

# pulse

## Canada in the 21st Century



To be sure, Canada has not been completely neglected in BUSO courses. It is clear that the economy still hinges on branch plants and the market prices of natural resources, rather than the capabilities of our human “resources”. So apparently, Confederation in 1867 has left a legacy that still accounts for the current state of things, and you may be happy to know that trade has at least shifted away from beaver pelts.

But given Canada’s proximity to the United States, and Canada’s enviably diverse society, one has to think that there is more to Canadian business and society than just the First National Policy and the Staples Theory.

To that end, with this issue of *pulse* we sought to look into what more there is. New this year in the magazine is a guest lecture series. Although these “speakers” were unable to address the program in person, they have been kind enough to share their words on some of the pages that follow. So unfortunately, there are no free refreshments with this issue, but hopefully the expertise of these contributors more than makes up for it.

Thomas Caldwell is the founder and Chairman of Caldwell Financial Ltd - his passionate open letter that addresses the recent wave of takeovers of Canadian companies is on page 10. In light of the changing nature of the Canadian and global economy, the Mountain Equipment Co-op’s director of ethical sourcing, Harvey Chan, offers his take on the

role of the consumer (p11). And perhaps some local answers can address some of the problems of globalization: Brione Bruce, an MES graduate with field work experience in Kerala, India, writes on the implications of free trade concerning agriculture and on how one local initiative is reworking the economics of food production, distribution and consumption (p17).

The BUSO student magazine obviously wouldn’t be much without some insight from BUSO students: Thomas Morel argues for Ontario to get with the program and stake a claim in the future of green energy for the sake of energy security and economic prosperity (p12). Adam Lebow reviews the print media’s role in the 2007 Ontario provincial elections to determine if NDP candidate Howard Hampton is just a sore loser or a politician with a legitimate gripe (p14). Last but not least, Bellal Channaa writes on the popularity of illegal music downloads in Canada, and how the standards for those in the music industry have risen (p16).

Although we couldn’t possibly cover all of the topics that we wanted to, there is always next year. So, if you like *pulse* after having read the following pages and thought about the issues, perhaps you’d like to consider helping out with next year’s magazine.

Thanks for your support, and thank you to everyone for their dedication in putting this issue together.

**Arthur Chan**  
*Pulse* Editor

Welcome to the second issue of *pulse*! This edition looks at a wide range of issues, from music piracy to energy, as well as practical issues that might be important to BUSO students, such as networking and applying to grad school. In other words, this edition is an expression of the diverse sets of issues of interest to BUSO students, and expresses some of the creative and critical thinking that our program develops. I hope you enjoy the pieces contained within these pages and that you appreciate the hard work of the student volunteers who put this magazine together.

This edition of *pulse* deserves special praise because it is, in a way, a dual launch. This year the program has undertaken a complete and long overhaul of its website. Part of it is the development of a *pulse* website (on top of a student run webpage) which will carry the PDF version of this edition for your reading pleasure. Importantly, there is the possibility for this site to expand in the future. Ideas that have already been discussed include a forum to carry topical commentary from students and faculty, on-going polls of student opinion, and more regular publication of *pulse* itself. Students wishing to develop this component of the BUSO student experience should bring their ideas and skills to the attention of the student club and myself.

It is important to highlight the fact that possibilities for volunteering for the student club are not limited

to the student publication. The student club has brought (and continues to bring) many events to BUSO as well as the wider York community this year. These events range from movie nights to a year-end social, a career day and a networking workshop, peer-to-peer student support to a sponsored speaker on surviving the work world. The executive members who brought these events to the BUSO community are in large part moving on to their lives post-York, which offers an opportunity to new and returning students alike to influence the future shape of the BUSO student club. Again, if you have ideas or are interested in participating in next year’s club in any capacity, you are more than welcome to.

Personally, it has been a real pleasure to be intimately involved in the program this year, my first as its coordinator. The students, faculty and staff that make up our program have been fantastic to work with and I think we have brought a number of important improvements to BUSO. Next year will see the launch of the Social Economy scholarship, development of webpage content, and as many other improvements as we can manage! Please know that my door is always open to discuss whatever ideas, concerns or questions you might have.

Enjoy!

**J.J. McMurtry**  
Business & Society  
Program coordinator

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**Thank you to**  
John S. Josephine D. Richard W.  
Inbal M. Karry L. Elizabeth N.  
Wendy B. and everyone else  
no matter how big  
or small your help.



**GUEST LECTURES**

**10** The Sellout of Corporate Canada

**11** Globalizing Supply Chains and Equity



Adam Grossi shares his experiences on applying to law and grad school

**18**

**19**

**Headlines**



**20** Remarks from the President

Plus Essential info you need to know

**4** Faculty and Club Executive Profiles

**6** Knocking Down Silos

**7** Professor Dwyer Speaks at the Social Science Open House

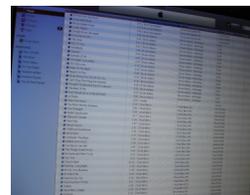
**8** BUSO By The Numbers

**12** The Power of Wind

Plus Student opinions

**14** Was Howard Hampton Right?

**16** The True North Strong and Free (Downloads)



**17** Food for Thought



Cover art and illustration by Timothy Mak

## PROGRAM PROFILES

2007/2008 has been filled with a networking event, movie night, career day, PUB night, research papers, ridiculous exams,

**a MARK PEACOCK • Assistant Professor**  
**Academic History:** University of Sussex, PhD - University of Cambridge  
**Research Interests:** The history and development of money, The philosophy of economics  
**Who would play you in a movie?** Herr Wiesler in *Das Leben der Anderen*  
**Books:** Homer's *Odyssey*  
**Movies:** F for Fake  
**What annoys you?** The fact that I get annoyed by so many things  
**Why BUSO?** The program was foolish enough to choose me  
**If I wasn't teaching, I'd be:** pushing up the daisies  
**Find me in:** SOSC 2340 and SOSC 4044: Ethics & Economics

**b ANNA BINDER • VP Communications**  
**Streams:** Psychology & Political Science  
**Books:** Crime and Punishment, Master and Margarita, The Thorn Birds  
**Movies:** Sophie's Choice, One Flew Over the Cuckoo's Nest, Last King of Scotland, Breakfast at Tiffany's, Schindler's List, The Graduate, Chinatown  
**Music:** Sting, Roxette, Juanes, Elton John, Queen  
**Websites:** PhoneArena, BBC, TopGear  
**Interests:** Languages, Fast Cars, Poetry  
**Why BUSO?** Schulich seemed too boring  
**Thank you BUSO for:** inspiration to do more  
**Advice for new students:** Study, study, study, Get to know your profs, they are interesting people, Volunteer and get involved - this will make your time at university more memorable  
**Quote:** *Imagination is more important than knowledge. Knowledge is limited. Imagination encircles the world* (Albert Einstein).

**c JOHN-JUSTIN MCMURTRY • Assistant Professor; BUSO coordinator**  
**Research Interests:** Social and political theory, Cooperatives, the Social economy  
**Who would play you in a movie?** Atticus Finch in *To Kill a Mockingbird*  
**Books/Magazines:** Eros and Civilization, The Last Temptation of Christ, CCPA Monitor, The Economist  
**Movies:** Into the Wild, Burnt by the Sun, Donny Darko  
**Music:** Radiohead, Stereolab, The Shins, Iron and Wine, Tinariwen  
**Hobbies:** Basketball, playing/listening to music  
**Happiness is:** an ocean, a boat, good food, instruments and good friends  
**What annoys you?** Ignorance  
**If I could fix anything in the world, I'd fix:** global warming  
**One thing you want to learn, and from who?** Enlightenment and the Buddha  
**Words of wisdom:** Freedom is a practice not an idea  
**If I wasn't teaching, I'd be:** writing.  
**Find me in:** SOSC 1341: Intro. to

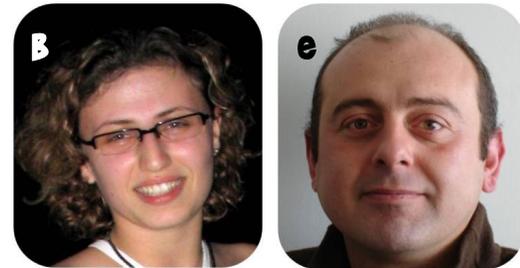
the Social Economy; SOSC 4041: Alternative Economic Firms and Organizations  
**But keep in mind that:** lectures, readings, tutorials are an integrated whole. Do and attend all regularly.  
**Any thoughts on Canada's future?** Canada has a history rooted in the innovative economic forms of the Social Economy. Research and understanding of this history is crucial to understanding who we are and what we could be as a nation.

**d ADAM GROSSI • VP Finance**  
**Streams:** Social Science & Political Science  
**Books/Magazines:** Freakonomics, The World Is Flat, Plato's *The Republic*, Men's Health  
**Movies:** The Godfather, Apocalypse Now  
**Music:** Radiohead, Led Zeppelin, Pink Floyd, Coldplay, Interpol, Bob Dylan  
**Websites:** MoneyCentral, NHL, Formula1  
**Interests:** Hockey, Football, Cycling, Cars  
**Why BUSO?** Because students can complete courses in various subjects, BUSO was not only ideal for my interests, but is unparalleled in taking your thought processes and education to the next level.  
**Thank you BUSO for:** helping me to comprehend the reality of the world around us  
**Advice for new students:** Study, be open minded, take as many interesting courses as you can, be social.  
**Quote:** *The harder I work, the luckier I get* (Samuel Goldwyn).  
**Any thoughts on Canada's future?** Canada is an equal and peaceful home to many bright minds. It will continue to be recognized as a great country, but as we continue to fulfill our economic and social potential will be viewed as an exceptional nation.

**e JOHN SIMOULIDIS • Asst. Professor**  
**Research Interests:** Post-war economic history, Business cycle and crisis theory, Political theory, Political economy  
**Books/Magazines:** Plato's *Symposium*, Marx's *Capital* (all 3 volumes!), The Lorax, The Giving Tree, New Internationalist  
**Music:** *The Clash* and *London Calling* - classics! Soundgarden's *Badmotorfinger*, Rage Against the Machine, Sam Roberts, Barenaked Ladies, Mikis Theodorakis, Billy Bragg, Johnny Cash  
**Movies:** Choose films by director rather than actor; Seven Samurai, Blade Runner, The Weeping Meadow, and anything by Monty Python  
**Hobbies:** Cooking, gardening, agitating  
**Happiness is:** to fight for justice and to live justly  
**What annoys you?** Senseless suffering and indifference to it

**If I could fix anything in the world, I'd fix:** this wretched system of property rights  
**One thing you want to learn, and from who?** The workshop would be titled 'How to get out of the cave and into the sun', and it would be with Plato  
**Words of wisdom:** Don't put much value in quotes, mottoes or words of wisdom.  
**If I wasn't teaching, I'd be:** trying to find a job that is not too soul-destroying  
**Find me in:** SOSC 1340 and SOSC 4040  
**Just make sure to:** Please read, carefully.

**f ALBERTO SALAZAR • Asst. Professor**  
**Academic History:** Law PhD from York; post



-grad studies in Development Economics at Oxford and Cambridge  
**Research Interests:** Consumer and competition law, Law and development, Corporate governance  
**Music:** The Rolling Stones  
**Movies:** Gladiator  
**Hobbies:** Soccer, jogging, listening to soft rock, spending time with my family  
**Happiness is:** love, peace and ethical commitment  
**What annoys you?** Students' lack of interest in learning  
**If I could fix anything in the world, I'd fix:** the lack of ethical commitment  
**One thing you want to learn, and from who?** "Thinking outside the box" from Einstein  
**Words of wisdom:** Imagine a better world and fight for it.  
**If I wasn't**

and even "the Best email string ever". Below are only a few of the Professors and CLUB executives you can thank...or not.

teaching, I'd be: playing soccer or playing the guitar in a rock band **Find me in:** SOSC 2340: Economics of Law, Policy and Organization; SOSC 4043: Corporate Governance & Business Law; SOSC 4040.

**G SAJIE ETEMAD-REZAEI • President**

**Streams:** Political Science & Economics **Books:** The Unbearable Lightness of Being, The Night, Blindness **Movies:** The English Patient, 8 1/2 **Music:** Beatles, Frank Sinatra, Bob Dylan **Websites:** Vogue **Interests:** Painting and designing **Quote:** The end is always good, when it is not good it is not the end.

York will be your new home - make it worthwhile! Participate, think positively & get involved! **Quote:** My grandmother always told me *If you keep your doors open and share the little (or lots) you have, you will never starve a day in your life.* **Any thoughts on Canada's future?** It looks very promising. So long as there is good political and economic management, there will be a steady course of growth and prosperity.

**i ARTHUR CHAN • Pulse Editor**

**Streams:** Environment & Business Ethics **Books/Magazines:** Blindness, Animal Farm, Collapse, National Geographic **Movies:** The Usual Suspects, In the Mood for Love, No Country For Old Men, Snatch, Planet Earth **Music:** Radiohead, Rolling Stones, Beatles, Randy Newman, the Verve, System Of A Down **Websites:** FreeDarko, TED, eBay **Interests:** Bicycles, News, Sports **Why BUSO?** It's about what business can do for people and not necessarily what people will do for it **Thank you BUSO for:** your critical and interdisciplinary perspective **Advice for new students:** Just focus on learning, the grades will follow **Quote:** *The spectator is a dying animal* (Jim Morrison). **Any thoughts on Canada's future?** Canada almost has its own Hong Kong, New York and Paris. If what's in Vancouver, Toronto and Montreal is improved on, the country can make up for lost opportunities.....maybe even catch up to Scandinavian standards.

**j RICHARD WELLEN • ASSO. Professor; Chair, Division of Social Science**

**Research Interests:** Political Economy of post-secondary education, Democracy and technology, Contemporary social and political thought **Who would play you in a movie?** Woody Allen **Music:** The Grateful Dead **Movies:** The Grateful Dead Movie **Books:** A Long Strange Trip - The Inside History of the Grateful Dead **Hobbies:** Cooking, playing and watching sports, lying on the beach **What annoys you?** That's an easy one...surveys like this **If I could fix anything in the world, I'd fix:** the BUSO program - as much as I love my current colleagues (!), we could use more faculty members **One thing you want to learn, and from who?** Anything from Max Weber or Hannah Arendt **Words of wisdom:** Your professors know best. **If I wasn't teaching, I'd be:** a journalist **Find me in:** SOSC 2340

**k UMAIR MEMON • Executive Director**

**Major:** Specialized Economics **Books:** *The Shadow of the Wind* by Carlos Ruiz Zafon **Movies:** The most recent one I liked was American Gangster **Music:** Anything that sounds good. Honestly anything goes: Jay-Z, Pharrell, Trance, Classical, piano, Jazz **Websites:** The New York Times **Interests:** Golf, movies, running, reading, music, hanging out with friends. I'm starting to have a profound interest for history in general and old maps. **Why BUSOSC?** I saw a great opportunity to be on the executive team and help out with running the club, so I took it. Also, the BUSOSC is great as it is a small but dynamically active student association. The club ends up doing a wide variety of different events which is great. **Thank you BUSO for:** giving me such an important role in the BUSOSC and for helping me learn the many new skills that were required for running the club with my fellow executive members **Advice for new students:** Take some time out to interact with the people in your class - you'll be amazed how much you can learn from others. York is a commuter school, but make an effort to see how active the student body is here. **Quote:** Aim for the stars so you can touch the sky **Thoughts on Canada's future?** Canada's dependence and location above the U.S. is very important, but I feel this great nation should be more assertive in sustaining itself and carving its own identity in the world. It should make the most of its position, but at the same time should focus on improving trade relations and ties with other countries.

**l JOSEPHINE D'SOUZA • Program Assistant**

**Books:** The Kite Runner, Nineteen Eight-Four **What annoys you?** Lies and deception **Words of wisdom:** Aim for the Sun and the Moon, so you can touch the Stars along the way. **If I could fix anything in the world, I'd fix:** poverty **Happiness is:** doing a good deed (without any expectations) **Advice for students:** Put value into everything that you learn. Choose the streams that lead up to your goals, and move on to the next level.

**Associate Professor Parryl Reed is on research leave and sabbatical from 2007—2009**

*Read on to see what else the professors have to say...*



**h CRISTINA PETRUCCI • VP Social**

**Streams:** Political Science & Economics **Books:** *The Stranger* by Albert Camus - short but thought-provoking **Movies:** Last good one I liked was *Blood Diamond* **Music:** The Strokes, Modest Mouse, and Stars - 3 awesome bands! **Interests:** My hobbies & interests are cyclical! A few would include music, poetry, horseback riding, reading, biking, swimming, learning/discovering something new, so on and so forth. **Why BUSO?** It gives a good overview of a plethora of fields and a great opportunity to learn beyond the conventional theories and topics. **Advice for new students:**



# KNOCKING DOWN SILOS AND KICKING OFF THE NEW YEAR

Umair Memon & Cristina Petrucci

On the evening of 22 October, the Business & Society Student Club presented guest-speaker Dave Howlett and *Knocking Down Silos* at our first social event of the academic year. Held at Founders Assembly Hall, we proudly hosted the much sought-after speaker's first-ever presentation at York University. Dave was invited to present his interactive networking talk, and did not disappoint.

Initiating the night's activities was the Associate Dean of the Faculty of Arts, Marilyn Lambert-Drache, who introduced the BUSOSC executives and their co-sponsors - the Faculty of Arts, York Alumni, and Student Community & Leadership Development - who helped put the event together. Following her was BUSOSC Executive Director, Umair, who took to the stage to give a brief foreword to KDS explaining what it meant to him. "It's not about networking, it's about the basic human, personal skills, about getting to know someone, who they are as a person...".

And with that, Dave immediately began knocking down silos. For the bewildered guests, Dave identified the key elements of networking - the

five elements of WOMBAT (Word of Mouth Beats All Techniques); getting people to remember you; making every conversation value-added; and building bridges. He went on to demonstrate how these key elements can effectively generate more opportunities for all of us.

More importantly, Dave stressed that the key to opening up opportunities was simply being a "good guy", and looking beyond our prejudices and respective differences. Given the heterogeneous makeup of Canadian society, he couldn't be more right.

Throughout the feature presentation, the diverse audience of BUSO students, York students and alumni, as well as various professionals and executives, was unswervingly engaged, enthused and energized. Of course, this was greatly aided by Howlett's humour and upbeat mannerisms.

Unfortunately, all good things must come to an end, and closing the night was BUSOSC President, Sadie. Thanking all organizers and guests, she also presented Dave Howlett with an appreciatory gift to which he was extremely delighted to receive. Addi-

tionally, a few lucky guests found their seats randomly marked, and walked home with their own set of prizes.

However, they weren't the only winners. In addition, all guests were invited to contribute a donation to The Sick Kids Foundation. We decided to partner with this great cause, and by the end of the night, more than \$270 in proceeds was raised and collected. York University also had several benefits by obtaining student involvement through helpful volunteers, and providing educational insight.

So great was the event's success that guests not only enjoyed the fine buffet of fruits, cheese and refreshments afterwards, but they mixed and mingled putting Dave's concepts and principles to immediate practice.

Without a doubt, silos among the 128 guests were indisputably knocked down, and opportunities were created.

A big Thank You to everyone who came out to help make the night the success that it was.

## How To Knock Down Silos

1. After someone offers to help you, always respond with "And how can I help YOU?"
2. Build your network through people-to-people contact.
3. Be nice and professional to everyone! The secretary. The parking attendant. The office manager.
4. Keep track of all your contacts and keep in touch when you see or hear of something of value that might educate or help them.
5. Give thanks. Buy 10 thank-you cards and 10 stamps, and send two every week to people who have helped you. For reinforcing current relationships and building new ones (e.g. knocking down silos), this is likely the most effective thing you can do.

Silos are vertical networks in which people live and work. Usually, they are caused by the physical nature of where you live or work; the organizational structure of your company; or the human behaviour of avoiding new or unfamiliar circumstances. The benefits of "knocking down silos" can increase your sales, help your job hunt, help you meet great people (e.g. finding "a good mechanic"), and help you become a better person.

For more on getting jobs, referrals and opportunities, visit [davehowlett.blogspot.com](http://davehowlett.blogspot.com)

## CREATIVE PROBLEM SOLVING FOR LIFE AND WORK

The following is an edited excerpt of *Flourishing in University and Beyond* by John A. Dwyer and Thomas R. Klassen. It is also the basis of Professor Dwyer's talk given at the Social Science Open House on November 6, 2007.

Some people think that creativity is genetic. Either you're born with it or you don't have it. You often hear individuals say, "I'm not very creative," as if their lack of creativity were cast in stone. The reality is that creativity is something that everyone possesses. Have you ever noticed how creative children are when they play? Imagination makes all things possible for children. They have a remarkable ability to forge magical alliances between themselves and whatever environment they experience. Recapturing that childlike approach to experience can contribute to your happiness and success in life.

Everyone has the capacity to develop his or her creativity. Originality is much more widely dispersed than most people imagine. The trick is tapping into it. Here's how:

### Recover your curiosity and wonderment about the world and people.

Read, watch, think and explore subjects that are less familiar, but are of interest to us. Don't overlook the theoretical frameworks that you learn at university as potentially fresh ways of seeing and exploring the world.

**Shake up your customary mental approaches and habits.** Because these are so second nature, you really need to practice a mental transformation. You can do this by teaching yourself to make the familiar strange. By making the famil-

iar strange, you can see things that you never saw before. Use your imagination to do this, or if you can afford it, travel to a new environment.

**Defer judgment.** We all tend to be too quick to judge what a problem is and to decide what the best solution is. Judging things too quickly is a recipe for uncritical and uncreative behavior. In order to appreciate great art or literature, we have to hold back on judging and explore it in greater depth. We have to be willing to give the work or the problem a chance to speak to us.

**Look at data or problems from odd or unusual perspectives.** Most scientists perceived the universe as a big clock where all the parts were connected in a linear fashion by cause and effect relationships. The two unquestioned certainties were time and space. Einstein made this mechanical universe more fuzzy and problematic by seeing space as curved rather than linear. Moreover, he was able to see that time and space might not be constant, but relative to the viewer.

**Use symbols.** Artists, singers, actors and writers are prized in society – some becoming rich and famous – because they are creativity experts. Instead of trying to present information logically, they use symbols, metaphors, and analogies. Playing with symbols in this way allows artists to visualize the world in deeper, richer and more interesting ways.

### A COMMENT ON BUSINESS EDUCATION

Contemporary business education suffers enormously in our opinion from this tendency to compress and reduce problems. It relies unduly on the case study method and bottom line thinking. Case studies have a tendency to fossilize information and examples within overly simplistic formulas. The right solution is typically imbedded in the problem from the start. Consequently, once business students have a grasp of case study methodology, they usually compress them mechanically and routinely.

The preoccupation with the bottom line (profitability) is extremely shortsighted and underscores many of the dilemmas of shareholder capitalism in the Anglo-American business environment. It completely undermines creative possibilities that could contribute to the long-term viability of organizations, not to mention more meaningful working environments.

More conventional problem solving obviously has its proper time and place. But if our business schools really want graduates who are creative problem solvers – as they often say they do – then they need to imbed the possibility for creative thinking more firmly in their curricula. Presently, the business school curricula mimics assembly line instruction in its emphasis on quantity rather than quality. It wastes a lot of predictable energy without providing much illumination.

# BUSO BY THE NUMBERS

**13** new students for September 2007 via faculty transfers

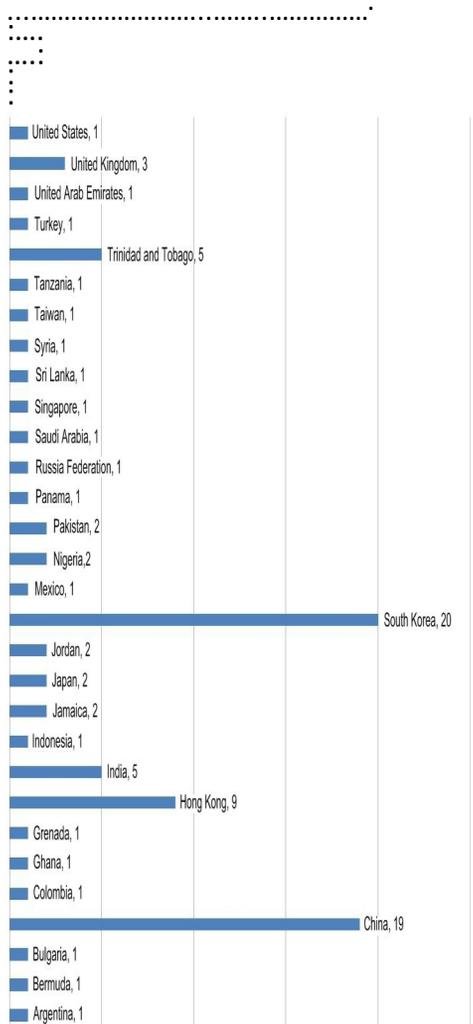
**288** new registered BUSO students for September 2007; 275 are first-year students

**75** students live on campus

**1,036** registered students in the BUSO program as of September 2007

**4** students from outside of Ontario; 2 are from British Columbia

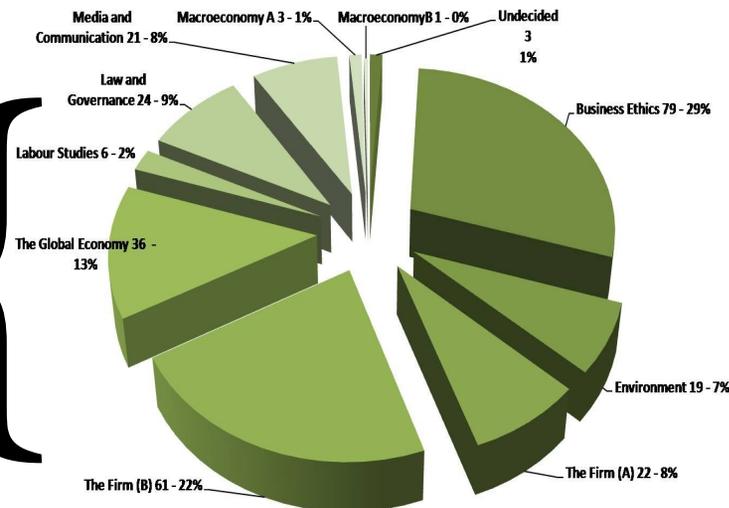
**90** international students from outside of Canada



Source: Office of Institutional Research & Analysis

The first stream of all new first-year students having entered in Fall 2007

\*streams listed as "Stream 2" are not included.



## New \$2,500 Scholarship in the Social Economy!

Readers should be aware that there is a new scholarship, worth \$2,500, available for BUSO Honours students going into their fourth year of study and enrolled in the Social Economy stream. Students interested in applying for this scholarship are encouraged to keep their eyes open for the notice of application for the award, to be posted in March. The successful applicant, selected in May, will become a Social Economy Ambassador at York University starting in September. They will work with the Business & Society Coordinator to raise the profile of the Social Economy on campus, focusing their efforts on organizing a specific project (e.g. a conference) to achieve this goal. The successful candidate will therefore gain useful hands-on skills on top of the financial benefit of the scholarship.

If you are not eligible to apply but are interested, don't worry! This scholarship will be available yearly for BUSO students in the Social Economy stream due to the generous funding of Alterna Credit Union. If students have any questions about the award, or about the Social Economy stream, they should contact BUSO coordinator J.J. McMurtry at buso@yorku.ca.

*What are the qualities of a good student?*

*Professor McMurtry: Curiosity, industry, and enthusiasm for the subject.*

*Professor Salazar: Responsibility, critical and creative thinking and commitment*

*Professor Simoulidis: A good student is as smart as Socrates ("I know one thing, and that is, I know nothing")*

*Professor Wellen: A willingness to take subjects other than those their parents want them to; also someone who doesn't care too much about grades, but still works hard.*



# THE SELLOUT OF CORPORATE CANADA

Thomas S. Caldwell

Labatt • MacMillan Bloed • Montreal Cana-  
diens • Seagram • CM • Molson •  
Fairmont Hotels • Sleeman •  
Hudsons Bay Co. • Stelco • Alcan •  
Four Seasons • Inco • Vincer • Dofasco

There was a time in Canada when business people were generally entrepreneurs. They were men and women who risked financial ruin and devoted long hours and energy to building organizations which, in turn, built our country.

Many entrepreneurs became casualties and did not achieve their dreams. Others, more skilled or fortunate, prospered and built great enterprises that hired staff, paid taxes and contributed to their communities. The rewards for the risk-taking or entrepreneurial class came through ownership.

As time went on, many companies became publicly traded corporations and their leadership fell to managers, increasingly disconnected from the personal risk of financial ruin should the business fail.

Ownership and management became separated. Increasingly, power accrued to corporate managers who saw themselves as elite, entitled not only to inflated compensation as hired hands, but also to the rewards of ownership without risk, with options or bonuses related to profits and/or stock price improvements.

Sadly, boards of directors participated in the movement both to disenfranchise shareholders and to undermine the rewards of ownership. Neither legislation nor the requisite “independent” directors succeeded in reversing this trend. Compensation consultants continually justified wildly inflated pay, bonus and options schemes for senior management. At no time were shareholders given a ghost of a chance to counter these events.

To take this broad view of the power shift from owners to managers into the present, one need only look at the current sellout of great Canadian corporations.

The resulting bonuses accruing to their managers often eclipse the compensation of those who spent years building these companies. Years of mediocre corporate management can result in great paydays for managers as other companies, often foreign, benefit from the bargains handed to them. When entrepreneurs fail, it is the end of a dream and often the end of their personal assets as well as their financial prospects. To hear managers described as risk-takers is a joke.

Given the national advantages of many of our major corporations, as well as our goodwill throughout the world, Canadian companies should be on the buying side of events, not the selling side. To reverse the sellout of corporate Canada, directors of our public companies need to be reminded that they have a fiduciary duty to shareholders – a duty to question and to challenge. They are not paid to “go with the flow” or simply side with their friends. As the primary protectors of shareholders, generally speaking, boards of directors have been failures.

The loss of head offices and industrial leadership by Canada is one of the great corporate tragedies of our time. Future generations of Canadians, wishing to climb the corporate ladder, will increasingly be compelled to go elsewhere. The current trend guarantees Canada’s losing some of its best and brightest people.

If we wish to stop the current sellout of corporate Canada, a start would be to prohibit managers from receiving bonuses or exercising options if they sell the corporations they were hired to run and build.

*Thomas S. Caldwell is Founder and Chairman of Caldwell Financial Ltd.*

# GLOBALIZING SUPPLY CHAINS & EQUALITY

Harvey Chan

Witnessing the foreign take-over of iconic Canadian companies or the migration of local factories to overseas is unsettling. It makes us feel economically fragile. It suggests that we're a bit less "Canadian". These feelings are real.

I spent my childhood in one of Canada's prettiest cities, Victoria. During the 1970's, it was a quiet town full of mom and pop shops and Canadian chain stores. Rush hour along the commercial core started at 4:55 and ended at 5:05. Today, some thirty years later, Victoria remains painfully sedate and drivers in the downtown core can still expect to be stuck in traffic for a full 10 minutes. What has changed though is the demise of local shops and retailers. The independent electronic stores that dotted the city core have been replaced by an American chain. The department stores, which anchored the city, have faded. Eatons and Woodwards were buried in the 90's and the remaining one is moribund but lingering thanks to the life support of a foreign investor.

The changes in Victoria's retail landscape and our national economy are driven by globalization. Globalization is foreign companies buying local ones and vice versa. It's also the amendment of Canadian laws and practices to conform to international ones.

Probably the biggest impact of globalization on MEC is on its supply chain. From 2004 to 2006, the percentage of MEC labeled merchandise made in Canada dropped by almost 10% to 37.5%. This portion will likely drop further in the years ahead as local suppliers relocate their operations overseas and prices become even more competitive.

In 2007, two long term local suppliers

gave MEC notice that they will not be accepting any future orders because they're shuttering. Others have not been that explicit but are instead running their operations on a short term basis as if they have one foot out the door. The movement of production offshore is tough. Workers (read Asian immigrant women) will lose their livelihood and the local tax base and economy will dip albeit temporarily.

Economists call this painful transformation structural adjustment. It's the ongoing shift of low skill and labour intensive industries, in wealthy nations like Canada, to more value added and knowledge intensive ones. Translating this to the lives of factory workers, it means this: lose your job, collect employment insurance and eventually find another low pay occupation in a fast food restaurant or hotel. However, your kids will likely enjoy the fruits of structural adjustment by taking positions in the banks or computer companies.

Living through the transformation of Canadian industries or the foreign take-over of domestic companies makes many of us uncomfortable. It implies uncertainty, weakening of Canadianism and vulnerability to "outsiders". That's how I feel especially when I witness the shift of MEC's supply chain to overseas. But on the flip side, does it really matter? Whether an Asian immigrant woman in Winnipeg sews a button hole or changes bed linen in a fancy Montreal hotel, it's really all the same. They're both in low status and low pay jobs. Maybe the real issue is not the shrinkage of the local textile trade but it's shrinking the number of women (and the impoverished) in occupational ghettos both in Canada and abroad. Let's be daring and thoughtful by fighting for

the latter and less so for the former.

Ethical sourcing, in general, is a thinly followed subject. It doesn't mean the public doesn't care about the factory conditions in which a product is made. It just means reading about it is not top of mind.

Ethical sourcing is about the people who work in factories and who make just about everything we buy. It's about workers who do the same repetitive task for long hours and low pay. It's about how brands rely on this economic reality to get products into their stores so as to make money. It's about price sensitive consumers who benefit from this business arrangement by shopping for the best deals to save money. And finally, it's about workers who participate in this reality to make money

It's important to understand what's happening in factories everywhere and what the root causes are.

For the longest time, we (NGOs, the press and everyone) held simple "algorithms" like:

Factory = Sweatshops; or

Dictatorship + China + Factory = Great Affront to Humanity and the Natural Environment; or

Canada + Factory = Economic Patriotism, Enlightenment and Better Here Than There.

What a crock! There are strains of truth in these simple equations but the world is much more complex. Don't get me wrong. Factories, retailers and governments are integral causes to factory conditions (and have an undeniable role in redressing them) but they alone are not the only causes.

We all have a role in improving the human rights front and in making the conditions in these occupational ghettos better - that includes you, the consumer.



*Harvey Chan is the Director of Ethical Sourcing for the Mountain Equipment Co-op. You can visit his blog at [blog.mec.ca](http://blog.mec.ca)*

# Eliminating Perverse Subsidies in Ontario's Energy Sector

Thomas Morel

A subsidy is a form of government support offered to an economic sector with the aim of promoting economic activity that the government believes will benefit society. The problem with subsidies though is that they sometimes become perverse; that is, they start having detrimental environmental and economic effects. Therefore, it is of significant importance that governments ensure that their subsidies are being invested in a manner that promotes sustainability along with economic prosperity.

Nuclear power is one area in which we have seen significant amounts of direct government funding. Much of these subsidies have been received by Atomic Energy of Canada Limited, the federal Crown corporation that is responsible for the country's CANDU nuclear reactors. This is not surprising given that about \$2 billion is required for every reactor. However, not only do power plants require large financial investments to construct and maintain, but equally large time investments are required to actually build them and to ensure their safety. As a result, it takes around 15 years before CANDU reactors can generate electricity. Nevertheless, between 1953 and 2002, a total of \$17.5 billion in taxpayer dollars have funded Canada's nuclear industry.

Despite being the beneficiaries of these subsidies, nuclear reactors in Ontario have been plagued with safety problems and high maintenance costs. Eight reactors were shut down in 1997 due to poor performance and overrun budgets. However, they have since been restarted at high costs, which is part of the reason why at the time of their devolution, Ontario Hydro had an accumulated debt of \$35 billion—debt that is now being repaid by current hydro users. Jim McNeil, the Secretary General of the

World Commission on the Environment, and a former Board member of Ontario Hydro, states that “nuclear power is by far the most expensive of the alternative sources of new supply available to Ontarians, terminally addicted to vast subsidies...”

Even more concerning are the many social and environmental costs that are not taken into account when calculating the true costs of nuclear power. The main concern is what to do with toxic nuclear waste (35,000 tons of it to be exact) that reactors produce. Presently, there is still much debate over how best to dispose of waste that remains toxic for thousands of years. The true clean-up cost is still to be determined, but the Ontario Power Generation recently admitted that long-term management of radioactive waste would cost at least \$18 billion.

In 2006, the Ontario government released a report detailing its plans to refurbish existing nuclear reactors at Pickering and Darlington, and to construct at least two new reactors, so it looks like both waste and costs will continue to rise.

In light of recent nuclear power plant accidents—the 1986 Chernobyl disaster, which has left the land uninhabitable even decades after, and a Pickering plant's leakage of radioactive waste into Lake Ontario in 1996—the question that the Ontario government needs to ask is to what extent the social and environmental hazards of old nuclear reactors are worth relying on when renewables are available and affordable?

In 2004, Ontario began to move in the right direction towards renewable energy by introducing feed-in tariffs known as Renewable Energy Mechanisms (REMs) that eliminate two barriers: market uncertainty and the ability to connect to the grid. In-

deed, Germany, as one of the first countries to introduce REMs in 1991, has since become a world-leader in the wind-turbine industry. Two other nations that are also having tremendous success in generating clean energy thanks to REMs are Spain and Denmark—the cost of wind power in these countries has fallen below or equal to that of fossil fuel sources. Wind power is also enjoying a phenomenal growth rate of 22% annum. At the moment, Denmark leads the world in wind turbine construction and wind power production, and 21% of the country's electricity demand is supplied by wind energy.

A lack of financial support from the provincial and federal government has forced Ontario to rely on coal and nuclear power. However, with these developments, the potential for wind energy in Ontario is similarly significant.

The Ontario government has given the Ontario Power Authority (OPA) the role of determining the potential for wind and solar power in the province by 2025. The OPA projects that only 15%, or up to 5,000 MW of Ontario's energy needs can be supplied with wind power by 2025. A problem arises when one compares the OPA calculations with those by the David Suzuki Foundation, which by contrast, calculates that the province can install up to 8,000 MW of wind power by 2012. Furthermore, the Canadian Wind Energy Association has determined that wind speeds throughout Ontario are comparable to those of Germany, where more than 17,000 MW of wind power is produced using less efficient technology. This large discrepancy is something the Ontario government needs to re-examine for the benefit of its citizens.

*(Continued next page)*

By redirecting some of the subsidies that is currently being invested into nuclear power, the Ontario government can begin to develop the renewable energy sector. It can also spur development by making 'dirty' power less attractive by billing conventional power companies for the pollution they produce. These funds can then be used to create new wind and solar farms throughout the province.

The benefit of renewable energy over nuclear power is that they can be built quickly, cheaply and safely. The David Suzuki Foundation determined that if effective policies are implemented, Ontario has the capacity to technically achieve 86 terawatts (TW) which is 56% of its current energy consumption from wind turbines; another 5.7 TW from hydro electricity; 14.7 TW from biomass; and 21% of its energy consumption from solar panels. If these policies

are implemented, the province would be able to sustain most of its energy needs almost completely on renewable energy sources.

The development of the renewable energy sector would also increase employment and economic prosperity. Helimax Energy, a leader in the field of independent wind energy consulting, has determined (based on actual projects) that 1,000 MW of wind capacity over 25 years can generate nearly \$1.7 billion of direct and indirect economic benefits. This would boost Ontario's economy while at the same time reduce toxic emissions.

The missing element in constructing a more environmentally friendly and economically prosperous province is political will.

*Thomas is in his last year of studies in the History and Psychology streams.*

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#### Links of Interest

- WindShare - [www.windshare.ca](http://www.windshare.ca)  
A pioneering 'for-profit' co-op with a mandate to provide renewable electricity to the people of Ontario.
- Bullfrog Power - [www.bullfrogpower.com](http://www.bullfrogpower.com)  
A leading provider of 100% green locally generated renewable power with service available to Ontario residents and businesses.

## Is a "Made in Canada" label important to you?

*Yes, however, they could have focused on other taxes, like a reduction of some corporate taxes.*

*It's nice to save a little bit of money, but instead of saving a few cents here or there at Blueberry Hill or the bookstore, I would much rather have expanded social services.*

*Not really. With most companies going public, who really knows who owns the company when shareholders are from all over the world anyway.*

*Products can be manufactured anywhere, as long as they all hold the same standards and expertise throughout.*

*Only those goods that contribute something to society, something like an artisanal piece that is uniquely designed and crafted in Canada have labels worth looking at.*

*The cut doesn't really help the issues at hand. If we really want to help people save money, then decrease the income tax or property tax.*

## Are you concerned about increased foreign ownership of historical Canadian companies and resources?

*Even though the label may say one thing, the reality may be that it's made somewhere else. Moreover, if it says 'Made in Canada', it doesn't mean to me that it's a better product than an item made elsewhere.*

## Is the 1% reduction in the federal GST worthwhile?

*Global consolidation of finance and resources is always worrying, especially if they're not being used in people's interests and instead diverted to wherever there's a 'market'.*

# The Media Was Hijacked

Adam Lebow

It is expected that the media be neutral, knowledgeable and truthful in the diverse presentation of the daily news. At the same time, with so much depending on advertising revenue, it is expected that the media 'entertains' the audience, for it is the readers, viewers and listeners that constitute the much sought after market share. Ideally, it is the job of the media to delicately balance established institutionalized ideologies with corporate economic gains. However, the 2007 Ontario provincial election was a prime example of the internal struggle that the mass media faces as the gatekeepers of political information for Canadian society.

With four major newspapers, ten local/provincial newscasts, three premier news/talk-oriented radio stations, and with roughly half of the electorate surrounding the municipality, Toronto is unquestionably the Mecca media market for Ontario politics. Thus, it is understandable why the presentation of the news is mirrored around the same select issues, polls and editorials amongst the seventeen Toronto news outlets. It is also understandable why this can result in the negative satisfaction of many towards the media's coverage.

Howard Hampton, leader of the provincial New Democratic Party, voiced such a concern with the coverage of the 2007 Ontario election, as the media appeared to be focusing on one specific campaign issue, the funding of faith-based

religious schools. In addition, instead of publishing articles focusing on other substantive issues, there appeared to be excessive publishing of editorials and horse-race polls.

Six days before Election Day, Hampton was outspoken and blatantly blasted the media, accusing the Liberal and Progressive Conservative party as well as the media of "hijacking the election campaign and ignoring the real issues" (*Globe and Mail*, Oct. 05/07).

In years past, dominant campaign issues have revolved around promises concerning the trifecta of taxation, health care, and traditional education issues of class sizes and teacher-to-student ratios. So did Mr. Hampton's blasting of the mass media's coverage have credence? Did the media spend too much time engaging in the 'sexy' faith-based topic at the expense of the triple threat of election promises?

Everett and Fletcher (1995: 2) suggest that the "Canadian media reflects a tension between conflicting theories," with the question being how much social responsibility the mass media truly has. Those in the hierarchy of the media, "acknowledge certain social responsibilities," however, they also defend their rights in a capitalist economy to turn a profit. If newspapers don't provide daily information on candidates and their positions, the general assumption is that the consumer will look towards alternative means for this information.

It is this defense and assumption

that explains why the media tended towards the faith-based initiative and why the issue was the dominant topic at the proverbial office water cooler.

Another noticeable trend in the coverage of the Ontario election was horse-race journalism – the media's placing of "undue importance to the relative fortunes and standings in public opinion polls," and its "fascination with the final electoral outcome... leading to polling day." The proliferation of these polls appears to be reflective of the media's lack of interest with the topics at hand and growing concern with who is ahead and behind in the numbers game.

Finally, ignoring right and left wing political preferences and endorsements, there did appear to an overwhelming amount of editorial opinions that were being addressed. Those who were in power to present their opinion to the masses appeared to be doing so in a manner that was to establish and legitimize the interest of the party for which they were advocating.

One would think that these editorials would then be swaying voter opinion and driving voter turnout, however, Fletcher and Everett refute this by saying that "editorials and pundits have limited readership and, except in low information situations such as municipal elections, appear to have limited influence" (1992: 183).

So was Mr. Hampton correct in claiming that the media was not conducting its fiduciary duty and focusing on alternative, but important issues, which were facing Ontarians?

It is evident that there are patterns in the way the print media presented the 2007 Ontario election. First and foremost, including the runoff coverage of the election, local newspapers – The Toronto Sun and Toronto Star –



The number of relevant articles and their focus in Toronto major newspapers on the days leading up to the election day.

	October	3	4	5	6	7	8	9	10	Total	Covers
<b>National Post</b>											
Faith-based Funding		2	2	2	1	1	0	2	2	12	0
Polls/Horse Race		1	1	1	0	1	1	1	1	7	1
Local Issues		0	0	0	0	0	0	0	1	1	0
Debate of/Look at/Focus on; the leaders		0	1	1	1	2	1	1	0	7	0
Triple Threat Issues		0	0	1	0	1	0	1	2	5	0
Article encompassing Faith-based funding and another topic/strategy		0	0	0	0	0	1	0	0	1	0
Other Issues (Crime, Environment, Poverty)		0	0	0	1	0	0	0	1	2	0
<b>Total</b>		<b>3</b>	<b>4</b>	<b>5</b>	<b>3</b>	<b>5</b>	<b>3</b>	<b>5</b>	<b>7</b>		

	October	3	4	5	6	7	8	9	10	Total	Covers
<b>Globe and Mail</b>											
Faith-based Funding		1	2	1	0	-	0	0	2	6	0
Polls/Horse Race		0	1	0	0	-	1	2	0	4	0
Local Issues		0	1	0	0	-	0	1	1	3	0
Debate of/Look at/Focus on; the leaders		0	0	0	1	-	1	0	1	3	2
Triple Threat Issues		0	1	0	1	-	0	2	0	4	0
Article encompassing Faith-based funding and another topic/strategy		0	2	0	0	-	0	0	1	3	1
Other Issues (Crime, Environment, Poverty)		0	0	0	1	-	0	1	1	3	0
<b>Total</b>		<b>1</b>	<b>7</b>	<b>1</b>	<b>3</b>	<b>0</b>	<b>2</b>	<b>6</b>	<b>6</b>		

	October	3	4	5	6	7	8	9	10	Total	Covers
<b>Toronto Star</b>											
Faith-based Funding		2	0	2	1	2	3	2	0	12	2
Polls/Horse Race		3	0	0	3	1	1	3	0	11	0
Local Issues		0	49	0	0	0	1	1	1	52	0
Debate of/Look at/Focus on; the leaders		1	1	1	1	0	1	1	2	8	3
Triple Threat Issues		1	3	1	1	2	3	0	0	11	2
Article encompassing Faith-based funding and another topic/strategy		1	0	0	3	0	0	0	1	5	0
Other Issues (Crime, Environment, Poverty)		1	1	2	3	0	2	2	0	11	1
<b>Total</b>		<b>9</b>	<b>54</b>	<b>6</b>	<b>12</b>	<b>5</b>	<b>11</b>	<b>9</b>	<b>4</b>		

	October	3	4	5	6	7	8	9	10	Total	Covers
<b>Toronto Sun</b>											
Faith-based Funding		3	2	3	0	3	2	2	1	16	1
Polls/Horse Race		0	1	2	0	2	1	1	2	9	0
Local Issues		0	0	0	0	1	0	1	0	2	0
Debate of/Look at/Focus on; the leaders		0	1	2	0	3	1	0	1	8	0
Triple Threat Issues		0	0	2	1	2	1	0	0	6	0
Article encompassing Faith-based funding and another topic/strategy		0	1	0	0	2	0	1	2	6	0
Other Issues (Crime, Environment, Poverty)		0	0	1	1	0	0	1	1	4	0
<b>Total</b>		<b>3</b>	<b>5</b>	<b>10</b>	<b>2</b>	<b>13</b>	<b>5</b>	<b>6</b>	<b>7</b>		

had extensively more coverage than national newspapers – The Globe and Mail and National Post. The results also prove that Howard Hampton’s tirade against the media was not unfounded. Hampton suggested that the media was focusing on polls, editorials and the faith funding issue to the point that it was hurting the flow of real information, and with 65% of print media content falling within these three categories, it is obvious why he expressed his anger.

Since a majority of the print media’s focus was towards these restrictive categories, Fletcher and Everett’s statement that editorials and pundits have limited readership and appear to have limited influence can be discounted in this election. Considering there was only 35% left over for the triple threat issues, which accounted for half of that coverage, it is obvious that the media’s portrayal of the political world during this election was indeed one-sided and influential.

According to Blais, “modern election campaigns are media campaigns” (2000: 33). However, the media does have a greater fiduciary duty to ignore party lines and to not focus on one sole issue. Taras suggests that the media “has considerable power in

shaping public perceptions and in so doing, influencing government policies and priorities” (1990: 3). Thus, primarily focusing on one ‘sexy’ issue and the horse-race like the media did, runs counter to democratic principles.

There is little doubt when stating that the media is not living up to the expectations of the Ontario constituency. With only one topic thoroughly discussed, it turned off many voters because other equally important issues were not being reflected upon by the media on a large enough scale. The voter turnout of the 2007 Ontario election reinforces this notion; voter turnout was an all time record-low for an Ontario provincial election.

It is obvious that in a society where only 23 percent of the electorate turns to newspapers for political information (Blais, 2000), it is imperative for the corporate parents of the print media to squeeze every dollar available and do its best to increase its market share.

Yet, there once was a time when the news divisions were expected to run at an economic loss. However, with increasing emphasis being placed on neoliberal economic efficiency, it is not acceptable for poten-

tial economic gains to be shelved and for real information – stories that extend beyond 10-second sound bites – to be presented in a meaningful manner.

This is not a constraint of just the print media, but rather of the mass media as a collective body. It will continuously be restricted in its presentation of the news as it is forced to maximize profit, while trying to maintain journalistic integrity and attempting to retain its status as the legitimate information providers.

*Adam is in the Political Science and Social Science (Labour Studies) streams.*

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# Music Piracy in Canada

Belal Channaa

Two years ago, the OECD released a report on illegal media, namely music, downloads that listed Canada as the home of the greatest levels of internet-piracy per capita. This level is said to hinder the potential for Canadian musicians as well as foreign bands in the Canadian market to earn the substantial profits seen by the musicians of recent decades. But whose responsibility is it to regulate downloads and file-sharing? This article analyzes the advancement of technology in one of the most dynamic industries in history, the music industry. It is home to some of the most dynamic products the world consumes. Music is constantly changing, and the industry, slowly yet surely, changes with it. Record labels no longer reap the copious profits raked in by their musicians in the same percentages as they once did. More artists are finding ways to compete in the industry without any major label behind them. Most importantly, the relative advancement of technology in the music industry has most recently come from the consumers.

For years, the advancement of technology has been pushed by right-winged, capitalist economists as a benefit to consumers. In the case of online piracy, this could not be more true. After decades of evolving technology in the music industry, whereby music would become restricted to the newest formats, from vinyl records, 8-tracks, cassettes, CDs to MP3s, the industry has constrained the public to keep updating their music players if they wish to continue collecting music. The industry has defended itself under the premise that it is providing higher quality products to its consumers – and there is little argument over the enhanced quality. Online piracy, however, represents a new shift in technology. This technology is one that has restrained the music industry to the will of the consumers. In a global, capitalist economy, the music industry must find a way to compete and survive.

The music industry has been raving since the famous Napster-Metallica case of the late 90s about the potential for disaster of internet-piracy. Since then, record labels have resorted to ads warning against piracy, advising morality, while half their artists sing about breaking the law and living carefree. They have even gone so far as to take the fans to court, fining them thousands of dollars. While admittedly, the record labels could sue for thousands more than they usually settle for, these lawsuits are the last waning kicks of a dying mule. Online piracy is a technological advancement that the music industry must find a way to compete with.

Rock bands have complained that now more than ever, new bands are dependant on the sales of their concerts, over the sales of their albums. But in a capitalist environment that echoes for free market (i.e. cut-throat) competition in which the consumer is supposedly empowered by the variety of high quality products, it is the responsibility of the music industry, both label and artist to find an effective means around online piracy and truly strive, as the capitalist mantra says, in the pursuit of happiness.

It may never be as easy for musicians to make millions the way they used to. This is a challenge that artists have taken on. Since the file-swapping program Napster, many artists, both big and small, have attempted to use the technology to their advantage. Multi-platinum rock band Radiohead recently embraced MP3 technology by releasing an album under an unprecedented pricing system, where demand exactly determined the price. Hundreds of thousands of consumers logged onto the internet on the day of the album's release and purchased the MP3-download of the album at whatever price they deemed fair. The results were astonishing. Other big bands, like Britain's Oasis, whose debut album, *Definitely Maybe* (1994), set a world record, have also maintained the loyalty of their fans as every album, single and DVD they release continues to sell millions around the world. As for new, less established groups, a fresh, young British rock group, Arctic Monkeys, came along in 2006 with *Whatever People Say I Am, That's What I'm Not* under the independent label, Domino Records, and set a new world sales record with over 360 000 sales, despite the fouls of the internet. The previous record was set in 2001 by Hear'Say (306 000 sales), amidst the rise of file-swapping software, and most recently was broken again in November 2007, by Leona Lewis (375 000 sales).

The success of such artists is not easy to come by, and that is precisely the point: it should not be easy to come by. If they seek to launch their incomes exponentially over those of the average worker (i.e. consumer), they must convince the worker that their product is worth the worker's hard-earned money. To exist in a truly capitalist economy, the music industry must face the reality that now, consumers truly wield the power of demand and that the industry, the molders of all music and popular trends, must find a way to compete and succeed. The music industry has changed and it alone, is responsible for its own dynamism and survival.

*Bellal is in the Political Science and History streams. Let him know what you think about music piracy at: [www.youtube.com/watch?v=iBo1sWYdPfw](http://www.youtube.com/watch?v=iBo1sWYdPfw)*

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# The Emergence of a Local Food System

Brione Bruce

Globalization has played a key role in the development of a number of disciplines, from economics to politics, athletics to advertising. Several dimensions exist within this framework, including the expansion of political and economic activity beyond national borders, intensification of networking and communications, and the increased impact of these activities on local populations. One area that has been particularly affected by globalization is the food system; previously regionally-based and seasonally-dependent, food has been forced to fit into the global capitalist market system resulting in production based on industrialized agriculture under the control of a small number of transnational corporations.

Despite the rhetoric of 'free trade' used to promote institutions such as the WTO, there is no such thing as a level playing field in agriculture. Developed countries continue to subsidize their farmers and support dumping of excess food products in developing countries. Poor countries are left at a disadvantage, unable to compete in the global market without seriously underpaying their farmers and labourers and often creating havoc on the environment in an attempt to keep production to a maximum. Additionally, due to the strict standards of wealthy countries and their demands for luxury goods such as coffee and tea, farmers are often forced to produce goods for the export market, utilizing huge amounts of chemical fertilizers and pesticides in order to yield what is demanded by international consumers. The consequences of these actions include envi-

ronmental destruction, loss of traditional agricultural knowledge, health problems, crippling debt, and poverty.

In response to these devastating effects, civil groups have sprung up around the world in protest, demanding agriculture's removal from the WTO and promoting alternatives to the current paradigm of chemically-dependent global food production. According to prominent environmental activist Vandana Shiva, "peasant survival, just and remunerative prices, conservation and sustainable use of vital natural resources, including soil, water and biodiversity, healthy food production, maximization of nutrition per acre and remunerative farmers' incomes per acre demands that farmers shift from technologies created for corporate control and maximization of corporate profits to eco-friendly, farmer friendly technologies such as organic farming." The belief that a shift from industrial methods of food production to more traditional, local and organic practices is one held by a variety of citizens groups ranging from advocates of sustainable food systems, indigenous rights groups, farmers and environmentalists. What kind of benefits would such a shift yield for people in Canada?

Canada is host to a number of exciting initiatives and organizations aimed at fostering sustainability within the food system. One example is the Toronto-based nonprofit Local Food Plus (LFP), a group that works to connect farmers and consumers, and operates on two levels: it certifies local farmers based on comprehensive social and environmental criteria, then aims to connect them with local purchasers.

This not only improves production practices, it also cultivates a viable local food system in the Toronto area. According to LFP, "Certification is a win-win-win scenario. Farmers benefit from the potential of a predictable income stream and the ability to be better stewards of their land. Institutions benefit from the opportunity to play a leading role in the long-term economic and environmental health of our communities and by committing to the purchase of LFP certified products. And consumers benefit from knowing that they're supporting their local economies, improving the sustainability of the land around them, and eating food that meets the highest social and environmental standards." While never claiming to solve the myriad of problems inherent in the current global food system, LFP provides an example of innovation in a local context that is economically viable and eco-friendly. As Canadians' awareness of environmental issues grows, and consumers demand responsibility for the effects of agriculture on the land, groups such as LFP are certain to play a significant role in Canada's future food economy.

*Brione Bruce is an MES graduate from York and was a TA for ENVS 2400. Her plan of study, 'Globalization, Civil Society and the Food System', focused on the opportunities for civil society in shaping the current and alternative systems of food production and trade in light of governmental and international policy shortfalls.*

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# From Grad Day to Grad School

by Adam Grossi

For many of you, the undergrad degree is simply a means of reaching the next level of education. I'm not saying that your undergraduate education should be dusted under the rug, but rather that it's often not the final stage in one's education. For most undergrads nearing graduation, there is usually one looming, distinct, fear-instilling question that lingers: Should I enter the workforce or continue school?

Although definitely not an easy question to tackle, the worst thing you can do is to ignore it. Ask any prof or academic advisor, for that matter, and they will very likely tell you to think long and hard about your decision. There is no correct answer as it's completely up to you.

However, if you feel that graduate school is for you, then read on.

So, in the spirit of attempting to tackle such a significant question in one's life, I will share some lessons that I've learned after having completed the application process myself (see *In A Nut Shell*).

*"Before beginning, prepare carefully."*  
- Cicero

The first and most important thing to do is to research. Start with the schools that interest you - you'll be amazed at the vast array of programs that schools have to offer. What helped me understand the major differences between them all was creating a simple spreadsheet documenting schools and their programs.

Of course, not to be forgotten is the actual application - understanding *how* to apply is just as crucial as knowing *where* to apply.

Start early and be prepared to spend some time on the applications. If you skim over the applications in advance, you can estimate how much time and detail that's needed. Too many applications suffer from poor time management, so if you plan on rushing to the post office at the eleventh hour, you're taking a big risk.

Finally, talk to people. Although websites can be helpful for prospective students, the best sources of information are from current and graduated students and of course, from people who work in admissions. Current and former students may provide you with invaluable information regarding their overall experiences in the program and at the institution. Additionally, getting into contact with individuals that represent the graduate program is also a very good idea - they can and will provide answers on virtually any question.

Although, I have mentioned three probably obvious, insignificant tips in applying to grad school, they are actually quite useful. They will provide you with a solid foundation for the successful completion of your applications and the development of a competitive profile.

Well, answering the big question definitely won't be easy. However, if continuing your education is the next step for you, then don't think twice about following these tips - but if you don't want to listen to me, just give Cicero's words some thought. Regardless of how cliché they may sound or how old they are, something tells me that he was a pretty smart guy.

## In A Nut Shell: Applying To Law School

**Research** all the programs - you never know what you will stumble on. Focus on the strengths and concerns of each program because each has a specialty or forte. Make a list of schools that interest you and note admission requirements (i.e. deadlines for submitting applications, supporting documents and LSAT scores).

**Write the LSAT.** This is self explanatory. However, don't take it too lightly. Many schools place a lot of emphasis on how you score.

**Get organized.** Find out what the process of applying entails. Take a look at the applications and what each school requires so that you can organize your contacts and supporting documents as early as possible.

**Start your applications early.** Many people leave applications to the last minute. By doing this, you're taking a huge chance. Start early to maximize time to work on personal statements, to find references, to finalize supporting documentation and most importantly, to find answers to your questions.

**Submit your application on time.** Obviously this is imperative, but also be prepared to shoulder the costs of applying - they definitely aren't cheap.

## Some things to know upon graduation...

**Professor McMurtry:** The economic, social and political world is much more complex, interesting, and unpredictable than your plans make it.

**Professor Salazar:** Have a wider view of the world.

**Professor Simoulidis:** There's always grad school!

**Professor Peacock:** How to cook a 3-course meal, how to tie your shoelaces together, and how to use the apostrophe in the English language.

**Professor Wellen:** School wasn't so bad after all.

# Over the past few months

The loonie set modern-day records. Ontario unveiled \$1.1B in business tax, breaks to buoy its manufacturing and resource industries. Forestry companies in BC and the Maritimes suffered losses; some closed down permanently. The Bank of Canada joined other major central banks to assure "the efficient functioning of the world's financial markets" in response to the US subprime mortgage crisis - "the biggest act of international economic co-operation since Sept. 11, 2001." The Canadian Auto Workers union approved a "Framework of Fairness" with Magna, giving up their right to strike. The GST, and business and personal income tax rates were reduced. Former PM Paul Martin called for tax incentives to encourage social entrepreneurship and investments into social enterprises. Brian Mulroney was charged with bribery, fraud and tax evasion while serving as PM. Conrad Black was convicted for fraud - 6.5 years in prison, \$125,000 fine, \$6.1 million forfeited, and many civil law suits. Canada's lack of a national securities regulator is acknowledged by the former head of the Toronto Stock Exchange as "an international embarrassment."

Toronto Mayor David Miller planned a 5-cent tax on bottled water products; the industry protests and Miller backtracks suggesting further review. Canadian CEOs called for "a national strategy" on climate change to end "policy chaos". The National Roundtable on the Environment and the Economy recommended a market-based policy and "economy-wide prices on carbon emissions as soon as possible". British Columbia introduced a new carbon tax, "the broadest and most lucrative in the country." Bombardier won contracts in the UK to build next-generation "green" trains that consume less fuel and are built with more than 90 percent recyclable material. Ottawa pulled the plug on its ecoAuto rebates program for fuel-efficient cars and made-in-Canada Low Speed Vehicles. While other oil companies were scaling back, Suncor Energy unveiled a \$20.6 billion expansion of its oil-sands operations, boosting production to 555,000 barrels a day by 2012.

Sources: Toronto Star, and The Globe and Mail

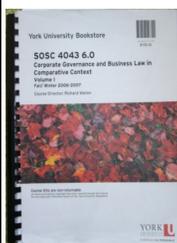
Canadian companies remained attractive though. British mining conglomerate Rio Tinto buys out Alcan for a record \$38.1 billion. MacDonald, Dettwiler and Associates Ltd. sells the taxpayer-supported Canadarm program to U.S.-based Alliant Techsystems, "an advanced weapons and space systems company", for \$1.3 billion. According to Statistics Canada, foreign multinationals make good corporate Canadian citizens. The Investment Canada Act is updated, requiring that proposed acquisitions be judged on whether or not MNCs will benefit the country. Ontario announced a \$150 million "corporate welfare" plan to lure pharmaceutical companies to the province. Surprisingly, U.S. presidential nominees Hillary Clinton and Barack Obama vowed to tell "Canada and Mexico that we will opt of NAFTA unless we renegotiate the core labour and environmental standards."

Canadian chain stores refused to bring prices down to those of their US chains. Shoppers flocked to US retailers. Canada's wireless industry was opened up to more competition to facilitate "lower prices, better services and more choice for Canadian consumers". The CRTC reassessed media ownership concentration and diversity of voices - its decision "preserves the current unacceptable levels of concentration and is not even adopting meaningful measures to stop it from getting worse." The Songwriters Association of Canada proposed a \$5 monthly fee to legalize music downloads. Google charged that Rogers violated Net neutrality principles and "interfered with Web content without users' permission." Canadian divisions of Nestle, Mars, Hershey and others in the chocolate industry are investigated by the Competition Bureau for alleged collusion. Canadian consumer protection laws are revamped to enable mandatory product recalls. No plans were made for more inspectors to enforce the laws. Ontario banned expiry dates and fees on gift-cards. Quebec banned ads that sell cars as sporting goods and that glorify speed. A Toronto family-owned deli closed after 46 years as new health regulations required a \$200,000 renovation. Designer Linda Lundstrom goes bankrupt: "She doesn't subscribe to the whole fashion game. Sadly, I'm not surprised she's out of business."

If you *still* haven't had enough to read this year, you can add these books to your list. We asked the pros which book(s) they wished others would read. Here's what they recommend.

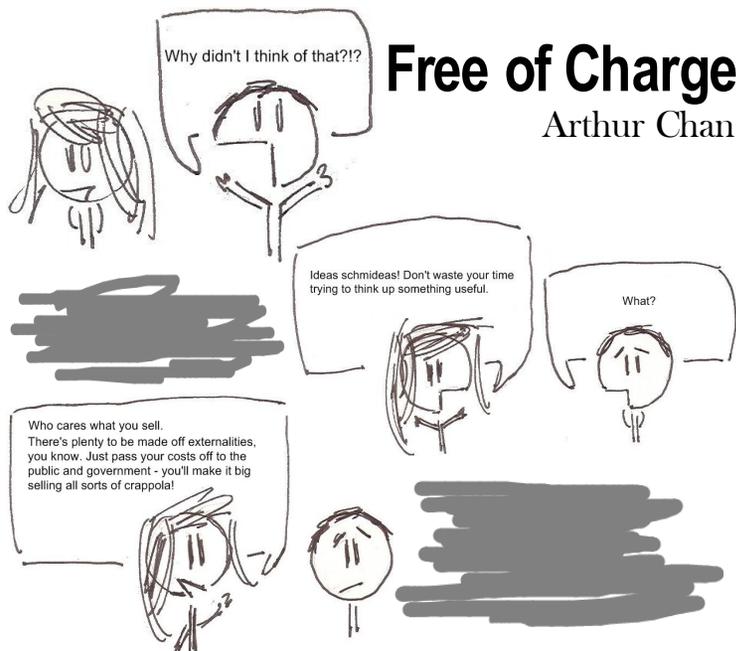


**Professor Simoulidis**  
Wishes don't have to be realistic, so pick up Plato, Aristotle, and/or Marx. Another start is A Short History of Progress  
by Ronald Wright  
208 pages, \$13.83



**Professor McMurtry**  
Society of the Spectacle  
by Guy Debord  
124 pages, \$12.06

**Professor Wellen**  
I wish students would read the books I assign in my classes.  
SOSC 4040 Course Kit: Corporate Governance and Business Law in Comparative Context  
640 pages, \$167



With the 2007-2008 academic year coming to a close, I would like to take this opportunity to thank my fellow Business & Society Student Club executives for all of their tireless efforts throughout the year. My sincere Thank You as well to our Knocking Down Silos volunteers, and all the club members who attended our movie nights, pub nights and Career Day. I would also like to specifically thank the *pulse* editorial team for doing such a fantastic job with this year's issue of the student magazine.

Furthermore, as we get closer to the Business & Society Student Club's Election day on March 26<sup>th</sup>, 2008, I am inviting all student in the Business & Society program to come out to participate and vote for your new executives. Of course, you are all also encouraged to enhance your BUSO experience and to take an active part in the elections by running for any one of the Club's available executive positions, or by proposing a new position.

When it comes to student involvement at a commuter school like York, it is easy to find excuses to convince yourself to not participate. It is true that a lot of planning and dedication is required, however, when I look back at my years at York, I consider the times spent with various student associations as the highlights of my undergraduate experience. With my involvement in the Economics Student Association ever since my first year, and the Business & Society Student Club over the past two years, I have not only gained a better sense of my academic goals and an improvement in my personal abilities, but I have also realized what is it like to contribute to and to be a part of the dynamic group of student leaders at York.

Sadie Etemad-Rezaie  
President, Business & Society Student Club



**We need your help  
and contributions.  
Join the Club!**

If you're keen on assuming a leadership role next academic year, the following executive positions are open. Reach the current executives at [busoclub@yorku.ca](mailto:busoclub@yorku.ca)

**President:**

Delegate and form committees for the planning and implementation of performances, lectures, and other Club activities and events; serve as the Club spokesperson

**Pulse Editor**

Plan and coordinate the publication of the student magazine; chair the editorial committee

**Executive Director**

Oversee tasks, organize meetings, and ensure that everything goes as it should; serve as the Club spokesperson

**VP Finance**

Maintain accurate accounts of all receipts and financial records, as well as the disbursements of the Club's monies

**VP Social**

Oversee the planning process for all Club events (i.e. dates, locations, themes, etc.)

**VP Communications**

Communicate information and announcements to all members and program students in person and through the email

Or submit a request to create a new position. *Nominations are in process!*



**UPCOMING EVENTS**

**Executive Election Day**

Wednesday, March 26, 2008 @ 12:30 pm  
Social Science Lounge

**Year-End Dinner**

Friday, March 28, 2008 @ 7:00 pm  
the Duke of York



BUSO hoodies  
are now on sale.

Contact Umair at  
[umair\\_m1@hotmail.com](mailto:umair_m1@hotmail.com)

Send your  
questions and  
comments to: **pulse** @ [yorku.ca](mailto:yorku.ca)