Kyle Ragsdale, Sarah Vogel and Michael Williams. Feel free to contact them anytime at any time via e-mail or in the office during their respective office hours.

If you have any questions or comments about your Student Government feel free to drop by and say hello, leave us an e-mail or give us a call. We’re here for you.

Student Government
Bell Tower East 1762
(805) 437-2734

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**CSU Channel Islands College Republicans Club**

by Matt Hewitt

This semester we are starting a College Republicans Chapter at this University. The purpose of this club is not to divide this campus, but rather to promote political and community participation.

The Channel Islands College Republicans will provide its members with political organizations on the local, state, and national level as well as host events which will boost political awareness on this campus. We hope to include speakers, workshops, and issue debates.

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**University Math and Writing Center Holds End of Semester Drawing**

As part of their holiday party, the University Math and Writing Center (located next door to the Java Hut in the Bell Tower) held a drawing and gave away two video iPods as well as over $400.00 in other prizes donated by JJ Brewsky’s Restaurant & Bar, Bandits’ Grill & Bar, Cold Stone Creamery, Revolution Surf Co., Image Resorts Day Spa Salon, Yolie’s Fresh Mex Grill, The Great Central Steak & Hoagie, Edwards Theatre and our own CSUCI Bookstore/Cove Student Store.

Students who sought assistance from math or writing tutoring during the fall semester were eligible to win. Each tutoring session granted students one entry in the end of the semester drawing. The Grand Prize winners of the video iPods, Jason Noriega (Writing) and Drew Levison (Math), were selected from over 700 entries.

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**Anacapa Village**

by Keith Gross

Why drive 30 minutes to get to school when you can walk to class in a sixth that time. Say you need a textbook for a class and guess what, you're poor. The library has textbooks that you can use for FREE!! But alas you must drive from your off campus house all the way out to school to use it. If you lived in Anacapa Village, the Library is just a brisk walk from where you rest your head at night.

Why pay all those membership dues to work out in a place that smells like old, sweaty men when you can work out for free in the fitness center on campus, but you should probably plan a time to work out around your class schedule, and then drive back to your house while you bathe in your own sweat. That wouldn't happen if you lived in Anacapa Village. Do you hate it when the people you share your house with go out to have fun and you are left alone by yourself? You could talk to your neighbors but they are probably out playing Bingo with other people who also witnessed the extinction of the dinosaurs. At Anacapa Village neighbors become roommates who just live a few steps away. And there is always something to do, whether it be watching the playoffs on the huge flat screen TV in the commons or relaxing and having a plate of spaghetti at Spaghetti Night. We promise to make it fun.

For the Fall 2006, freshman will be doubling up in the larger rooms increasing the occupancy of incoming freshman to 232. With a little over 200 other rooms left for other classes, space is going fast. Applications are accepted in a first come, first served basis so you better get moving if you want to live where you learn. You can pick up an application in the Housing and Residential Education Office in Anacapa Village. Turn in your application to the Cashiers Office as soon as possible so you don't miss out on this wonderful opportunity.
CSU System Adopts Alcohol Policy
from The Office of the Chancellor, CSU

To strengthen current policy that promotes the legal and responsible use of alcohol, the California State University system has issued a new order that prohibits all 23 CSU campuses from engaging in any sale of alcoholic beverages at any intercollegiate athletic events held in university owned or operated facilities. This policy will also limit alcohol advertising of beer and wine at all campuses.

This policy became effective Dec. 23, 2005, throughout the California State University system.

"The CSU believes that service of alcoholic beverages at intercollegiate athletic events in university owned or operated facilities is contrary to its systemwide alcohol policy and to its purpose of promoting a safe and healthy learning environment for all members of the university community," said CSU Chancellor Charles B. Reed.

With the new policy, all sales of alcoholic beverages at intercollegiate athletic events held in university owned or operated facilities are prohibited. Several CSU campuses currently have contractual agreements that include the sale of alcoholic beverages, and those existing contracts may not be renewed.

"I believe this policy is the logical and appropriate next step for the CSU to take," said John D. Welty, president of California State University, Fresno and chair of the CSU Alcohol Policies and Prevention Programs Committee. "This policy is consistent with the purposes of our system alcohol policy and with the efforts of the National Collegiate Athletic Association to reduce the emphasis on alcohol at intercollegiate athletic events"

The CSU system believes that students under the influence of alcohol cannot perform at their full potential. The policy recognizes that abuse of alcohol in any form detracts from the mission of the campus and does not make a positive contribution to the learning environment or to the public image of the institution.

The CSU Board of Trustees adopted a systemwide, comprehensive policy to curb student alcohol abuse at its 23 campus in July 2001. The policy, which was first in the country to be adopted by an entire university system, calls for consistent enforcement of polices, additional education on alcohol issues, intervention, treatment, a limit on alcohol vendor advertising, and $1.1 million in support funding from the CSU Chancellor's Office.

One of the key recommendations in the policy is the use of the social norms approach, which uses information campaigns to correct student misperceptions of peers’ drinking habits. It also advocates for peer education programs through which students encourage their fellow students to develop responsible habits and attitudes regarding alcohol and related issues.

One of the keys to the policy’s success is the flexibility provided to each of the 23 campuses to tailor an approach matching its unique campus situation, since each campus varies in size, student body makeup, local community, and residence provisions. The policy also provides for sharing of successful programs and a family of similar approaches. For instance, although campus variations exist, the majority of CSU students do not live on campus and are of legal drinking age, which requires a persuasive rather than a prohibitive approach.

Katrina Victims Feel at Home in CSU
from The Office of the Chancellor, CSU

More than 300 students who were displaced by Katrina, the most devastating hurricane on recent record, have made new lives for themselves at 20 California State University campuses, where faculty and staff have met them with open arms.

"The first priority for Cal State campuses receiving students from the hurricane-affected states was to make them feel welcome, and restore some sense of structure and normalcy to their lives," said CSU Chancellor Charles B. Reed.

"That included helping them transfer to our campuses, finding classes and permanent housing, and helping them cope with the anguish and loss they suffered.

The university has made a monumental effort to help Katrina students in every way possible," said Diane Petersen a counselor at California State University, East Bay. "A majority of the students enrolled at our campus received free textbooks graciously donated by the campus Pioneer bookstore, and free housing for the fall semester."  

"Faculty members of the Educational Opportunity Program (EOP) office at CSU East Bay have done a fantastic job in responding to our concerns and sincerely trying to reach out to us," said Christopher Gibson who enrolled at California State University, East Bay. "I know that I can go to them anytime I have any questions since they are more than willing to assist and guide me."

Dwight Beasley who moved to Cal State Long Beach from New Orleans where he attended Xavier University said that he intends to continue at Cal State Long Beach in 2006 as a double major in Computer Engineer and Business Management. "I have adapted very well at Cal State Long Beach. The faculty and staff have made my transition easy and helped me to adjust to the city and campus life.

While adapting to a new life in California, many were looking forward to going back home for the holidays and spending time with family and close friends.

"I miss home, my family and especially my social group in New Orleans," said DeJean. "It is hard to go back home because anytime I go back to New Orleans I see that things are not the same since the hurricane.

After one semester spent at a CSU campus many Gulf Coast students are expected to come back in January for the spring semester. Most of them are satisfied and happy with their transition to a CSU campus.

"I will definitely be returning next spring to Cal State East Bay," said Jamilan Colly. "When I first transferred to the campus it was hard for me to adjust but now I am comfortable with the people and the campus."

"I'm enjoying my time at Cal State East Bay and I'm planning to graduate from this campus," said Chelsea Kirby who transferred from New Orleans University and is majoring in International Studies at Cal State East Bay. "I will be returning next quarter to this campus."

The majority of the students coming from the states affected by hurricane Katrina enrolled at the following California State University campuses: East Bay (66), Long Beach (51), San Diego (46), Dominguez Hills (27), Sacramento (23), Los Angeles (19), Northridge (17).

Travel for Less, Earn Money and Save on Taxes!
New Major Spotlight - Biology
By Keith Gross

It's a new issue and time for a new major spotlight by your favorite journalist, me. This issue's major is Biology. Biology had a Bachelor of Science major when the school first opened, but they added the Bachelor of Arts major in Fall 2005. The university has also added a Masters program which 20 students are enrolled in.

The Bachelor of Science has three emphases: one in General Biology, one in cell molecular, and one in Medical Imaging. If someone majors in Biology with a Medical Imaging emphasis, they can become a Medical Imaging Specialist. To be a Medical Imaging Specialist, a person would have to complete four years here then one year of certificate training and then pass a board examination. One student who went through those steps got 10 job offers right away. He took a job close to where he lived and had a starting annual salary of $95,000. This is because Medical Imaging Specialists are in high demand because 38% of Medical Imaging Specialist jobs remained unfilled. Medical Imaging Specialists help doctors interpret x-rays and other scans and also monitor the patients. A major in Biology with a Medical Imaging emphasis is different than an Applied Associates degree in Medical Imaging. People who go through that program are usually the people who actually take the x-rays and the scans. To get a Bachelors of Science degree, a student would have complete one year of general chemistry, one year of physics, and one year of organic chemistry.

The Bachelor of Science Degree is different from the Bachelors Arts of Biology degree because there are less science courses needed which allows for easier double majoring. The Bachelors of Arts Degree also has three emphases: one in General Biology, a teaching tract emphasis, one pre-professional emphasis for potential doctors, dentists, and other professions like that.

The Masters in Biology is designed for people who are currently employed by a biotechnology company and want to go further within the company they are employed by. There are two emphases within the Masters program. There is Biotechnology, which all 20 students are completing and Bioinformatics. To make sure that the Masters program meets the needs of biotech companies there is an Advisory Board that meets with the heads and vice presidents of local biotech companies, such as Amgen who is here on campus.

All the Biology programs are modern and forward-looking and with such a big job market in California and across the United States, a degree in biology is popular these days.

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Friendly Faces with Needa Jamil
By Ben Gallagher

Needa Jamil is the administrative support assistant for the Office of Student Life here at Cal State Channel Islands. This is her job title, but she is so much more than just that. While she serves a vital position on campus, she also helps to create the campus culture that we all undoubtedly feel when walking by her office in the student life lounge. She greets everyone with a smile and always seems as if she is in a good mood.

She has lived an interesting and often dangerous life. She was born in Libya which is in North Africa. She moved from the country when she was eight years old as a result of her parents being blacklisted. They openly opposed the regime of the country in which they lived and for that, became wanted individuals and were forced to flee the country.

Needa would spend the next 11 years traveling the world. Every time she thought that her family would be able to settle down in one place, they would find themselves in danger and would be forced to move yet again. During her travels, she became bilingual. With Libyan Arabic being her first language, she learned Italian as well. She traveled all around Europe and the Middle East until she finally came to California in 1987. Upon arriving in America, Needa did not speak one word of English.

Since moving to the United States, Needa has taught herself English, graduated from high school while becoming tri-lingual, and attained her BA from CSU Northridge in Arts with an emphasis in animation. After she got her degree, she worked for Fisher Price for a number of years animating their instruction manuals. While she liked that job, there was something missing, something that she found here at CSUCI.

Needa said that she loves working with students. Ultimately, she wants to help the university develop internationalism. She feels that CSUCI can be universally recognized if we continue to grow in diversity.

Needa has been married three years to her husband, Mustafa Zwebti, who is the information technology director of the Santa Paula school district. They have two children, Rami, who is 18 months old, and Rania, who just turned 4 months old. She and her husband speak to their children in both English and Arabic. They hope that this will help them keep a sense of culture throughout their lives and open them up to new opportunities.

On top of all this, Needa has always been an animal lover. She has three cats and she has been a vegan for the last 12 years. J was a little scared to tell her that I am a carnivore but she assured me that she was fine with that, because her husband is as well. She volunteers every year to help needy animals at the Best Friends Sanctuary. She regularly donates money to this organization as well.

As you can tell, Needa is a very kind and interesting person. If you'd like to learn more about her life, or just want someone to talk to, just stop by her office anytime. She'd love to meet you.
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**One Student's Opinion**

_by Brendan Malloy_

Chocolate hearts, shimmering jewelry, sappy cards, fuzzy lingerie, candlelight dinners and beautiful roses can only mean one thing. These images and more have become synonymous with the celebration of one our culture's most beloved holidays, the Feast Day of Saint Valentine. Not familiar with him? That's ok. Neither is anyone else.

Saint Valentine was a Roman priest and one of the thousands of Christians persecuted by Emperor Claudius II in the late Third Century. On February 14, 270 A.D., Roman soldiers beat him with clubs and eventually beheaded the Saint after he refused to deny his Christian faith. Legend goes that Saint Valentine secretly married dozens of couples into the Church despite being forbidden by the Roman Empire. Because of this, the Church honored February 14th as Saint Valentine's feast day and the feast day for lovers.

Saint Valentine's Day falls with other Catholic holidays like Christmas, Saint Patrick's Day, Shrove Tuesday (most call it Mardi Gras), and Halloween as holidays that have been completely exploited by marketing interests in this country. Companies like Hallmark, See's Candies, and Tiffany's Co. undoubtedly saw Saint Valentine's Day as a way to sell more of their worthless products in an otherwise dead part of the "holiday season". But how would they make a simple Saint's feast day so popular? Simple. Attach cute little hearts and flowers to an already romantic holiday's reputation and you've got yourself a mega-market.

Sure, I'll be the first to admit that I buy into the Saint Valentine's Day bastardizing and spend way more than I'm usually comfortable with, but this kind of treatment forces people to forget the reason for the holiday in the first place. We get so caught up in our culture that we forget all about why we are celebrating. Very few of us ever think about Saint Valentine when we're cashing in on Proflowers.com. Even fewer of us take time to remember Saint Valentine's morbid persecution when we're spending twelve paychecks on the ring that special someone wants. I'd bet none of us want to believe the day's religious significance when a nice lingerie situation presents itself.

This year, make it a priority to give a little respect to the man behind Saint Valentine's Day. Go to church; say a prayer; hold someone's hand; tell someone you love them. Whatever it is you choose to do, just remember why.