

THE DAILY HELMSMAN

THE BIG ONE

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INDEPENDENT STUDENT NEWSPAPER OF THE UNIVERSITY OF MEMPHIS | DAILYHELMSMAN.COM

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New restaurants coming to the Highland Strip

By Nick Lingerfelt
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Vacant lots and empty structures currently dot the Highland Strip. Buildings sit uninhabited and sidewalks have fallen into disrepair.

"They could put more stores aimed at college students and clean it up," Katheryne Wilkerson, sophomore pre-nursing major, said.

The University of Memphis recently supported an application by the University Neighborhoods Development Corporation to utilize tax revenue for improvements to the Highland Strip.

Some of the vacant lots will soon be filled with new restaurants including a fast-casual burger joint, a bakery that delivers cookies until 3 a.m. and a new music venue.

"That might be pretty good," Wilkerson said. "That would bring revenue and attract college students."

Some students think the new businesses will attract new people and sophomore education major Parker Payne said it will "diversify the area."

Here are some of the details coming to the strip.

Burgerim

The worldwide Israeli-based fast-casual burger restaurant specializes in mini-burgers and will open this fall at 569 S. Highland St.

"We're finishing plans," Juan Munoz, vice president of operations for Burgerim, said. "We plan



PHOTO BY SAIRA SIKANDAR | STAFF

The seemingly ever-changing Highland Strip is now planning on housing three new restaurants. Burgerim, Insomnia Cookies and The Bluff should bring a more welcoming vibe to the once run-down strip.

to open within a couple of months, like around November or December."

Customers can buy a duo, trio or party box of small, 2.8-ounce hamburgers, and mix and match the flavors. Customers can get beef, chicken, turkey or lamb patties, among other choices. They can choose from regular toppings like onions and mushrooms as well as unusual toppings like pineapple and avocado. All burgers can be customized.

"In addition to a unique and flavorful experience, Burgerim's designer restaurants have a modern and inviting decor, making it the perfect environment for any occasion, from date night to family outings to between-class lunch stops," Loeb Properties, the

company renovating the Highland Strip, said in a press release.

Munoz said Burgerim strives to create fine dining food and atmosphere at an affordable price. The restaurant will serve beer and wine. They will also deliver.

"All of our burgers are made to be transported," Munoz said.

The restaurant also serves sandwiches, salads and desserts.

Insomnia Cookies

Insomnia Cookies is listed on a building permit that was filed on Sept. 12 for 545 S. Highland St.

Founded in a college dorm room in 2003 at the University of Pennsylvania, Insomnia Cookies specializes in delivering

cookies. Most of their locations offer deliveries until 3 a.m. daily. Customers can order anything from a single cookie to a box of 24 and they can order bulk orders of up to 300 cookies.

The only other location currently in Tennessee is in Knoxville.

The Bluff

A brand new restaurant and music venue called The Bluff will be coming to the Highland Strip. Construction started in April at 535 S. Highland St.

The space will include two downstairs bars and a large stage area where live music will be played. There will also be an outdoor patio with an additional bar. They will serve Cajun-inspired food.

University of Memphis receives a healthy sum for mobile data research

By Emily Okins
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The University of Memphis received a \$4 million grant Thursday for a project called mProv: Provenance-based Data Analytics Cyberinfrastructure for High-frequency Mobile Sensor Data that focuses on creating a framework to handle and transfer health data collected by mobile devices.

Santosh Kumar, professor and Moss Chair of Excellence in Computer Science at the U of M, is the principle investigator leading the project.

"This [grant] reflects our growing reputation as a hub for mobile sensor 'big data' and [mobile health] research as well as Dr. Kumar's national and international reputation as a leader in this field," M. David Rudd, president of the U of M, said in a statement.

It is the largest amount of money the National Science Foundation has ever awarded to the U of M.

Kumar is currently working with data collected at the U of M's Center of Excellence for Mobile Sensor Data-to-Knowledge (MD2K). The office runs algorithms

on human cues to determine health outcomes.

With researchers across the United States studying mobile health, creating a way with mProv to easily store and transfer the data collected by MD2K could lead to significant breakthroughs in the field.

Barbara Burch Kuhn, digital content and website specialist of the MD2K Center at U of M, said the office is currently studying how to use cellphone sensor data to break smoking habits and monitor fluid build-up in the lungs of individuals with congestive heart failure.

Tennessee Congressman and Memphis native Steve Cohen commended the research when announcing the grant in a press release.

"Our students at the University of Memphis are a great resource for both our city and our country," Cohen said. "This grant will help make research opportunities available that provide real-world, hands-on experience and pave the way for ground-breaking research on health data collection. I am pleased to see the continued federal investment in the University of Memphis."

Resident Memphians feel unprepared for earthquakes

By Alexis Young
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After a 6.5 magnitude earthquake hit Italy on Aug. 24, Memphis residents are worried the city is unprepared for a natural disaster of that magnitude.

The city sits along the New Madrid Fault Line, which is famous for its 1811-1812 New Madrid earthquakes. Brian Blake, of the US Central Earthquake Consortium, said it is overdue approximately 70 years for a 6.0 magnitude earthquake.

Eric Daub, a faculty member at the University of Memphis Center for Earthquake Research and Information, said there have been no significant changes in the New Madrid Fault.

"Some of the changes you might see are very small," Daub said. "None of our data is telling us anything significant. Now, there are little earthquakes we feel all the time, but there is no way of telling when the next large one will come."

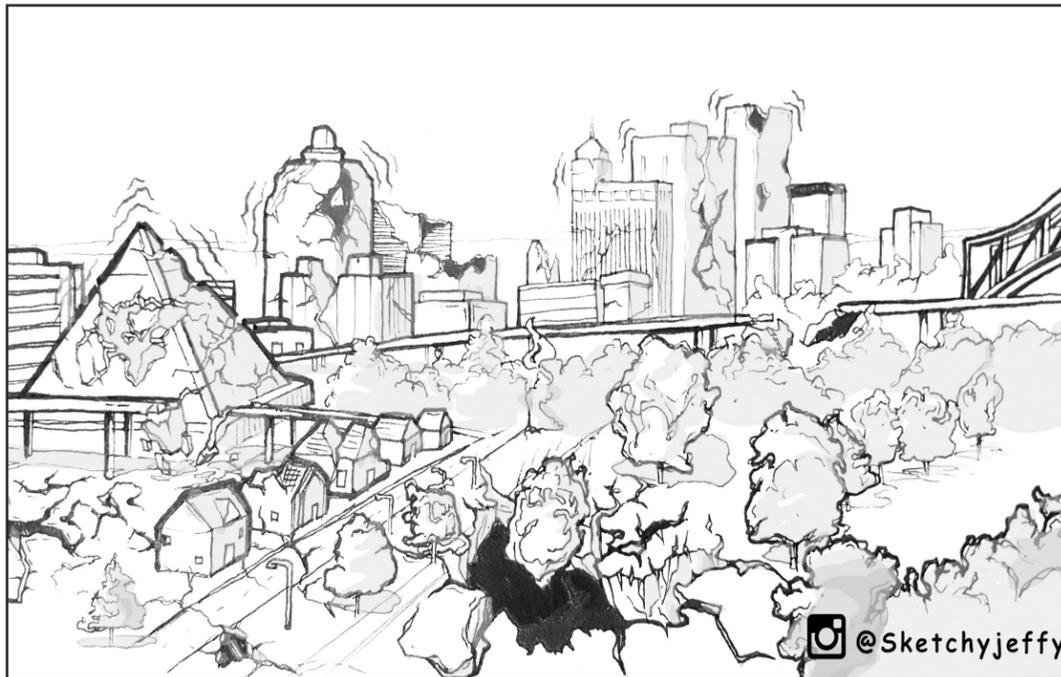


ILLUSTRATION BY JEFF CARTER | STAFF

Memphis sits on the New Madrid Fault Line, which is 70 years overdue for an earthquake. The earthquake in Italy in August raised concerns in this part of the world about preparedness for our own disaster.

Daub said residents of Memphis shouldn't be too worried, but should still take some precaution.

"You should be prepared. Take the events that happen across the world and learn from them," Daub said. "Know that you have earthquake supplies and [know] if

you're in an unstable building. People should worry more about being prepared than how large the next earthquake will be."

Daub said older buildings are more vulnerable than modern buildings.

"A lot of times you'll see a building that has

a lot of open floor plans, but doesn't have the stability to withstand an earthquake, which results in the building collapsing," Daub said. "Certainly older buildings are subject to damage. There are a lot of old buildings that weren't built using modern seismic engineering."

Roy Van Arsdale, professor of geology at the U of M, also said the buildings in Memphis are unprepared for such a catastrophe.

"If we're talking about the 1811-1812 quakes, then the next one could be as large as 7.1," Van Arsdale said. "However, to clear things up, it depends on where the rupture occurs. The closer we are, the more damage. My biggest concern is the unreinforced buildings in downtown Memphis. They're probably most vulnerable. The threat wasn't known when they were built."

According to the US Geological Survey, the fault has earthquake danger zones in parts of Missouri, Arkansas, Tennessee, Illinois and South Carolina.

David Woodard, junior at the U of M, said he feels Memphis isn't prepared because when he was in primary and secondary school they rarely prepared for earthquakes.

"I don't think any of us are that prepared. I know I'm not," Woodard said. "None of us here have ever experienced it. We think 'It'll never happen to us,' but our buildings and everyday life would be affected, if it ever happened."

U of M freshman Ryan Cox, 18, said Memphis doesn't seem prepared.

"My high school rarely did earthquake drills, so all I know is to get under a table when it starts shaking, but even with that I'm scared," Cox said. "We're just terribly prepared. It makes me feel unsettled because I've never had to deal with that."

New Orleans native and current Memphis resident, Tai Bierria, 20, said she feels Memphis is unprepared in the same way New Orleans wasn't prepared for its natural disaster in 2005.

"Memphis reminds me of New Orleans," Bierria said. "New Orleans wasn't prepared for Katrina, so I'm pretty sure Memphis wouldn't be ready for an earthquake. Just knowing we're unprepared makes me scared. A 6.5 alone is huge, but to know a professor said we could be expecting one even larger is mortifying."

Van Arsdale said that if the community did not have a response team ready - in terms of hospitals, police, and firefighters - then, that's when it would be in trouble.

"There have been a lot of emergency service and response preparations, which is a major part of a disaster," Van Arsdale said. "To my knowledge our officials have done a wonderful job of preparing us."

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| MR. CHURCH (PG13) 2:00 - 5:00 - 7:15 - 9:30 | |
| WHEN THE BOUGH BREAK (PG13) 2:00 - 2:45 - 5:00 - 5:30 - 7:20 - 8:00 - 9:40 | ECONO SHOWS 4 - 6 PM DAILY \$5 ALL SEATS 4-6 PM |
| DON'T BREATHE (R) 2:15 - 5:15 - 7:45 - 9:55 | |
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| LIGHTS OUT (PG-13) 2:15 - 5:15 - 7:45 - 10:00 | |
| SHOWS AFTER 10 PM FRIDAY & SATURDAY ONLY | |

What is your opinion on the new iPhone IOS10 update?

By Saira Sikandar



"I haven't downloaded the update yet, but I'm definitely going to, and I am super excited about it. Last night, a friend who downloaded it texted me at 10 p.m. saying how much he hated it. Then, I got a text at 6 a.m. today saying how much he loves it. I think that's what's going to happen with everyone. But, we will get used to it, then we'll ultimately end up loving it until a new update happens. Every IOS is different, but I'm really excited to get the new update regardless."

Amy Sheppard
Nursing
Age: 30



"I think Apple could have kept things the same. I feel like they pulled an Android and wanted to create this grand new thing to keep up with the competition. I miss the swipe. Since the beginning, iPhones have had a swipe and it's iconic for them. But, I guess you have to keep up with competitors, always looking for the new."

Tylor Nelson
Exercise Sports Science
Age: 20



"I seriously love the IOS10 update. I was with my girlfriends last night and was the only one with the update, so I kept showing them all the cool new texting stuff. I was like 'hey guys, look at the fireworks!' and just really hyping it up. Then, I woke up this morning and they had all updated it, too. I'm actually playing battleship with one of my other friends and they go to a completely different university, so it's really cool. The new layout is refreshing too."

Alexanna Scott
Anthropology
Age: 23

The new Apple operating system update took off on Tuesday, creating an atmosphere of mixed emotions. The iPhone IOS 10 update places its emphasis on making text messaging more visually appealing and utilizing Touch ID. With add-ons such as stickers and animations, Apple is competing with similar messaging apps such as Snapchat and Facebook. However, the new update comes at a price, taking up 1 GB of space and taking away the iconic swipe screen that hasn't changed since the original iPhone.



"I'm kind of geeky and love new technology. The IOS10 update is no exception. It's the latest and greatest. I'm especially fond of the texting update - the new emojis, fireworks, and all that pizzazz. I know a lot of people don't like the whole 'no phone screen' swipe, but I've always used the scanner so it really didn't bother me that much."

Dante Swift (Dantavius)
Sports Management
Age: 21



"The update is such trash. I know iPhone has to try to compete with Android and all that, but it's so bad. My phone keeps crashing and is a billion times slower. I can't stand it. This update is just so different from previous ones. Usually, it's a minor change, but they really went all out on the texting."

Davea Holmes
Communication
Age: 19

Where's the best place to get drinks off campus?

By Sarah Blevins



"Bar Louie, hands down."

Timone Robinson
Sociology
Age: 21



"I don't drink like that."

Chris Werabe
Interdisciplinary Studies
Age: 24



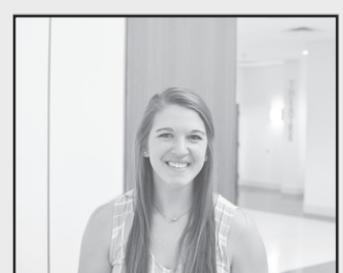
"I go to RP Tracks or my friend Sukhpreet's house."

Michael Gaines
Communications
Age: 25



"I always go to Buster's for their Smirnoff because they know me there."

Rakeem Arnold
Undeclared
Age: 21



"I choose not to drink for moral reasons."

Grace Wade
Sports
Age: 21



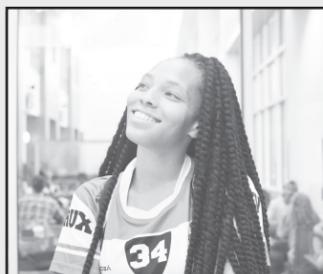
"Newby's is the place to go, or RP Billiards."

Coker George
Human Health and Performance
Age: 21



"I am the only one of my friends that drives, so I drive to Buster's. They have everything to accommodate everyone's tastes."

Quelon Fields
Communications
Age: 21



"Wet Willies on Beale. The slushes - I like."

Victoria Roberts
Nursing
Age: 21



"I make really good drinks at my house and invite people over. You want Gummy Bears in your drink? I got you. Anything goes. I got all types of drinks."

Sukhpreet Kandola
Engineering Technology
Age: 23



"I go to Frida's Mexican Restaurante all the time. I really like their margaritas, which they always have specials on. The food there is also a nice compliment to the drinks."

Antonio Burton
Sociology
Age: 40

Southern craft beer chain opening Highland location

By John Klyce
jklyce@memphis.edu

The University of Memphis may be a dry campus, but the area around it is flooding with places to get a quick drink.

The Casual Pint, a southeastern laid-back craft beer chain with locations in Tennessee, Ohio, South Carolina and Arizona, will soon be opening a store on Highland Row. It is the first of three planned Memphis stores, and Nathan Robinette, president and CEO of the company, believes the city is the best location for the beer shop.

"We're very excited about Memphis," he said. "Memphis has a growing craft beer market and we wanted to bring a unique beer experience to the local community."

Unlike liquor stores of the area, The Casual Pint is not only about buying. It is about coming together over a common love: beer.

"The Casual Pint's mission is to provide a gathering place for craft beer lovers to honor artisanal beers created by small breweries," Robinette said. "It's like a coffee shop but for craft beers."

The store will feature a 30-tap wall for growler and pint sales and the wall's ale types will rotate to provide variety.

To add to the relaxed, family-friendly atmosphere its name describes, The Casual Pint will have plenty of areas for guests to sit back and enjoy their drinks.

"There will be an inviting atmosphere and dedicated bar area and seating for on-site tastings," the CEO said. "There will be a singles cooler with bottled and canned beer to enjoy on-site in a cozy chair, at an indoor table or on the large patio."

In order to differentiate from other Casual Pint locations, the Highland Row spot will also serve a variety of

bite-size foods, including chicken wings, flatbreads and pretzels with beer cheese.

For those who want to visit The Casual Pint but are unable to stick around, the brew seller provides drinks to go.

"There will be packaged craft beer from local, national and international breweries," Robinette said. "With more than 300 different beers, guests can grab six packs, mix-a-sixes or single beers to enjoy at home."

Local ownership is also important to Robinette and his business. Every Casual Pint location is franchised to someone from its city, and though he would not identify Memphis's franchise owner, the president confirmed that it will be locally owned and operated.

Encouraging to Robinette is the enthusiasm from U of M students, as Tigers' ears perked up Tuesday after hearing the news.

"That sounds pretty cool," said Garrett Barnes, 20, a U of M junior double major of film and theater. "I think it will help with students hanging out on and around campus. It will help with the commuter life."

Anthony Monti, 22, a U of M senior physical education major, agreed with Barnes and thinks students will flock to the store.

"It sounds like something a lot of college-age people will like," he said. "It sounds awesome."

And if Memphians need more affirmation, they can look to Jacob Maybrey, 21, a Memphis native who attends University of Tennessee at Knoxville and frequently visits their Casual Pint location.

"It's a great place to stop for a quick pint with friends or just a good place to pick up a six-pack for later," he said. "It has a chill atmosphere and the employees are really nice."



PHOTOS BY AUSTIN ANDERSON AND COURTESY OF THE CASUAL PINT

A new laid-back pub will soon open shop at the Highland Row complex. The Casual Pint will serve food, 30 beers on tap, bottled beers and growlers.

Memphis football preview vs. Kansas

By Chip Williams
dwillms26@memphis.edu

The University of Memphis Tigers will take on the Kansas Jayhawks in what will be the second of a three-game home stand to begin the Mike Norvell tenure.

Last season, the Tigers traveled to Lawrence, Kansas and defeated the Jayhawks 55-23 in a game that featured five Memphis rushing touchdowns from five different players and Paxton Lynch throwing for 354 yards and two touchdowns.

Kansas, who's coming off of a 37-21 home loss to the Ohio Bobcats after defeating Rhode Island 55-6 in week one, has only won 13 games since 2010 and hasn't had a winning season since 2008.

Through their first two games, Kansas surrendered 499 yards rushing on 5.1 yards per carry, which could bode well for a Tigers rushing attack that struggled to find its footing against Southeast Missouri State.

Another boost that could come for the Memphis run game is the possible return of projected preseason starter Zach Collins. Confidential sources said Collins will dress for the game against Kansas, but it is still yet to be determined whether he will play or not. Adding Collins and playing against a suspect Kansas run defense could help get a running game that only managed to pick up 110 on 33 carries, which includes a Patrick Taylor, Jr. 51-yard run, going.

The Tigers are coming off of an early season bye week, giving Norvell and his staff plenty of time to make adjustments after seeing his team face another opponent for the first time.

Quarterback Riley Ferguson threw the ball 40 times against SEMO, and some of those throws were what he referred to as 'extended running game' throws - or shorter passes near that line of



PHOTO BY DAVID MINKIN | STAFF

Riley Ferguson winds up for a pass against SEMO. Ferguson and the offense have a favorable matchup on Saturday against a suspect Kansas defense.

scrimmage used to supplement the running game.

Throughout his career, Norvell has always liked to involve the running backs in the passing game, and that won't change at Memphis. Especially, since he has running backs like Darrell Henderson, Tony Pollard and Doroland Dorceus who can all catch the ball out of the backfield. Those backs combined for six catches for 76 yards and two touchdowns against SEMO. Regardless of the success of the running game, expect Ferguson and Norvell to continue to get the ball in the hands of backs coming out of the backfield.

Those extended running game passes involve the receivers as well. Anthony Miller, who has a knack for turning short plays into big gains, was the recipient of multiple quick throws - whether they were bubble screens, slants or quick screens. Miller caught nine passes against SEMO and that was with him sitting out a couple of series with a banged up ankle. It's just one game, but Miller is currently on pace to catch 108 passes in the regular season. While Norvell never

had a receiver catch 100 passes at Arizona State, Jaelen Strong caught 75 in 2013 and 82 in 2014, going over 1,100 yards both seasons. It's not out of the realm of possibility to think Miller could be around those numbers this year if he remains healthy.

Defensively, the Tigers are facing a Kansas offense that has put up 802 yards of total offense through two games, including 605 yards passing. The Jayhawks have turned the ball over five times - losing all three of their fumbles and throwing two interceptions.

Against SEMO, Memphis only allowed 143 yards passing while breaking up six passes and intercepting one. Senior Arthur Maulet was responsible for three of those breakups and the interception, while junior college transfer Jonathan Cook broke up a pass and led the Tigers with eight total tackles. Junior linebacker Genard Avery recorded seven solo tackles and led the team with two tackles for loss.

Kickoff Saturday will be at 11 a.m. at Liberty Bowl Memorial Stadium and the game will be broadcast nationally on ESPNU.

Tiger sports this weekend

Sept. 16

Women's soccer vs. Oklahoma State 7 p.m.
Mike Rose Soccer Complex

Sept. 17

Men's and women's cross country
Rhodes College Invitational
8:30 a.m.

Sept. 18

Men's soccer vs. Houston Baptist 6 p.m.
Mike Rose Soccer Complex

Football vs. Kansas 11 a.m.
Liberty Bowl Memorial Stadium

Go Tigers Go!

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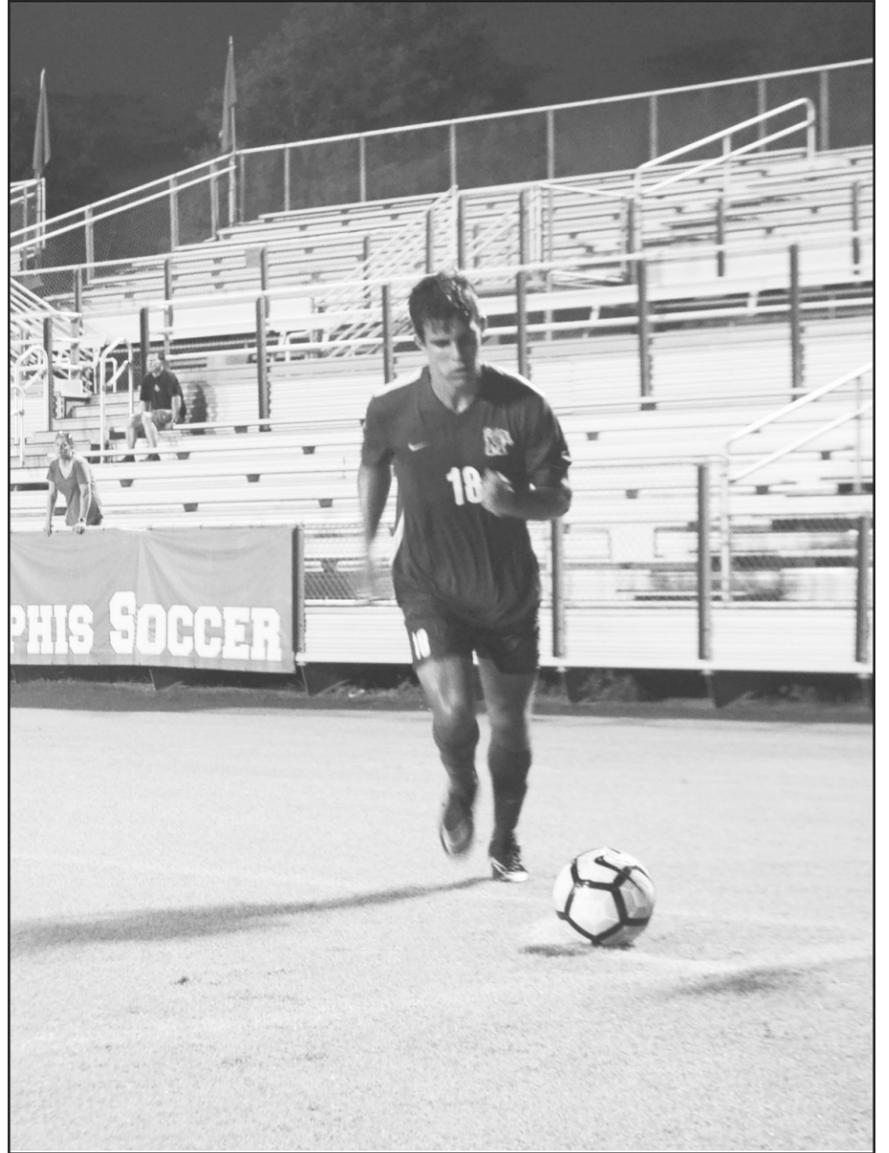
"I grew up wondering how I was going to contribute to a society that didn't see me because I felt invisible."

**Michael D. Rose Theatre
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Tigers win in the very last seconds



PHOTOS BY JON BELL | STAFF

Raul Gonzalez leaps to win a header in front of a defender in Memphis' 2-1 comeback win Wednesday night.

David Zalzman lines up for a corner against Southern Illinois University Edwardsville.

By Jon Bell
jmbell3@memphis.edu

After dropping both games last weekend in San Diego, the University of Memphis men's soccer team

responded with a last-minute match-winning goal against Southern Illinois University, Edwardsville (SIU Edwardsville).

Memphis trailed for more than 65 minutes of the match, but

ultimately found a way to score twice in the last 14 minutes to improve to 3-0 at home and 4-3 overall.

Friday and Sunday, the Tigers lost to California State Fullerton 1-4 and San Diego State 0-2, but Wednesday's win helped turn things around.

"When you go into a tournament, you're not looking to go 0-2 by any means," head coach Richard Mulrooney said. "To respond to this with a win against a good SIU Edwardsville team, it's momentum in the right direction."

Memphis' offense dominated the first half despite trailing 0-1. The Tigers outshot the Cougars 8-4 and SIU Edwardsville's goalkeeper, Kyle Dal Santo, had two saves during the half as most of the Tigers' shots were off-target.

Even though the Memphis defense held the Cougars' shots to a minimum in the first half, one

defensive lapse led to an SIUE goal in minute 11. Greg Solawa of SIUE was able to lead Devyn Jambga with a pass that led to a 1-on-1 with Memphis goalkeeper Jake Leeker. Jambga then found a way to get the ball past Leeker for a goal and a 0-1 early lead.

The Tigers upped their tempo in the second half, taking even more shots. Memphis unloaded 14 shots in the second half, bringing their match total to 22 and out-shooting SIU Edwardsville by 13.

Before the Tigers were able to score, frustration was setting in with the team, but they kept attacking the goal.

"I grew some gray hairs, but you have to trust the system," Mulrooney said. "It obviously took all 90 minutes for us to get past them tonight."

A stroke of luck helped the Tigers' offense score their first goal which came in

the 76th minute.

A handball by the Cougars led to a Memphis penalty kick. The keeper guessed left. Raul Gonzalez shot right and found the back of the net. But, Memphis was not satisfied with a tie and kept pushing the tempo.

The Tigers defense gained possession with less than a minute to go in the match. The ball found its way to Adam Bruce and he gave a long cross to Hector Cantele, who found a way to score with 9 seconds left.

"It was a cross, but the defender pretty much put it in," Cantele said. "I didn't touch it. It was a goal from that guy right there, Adam Bruce."

Memphis will now prepare for their match at home on Sunday against Houston Baptist. "We got a win, that's the important thing," Cantele said. "We have to start thinking about the game on Sunday."

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Salesforce1: The new umTech App for IT services

By Clivona Burse
ceburse@memphis.edu

Wouldn't it be great to have most of your campus problems solved through a simple app on your phone or computer? Now, you can.

The University of Memphis Information Technology Services offer self-service support through their website and application, Salesforce1 which can be downloaded from Google Play or the Apple store. This app allows students to request a variety of services or products without speaking to an agent over the phone. They can report issues about their phone, computer hardware or programs, cable, registration processes, emergency outages or other

general technical problems.

This system also provides answers to frequently asked questions through the "Ask-Tom Articles." Students can learn about how a particular process works pertaining to academics, admissions, advising, financial aid, residence life, student affairs and more.

The website also offers Chat Live to speak with umTech agents via instant messaging Monday through Friday from 8 a.m. to 7 p.m.

"We're the initial point of contact for IT issues," Robert Jackson, chief information officer of IT Services, said. "The service support system is a critical part of the university. It allows us to effectively service the needs of our students,

faculty and staff."

If a professor is lecturing using a projector and suddenly the light bulb blows out, they can use the Salesforce1 app or Chat Live from a computer to report the issue and a technician will be sent out to fix it. Campus staff can also report issues with classroom clickers, office hardware, toner or paper supplies by clicking the "Request TigerLAN supplies" link online.

"I've used the system on my computer and I do think that it's faster," Joe Hayden, a journalism professor at the U of M, said.

Hayden said the center is "fairly efficient" with phone calls, but he prefers to enter requests through his computer because it saves him time

from having to wait for the person over the phone to finish typing what he tells them.

"I have really complicated computer software needs, not just with my computer, but also in the labs with promter, run-down and video software that Ronald Jennings helps us with," Hayden said.

Jennings is a local tech support provider for the entire College of Communications and Fine Arts.

"It must be really demanding for him," Hayden said. "I don't know how he does it, but he does. He's awesome."

Most students aren't even aware that this app and umTech system online has been available for the past year.

"I had no idea about it," Javon Bolden, a sophomore

psychology major, said. "I definitely plan to utilize it because I hate to call and ask people to do things that can be handled through an app or computer."

Bolden said his friend works for IT Services and tells him all the time about the heavy amount of calls that the office gets. Jackson said IT Services received a total of 1,165 phone calls this past week alone.

"I think if students knew more about this app, they would spend less time calling, which would allow more problems to get reported and fixed faster," Bolden said. "Most of us students are always on our phones or computers anyway, so it just makes sense to use it."

THE DAILY HELMSMAN

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