

The Beasley Knees



Donut Miss This!
Summer's Favorite Sweet Eat

*Holiday
Headaches*

How to Avoid Holiday Stress

Style Stealer

Auburn's Most Stylish Students

*Blogger Getta,
Blogger Getta*

Auburn University Bloggers

a thought

My name is Victoria Beasley and I am a senior at Auburn University. I fell in love with Auburn at a very young age. My parents use to take me to sporting events and Toomer's Corner in hopes that I would eventually go to college at Auburn some day. Well, their wish came true. I will be graduating in May with a Bachelor of Arts in public relations and a minor in philanthropy and nonprofit organizations.

I created "The Beasley Knees" for Style and Design, a capstone course for public relations majors. It is full of articles that I have written throughout the year for Auburn Family, Extension Daily and The Corner News. While reading this magazine, I hope you realize my love for puns, food and all things Auburn.

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Donut Miss This!

Summer's Favorite Sweet Eat

by: Victoria Beasley



Every year, there are new trends that make the headlines and show up everywhere. One new trend that has blown up social media feeds this summer is the doughnut. The small, fried sugary dough pastry has been this summer's favorite sweet eat.

Doughnuts date back to the 19th century but have several possible origins. The first doughnuts did not

have a hole in the center; it was not until 1847 that the hole began being punched out so that it would cook all the way through.

Sometime around 1900, the new spelling, "donut," came about. Donuts can be glazed, iced, powdered, jelly filled,

cream filled or a combination of the five.

A Hole Lot of Deliciousness

Many bakeries have made a name for themselves by selling unique and picturesque donuts. Auburn, Ala. has two unique donut shops of its own. Located on University Drive behind McAlister's Deli, across from Duck Samford Park, the locally owned donut shop, D Square Donuts, opened in 2009 and has been selling specialty made square-shaped donuts ever since.

"The maple bacon donut deserves an article of its own," said Catherine Fitzwater, a repeat customer of D Square Donuts. D Square Donuts is open from 6:00 a.m. to 12:00 p.m. Tuesday-Sunday.

D Square Donuts also offers a variety of ice cream flavors and Italian ice for the non-donut lovers.





To make these quick and easy miniature donuts you will need to start with picking out your favorite flavor cake mix or you can get multiple flavors and have a variety of mini donuts. All you



Dunkin' Donuts is the other popular donut shop in Auburn. Dunkin' Donuts is an American favorite ever since the first store opened in 1950. Dunkin' Donuts opened on South College Street in May of 2013.

Dunkin Donuts has huge variety of donuts that can satisfy just about anyone's taste buds. The franchised bakery is always adding new and exciting donut flavors.

"Dunkin's donuts are my favorite because they are not greasy like other places donuts, but more cake like," said Lindsey Raygan, frequent Dunkin' Donuts customer. Dunkin' Donuts is open 24 hours.

"Dunkin's donuts are my favorite because they are not greasy like other places donuts, but more cake like."

have to do next is not follow the directions on the cake mix box and whisk together one dry cake mix with one egg, one-fourth cup of vegetable oil and one cup of water. Fill up the donut maker with the batter and in three to five minutes you will have mini donuts that can be glazed or popped in your mouth.

Both D Square Donuts and Dunkin' Donuts serve its own special kinds of donuts that make them unique and keep customers coming back for more.

With a donut shop just down the road from you in Auburn, mornings, desserts or even Auburn game days could get a little bit sweeter with just a stop at D Square Donuts or Dunkin' Donuts.

The Mini Donut

At home, mini donuts are also away to get your donut fix. With the help of a Mini Donut Maker, which can be purchased at most stores in the home goods department, and 15 minutes of your day the sky is the limit.



Holiday Headaches

Holiday Stress and How to Avoid it

by: Victoria Beasley

The holiday season is a time for celebration, family gatherings and love. But sometimes the holidays can get busy, stressful and the true meaning of the holidays is overlooked. Feeling down during the holidays is not uncommon, but equating a rise in depression and suicide with the holidays is not factual.

“There is a persuasive myth that suicide rates increase during the holidays,” said Ellen Abell, Extension Specialist and Associate Professor in Human Development and Family Studies.

Suicide rates are consistent throughout the year, according to the Centers for Disease Control. Suicide rates are actually reported to be higher in the spring and fall than in the winter and summer.

With that being said, the holidays can cause us to be overwhelmed and stressed. High expectations of how events and other gatherings are going to pan out cause anxiety and disappointment.

Today’s media plays a major role in holiday season stress. Commercials, movies, advertisements and other images cause hype and unrealistic expectations for the holidays. “Trying to meet our own expectations and the real or perceived expectations of others is stressful,” said Abell.

Holiday stress also stems from the number of party and event invitations received from the month of October leading into February.

It is impractical and unbeneficial to even think about trying to attend them all.

Even attempting to attend all the events can cause diet, sleep and exercise routines to change and ultimately affect our emotional resilience. It is okay and expected to decline some of the invitations received during the holidays.

Financial decisions during the holidays, especially during Christmas, can cause stress as well. Money spent not only on gifts, but food and decorations can also cause feelings of fear regarding staying financially stable.

Although giving is a source of joy, wanting to buy everyone in your life a gift is simply impossible. We must make decisions about who gets gifts, how much to spend and where to spend it. It is easy to get swept up by all the hustle and bustle of the holiday season and become stressed.

“Chronic stress dampens our mood and limits our ability to enjoy ourselves and our loved ones,” said Abell. There are some actions that can be taken to reduce or even avoid the anxiety and stress of the holidays.

It can be helpful to discuss your thoughts and feelings with a loved one, voice your expectations and then figure out how to make them realistic. It is important to remember your values and the importance of this time of year.

“Trying to meet our own expectations and the real or perceived expectations of others is stressful.”

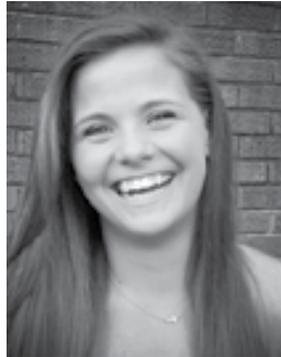


Design by Eloise

Auburn University Alum Changing the Game of Branding One Design at a Time

by: Victoria Beasley

Auburn's newest entrepreneur Eloise Stewart is changing the game of branding one small business at a time. She combined her passion for design and heart for mentoring to create .eloise.



Stewart graduated from Auburn University with a B.A. in apparel design and production management in 2011 and graduated with a Masters in consumer behavior in 2013. She also taught for a year at Auburn after receiving her master's degree.

Stewart's business venture sparked when she noticed a need in the community to help small businesses create a strong logo and brand, as well as the need for individualized career counseling for Auburn University students. "If you would have asked me at the beginning of the year if I was going to start my own business, I would have told you absolutely not," said Stewart.

She offers her time and services to small businesses by setting up meetings with them to discuss what needs to be done. Stewart gets a feel for the business and its identity and goes from there. She works with them to create a strong logo, business card, branding materials and strong social media identity or website. She recognizes the vision in their mind and helps get it out.

The other half of the business focuses on mentoring and helping students as they prepare for the real world.

Students need someone with a discerning and aesthetic eye that will guide them through the branding process for future internships or jobs. Stewart provides honesty and expertise to help students develop professional resumes, cover letters, business cards and various other items needed. She is aware students are on a budget and has created affordable service packages for students to use or even combine.

Stewart also created AlumNetwork. AlumNetwork connects students to alumni, alumni to alumni and students to the industry. The network is more geared towards current students and alumni of the Apparel Merchandising, Design and Production Management Program at Auburn University.

"I might not do this for the rest of my life, but I do think I will be an entrepreneur the rest of my life and this is just the beginning."

"I began creating an alum contact and career database while I was teaching at Auburn," said Stewart. "I realized the need to continually be

connected with alums and industry."

Stewart has a passion for what she does.

.eloise.
branding creative design events



ALUMNETWORK

She loves helping the local business establish their brand and assisting students with making a name for themselves for the workforce. She lives by and explains to people that

everything we are doing leads to the next stage in life.

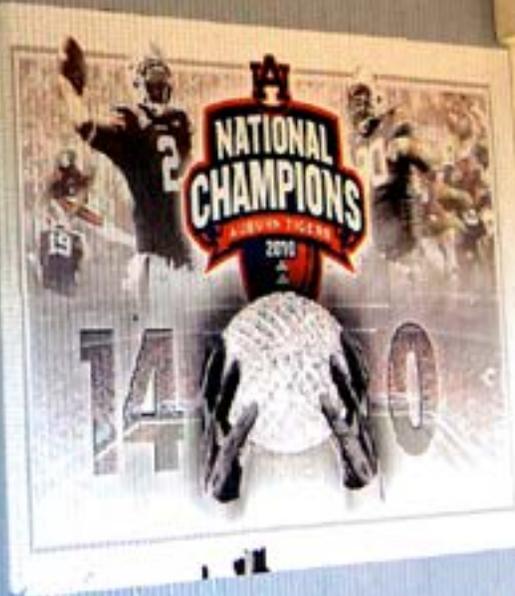
"I might not do this for the rest of my life, but I do think I will be an entrepreneur the rest of my life and this is just the beginning," said Stewart.

Photos/ Eloise Stewart

TOOMERS DRUGS

TOOMERS
CORNER.

SMOOTHIE BOWL COUNTER



'Come Home to the Corner' Downtown Event to be Held Friday

by: Victoria Beasley

“Come Home to the Corner” is back this week. Bring your family and join the City of Auburn, Auburn Downtown Merchants Association, Auburn Chamber of Commerce and your Auburn Family on Friday, Nov. 13, 2015, in downtown Auburn. The “Come Home to the Corner” event starts at 6 p.m. and lasts until 9 p.m.

This event will feature late night shopping and dining for all who attend. AU Cappella will be the musical entertainment for the night. Eight of the members will be standing at the corner of Magnolia Avenue and College Street performing a mixture of the classic hits and new popular songs.

AU Cappella is Auburn University's very own all-male a cappella group. AU Acappella was founded and in the fall of 2010 and since has experienced many exciting opportunities.



For example, opening up for Pentatonix and singing the National Anthem at an Atlanta Braves baseball game. This downtown event gives people the opportunity to enjoy a drink as they stroll and shop through the stores that are remaining open for this late night experience. The streets will remain open during this designated Entertainment District Event.

“We want to show off the beauty and charm and make it an enjoyable experience,” said Ann Bergman, public relations specialist for Auburn Parks and Recreation.

“Come Home to the Corner” started because the City of Auburn wanted to showcase the finished renovations to the intersection of Magnolia Avenue and College Street and other surrounding downtown renovations as well as emphasize that the downtown businesses are open and have been all summer.

“There is nothing more exciting than Friday nights before Auburn home football games.”

“The major goal of ‘Come Home to the Corner’ is to remind people to go downtown and support downtown because it really is the heart of Auburn,” said Bergman. “This summer was really difficult on the downtown businesses, we want

to showcase them and let them know we appreciated their patience

this summer.”

“Come Home to the Corner” has taken place Friday nights before Auburn University home football games. “There is nothing more exciting than Friday nights before Auburn home football games,” said Bergman.

This is the second to last “Come Home to the Corner.” Next Friday, Nov. 20, will be the last installment featuring Kevin Flannagan as the entertainment.

For more information about the “Come Home to the Corner” events or any other upcoming events, please visit Auburn Parks and Recreation's website, <http://www.auburnalabama.org/parks> or call 334.501.2930.

Photos/Victoria Beasley
and City of Auburn

Style Stealer

by: Victoria Beasley

Kelsey Layne Tucker is one of Auburn's very own fashion bloggers. She is a junior at Auburn University majoring in Apparel Merchandising, Design and Production Management and is also an employee at Therapy, an Auburn boutique. With the light wash flared jeans, paired with the white crochet crop top from Therapy, the ensemble definitely has a feminine 1970s vibe to it. The look is perfect for fall. Because of the flowy and thin fabric of the shirt and the super yummy fabric of the jeans, you are guaranteed to be comfortable, cool and stylish all day long. Tucker started blogging back in high school and has been taking the fashion blogging world by storm ever since. As a fashion blogger, Tucker is always looking for unique and trendy pieces to add to her closet. Even with her busy schedule she still maintains to stay on top of the new fashion trends for each season. "My style is feminine, classic and minimal," said Tucker. You can check out more of Kelsey Tucker's outfits and more on her blog, <http://www.kelseylaynetucker.blogspot.com>.

"My style is feminine, classic and minimal."



Photo/ Victoria Beasley

Top: Therapy
Shoes: Target
Jeans: Topshop
Purse: Kate Spade
Hat: Topshop

“My style is a combination of contemporary, feminine and classy.”



Photo/ Tomi Obebe

Dress: U & I Boutique
Bralette: U & I Boutique
Boots: Charlotte Russe
Watch: Jack Mason Brand

Tomi Obebe is also a fashion blogger in Auburn. She is a senior at Auburn University majoring in Exercise Science. In this outfit, she is ready for the crisp fall weather coming our way. Obebe combined a super cute and super comfy three-quarter length sleeve dress with dark brown knee-high boots to create a trendy cooler weather look. This outfit is perfect for Auburn game days, an afternoon stroll around campus or downtown on a beautiful cool autumn day. “My style is a combination of contemporary, feminine and classy,” said Obebe. She started blogging a little over three months ago. Although she is new to the blogging world, she has quickly gotten the hang of it and is definitely making a name for herself in the industry. To see more of Tomi Obebe, you can go to <http://www.goodtomicha.com> and take a look through her blog. On her blog, you can read about fashion, fitness and everyday life.

Blogger Getta, Blogger Getta

by: Victoria Beasley

If going to classes and being a college student wasn't hard enough, let's add in a blog. Auburn University is the home of several bloggers who document day-to-day life, thoughts, or ideas via the Internet.

Blogs were first created in 1994 on Links.net. In 1997 the term "Weblog" was coined, but was shortened to "blog" in 1999. In the early 2000s, a variety of blogs and bloggers emerged. In 2004, blogs became mainstream popularity.

Today, the popularity for blogging has grown so much that a new blog is created almost every second of every day.

For Kelsey Layne Tucker, a lifestyle and fashion blogger and Auburn University student, blogging is a major part of her life. Tucker started blogging in high school and has since made a name for herself in the blogging world.

After returning to Auburn this semester from her internship in New York, Tucker has found it somewhat difficult

to balance going to school full time and blogging "School is the priority, so I only shoot, edit and write when I have enough time," said Tucker.

Malan Lynn McCracken, another blogger, is a sophomore at Auburn University majoring in communication. With classes, homework and other extracurricular activities it can be challenging for McCracken to make time to blog.



"Blogging is a wonderful outlet and distraction from the stress of school."

"Blogging in school is really hard to keep up with, but I really try to and work it into my planner and that helps a lot," said McCracken.

Blogging while in college presents opportunities that might not otherwise be available. It is a way to network and get connected with possible future employers and build relationships with other bloggers.

Tomi Obebe, senior at Auburn University, started blogging

earlier in the summer and has already made relationships with local businesses. She collaborated with Scarlet and Gold as well as a few other

bloggers to promote the Give Grace campaign. This not only allowed the business to jumpstart in Auburn, but also increased Obebe's blog following and promoted a great cause. Blogging is a way to informally express or show creativity through writing. "I was inspired to start this blog when I realized that I could combine my love for writing and my personal style," said Obebe.

It is a way to show off who you are and share with others what you are passionate about. "I started blogging so that I could make people smile with my random thoughts," said McCracken. "Blogging is a



wonderful outlet and distraction from the stress of school," said Tucker. As students, it's hard to find down time, but for these bloggers and many others, maintaining a blog is worth the study break.

Photos/Victoria Beasley

2015 WPB Fall Luncheon

by: Victoria Beasley

Auburn University's Women's Philanthropy Board (WPB) is hosting the 2015 WPB Fall Luncheon on Friday, November 13, 2015, at The Hotel at Auburn University and Dixon Conference Center.

The luncheon starts at noon and will last a little over an hour. Two hours prior to the luncheon, attendees are able to have coffee with Barbara Dooley, the keynote speaker.

Barbara Dooley is an Auburn University Alumna and wife of legendary University of Georgia Head Coach Vince Dooley. Dooley is a breast cancer survivor and her husband is a throat cancer survivor.

"The 2015 Fall Women's Philanthropy Board Luncheon is sure to be entertaining and inspiring with Barbara Dooley as the featured speaker. Through her life's stories and experiences, she relates to women and men of all ages and encourages all people to thrive – even through adversity," said Sidney James, Executive Director for the Cary Center.

The Dooley's currently reside in Athens, Georgia where she is a nonprofit volunteer, award winning real estate professional, author and television personality. She has also served on boards and committees for United Way, Paralympics and St. Mary's Hospital Foundation and is a member of the Athens Chamber's Women in Business Council.



Coffee with Barbara

Coffee with Barbara is from 10:00-11:00 a.m. in the Governor's Room at the Hotel at Auburn University and Dixon Conference Center. Reservations cost \$10 and can be made on the WPB website.

WPB Fall Luncheon

To attend the fall luncheon, you can either purchase a one of three table options or pay an individual fee. All options are listed and available for purchase on the WPB website.

For this year's fall luncheon, WPB has teamed up with the Women's Club of Auburn, whose mission is to advance women leadership, provide education opportunities for members and the community and to encourage individual and collective philanthropy. "Our two organizations share much in common, especially our commitment to providing education about philanthropy," said James.

The Women's Philanthropy Board began in spring of 2002. WPB is the flagship division of the Cary Center for the Advancement of Philanthropy and Nonprofit Studies in the College of Human Sciences at Auburn University. WPB's vision is to promote women's philanthropy and enable the College of Human Sciences to

enhance human well-being and improve the quality of life worldwide.

To reserve your spot at the luncheon or to get more information about this

event, visit <http://www.carycenter.auburn.edu/wpb/>.

"The 2015 Fall Women's Philanthropy Board Luncheon is sure to be entertaining and inspiring with Barbara Dooley as the featured speaker."

Photo/WPB

5 Reasons Why You Should Hire a Wedding Planner

by: Victoria Beasley

Awedding planner could quite possibly be the best money you've ever spent. Here are my top five reasons why you should hire a wedding planner:

1. You work a full-time job and cannot let wedding planning take over your life

A lot of time and effort go into planning a wedding, time you might not have if you work a full-time job. Having a wedding planner is like having a personal assistant whose sole purpose and responsibility is to make sure your wedding day is everything you dreamed about and more.



Photo/ Evan Cooper



Photo/ Nick Drollette Photography

2. You do not know what amount to budget for things

Money is one of the hardest aspects of the wedding process. It is hard to know who's paying what, how much do I spend, or when do I pay and to who. A wedding planner knows all the answers to these questions; they are like a financial advisor specializing in weddings.

3. You might be planning a wedding somewhere other than where you or your helpful family members live

It's hard to plan a wedding, but it is even more difficult when it is in a different city than where you or your happy-to-help family members live. When you hire a wedding planner, he or she is there to make sure no appointments, tastings, or walkthroughs are missed because you couldn't make it that day or got stuck in traffic on your way there. Wedding planners are also there to lend a hand when family members are unable to provide the necessary opinions, traveling, or assistance required.



4. Your venue coordinator is not your wedding planner

Venue coordinators take care of all of the logistics for the venue, but that is about as far as he or she's services extend. A wedding planner goes above and beyond those tasks to help plan your special day.

5. You might not have time to put in the required research to make your dream wedding a reality

Researching for weddings can be intimidating and can add unnecessary stress to the planning process. Lucky for you, though, if you hire a wedding planner, he or she already has a list of trustworthy vendors and suppliers they have used for previous weddings and will recommend ones that are a perfect fit for your wedding.



