

'AMP' It Up

UCAB undergoes several changes to structure, including new name

The University Center Activities Board underwent several changes, all starting with the change that came along with the re-naming of the University Center to the Sadler Center. The Executive Board jumped at this chance to give UCAB a complete overhaul. "We saw the name change as an opportunity to re-brand the organization as a whole and make it more modern and applicable to current W&M students and their lifestyle," Katy Lang, the Director of the General Board, said.

This change focused on a new name and theme, while keeping the main idea of UCAB intact: to bring a variety of fun and informative events to campus. With that in mind, UCAB spent the fall semester conducting a search within the student body for a new name that would capture the spirit of the organization. Once the names were whittled down to a few, the General Board then Executive Board gave their input, and "AMP" was decided. "Our executive

board used a combination of creativity and inspiration from the submissions we received to come up with AMP: Alma Mater Productions," Lang said. "We wanted something fun but also relevant to William and Mary, and our school is the alma mater of a nation, so it fits perfectly." The new name went into effect at the beginning of the second semester, and was officially launched with t-shirts, sunglasses and (attempted) hot-air balloon rides in the Sunken Gardens.

AMP continued to bring a range of events to campus, highlighted with musical guests such as The Ting-Tings in the fall, and mash-up DJ GirlTalk and *American Idol* winner David Cook in the spring. Other events included comedians like Michael Ian Black, newly-released movie screenings, and speakers. AMP was well-received and began a new era in campus events.

>Katherine Orth



Photos courtesy of AMP.



During Homebrew Jazz Night, a student dazzles the crowd with his trombone skills. Homebrews were hosted by AMP every Thursday night in Lodge One, and each one had a different theme. According to the AMP website, Homebrew "supports and promotes the performance of campus talent in art, poetry, dance and drama."

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Magician Justin Kredible is aided by a student in one of his magic tricks. Kredible, who was featured on the *Rachael Ray Show*, entertained an audience in January.



Comedian Michael Ian Black signs the comedy stool after his performance in the spring. The Comedy Committee hired several comedians and comedic performances such as a murder-mystery dinner, which they co-hosted with the Interns.



Robert Lawrence, Giuliana Morales, and Olyvia Salyer show off their new AMP shirts in the hot-air balloon on AMP Launch Day. Although it was too windy for the balloon to rise, many students still came out to celebrate and make t-shirts and get AMP sunglasses.



Interns Lora Faris, Olyvia Salyer, and Kelsey Conway pose with the drum The Ting-Tings used in their fall concert. Interns were selected in the fall and got a chance to co-program with several different committees, plan their own events, and learn how AMP worked.

AMP members on the Internal Affairs Committee mime typewriting during the Fall AMP Retreat. At the beginning of each semester, AMP held a retreat full of team bonding activities and speakers.