

NEW BEAT

FALL EDITION
2013



ARTWORK BY MICHAEL LINDENAS



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EDITOR'S NOTE

This fall, the entire team is proud and excited to launch the rebranding of New Beat magazine. It's time for a change, and a fresh new look. New Beat is a magazine run by students for students. So, we're striving to give the students of New College what they want.

Now, change doesn't happen overnight, and we still have a lot of work to do, but it's our hope that this year we can establish the foundations for a bright future at New Beat. The future of the magazine depends on you! Yup, that's right, you're responsible for the fate of New Beat. Just like Batman was respon-

sible for the fate of Gotham, and Neo for the people of Zion, you're responsible for the content of New Beat. I bet you've seen the 'My Time' posters around campus. Well, this is your time so, make the most of it! Let us know what kinds of articles you want, what interests you, and we'll make it happen. The students of New College control the content of this magazine.

I don't know about you, but I read a lot of dry textbooks while at school. Let's not make this magazine another boring read that you can't wait to get rid of. New Beat is a chance for students to escape the world of academia and to talk about the issues that they find interesting. We all have a voice, it's about time we use it. Come next semester, New Beat will be looking for volunteers to write for the winter edition. Take the chance, and make yourself heard. Write an article that will inspire someone to do something extraordinary, or answer the questions that everyone's asking. It's my final year at York, and it's taken me three years to finally get involved. I love reading and writing; I think that the pen is mightier than the sword. Yes, I just ripped off Voltaire, but the point I'm trying to make

“ We all have a voice, it's about time we use it. ”



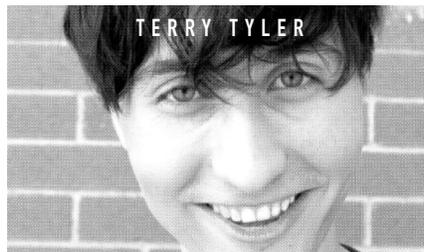
is that it's never too late to try something new. Most of us will go to University once in our lifetime. Make the most of your time here at York, and make sure you leave here with no regrets. If you want to find out more about how you can be involved with New Beat, or if you'd like to give us your feedback, feel free to write an email to newcol@yorku.ca.

NEW BEAT TEAM

DIRECTOR ACADEMIC AFFAIRS & RESOURCES



EDITOR IN CHIEF



MEDIA ASSISTANT



OFFICE OF THE MASTER

STAFF

MASTER
CHRISTIAN MARJOLLET



The New College mandate is to create opportunities for students to gain skills and experience that will allow them to develop personally and professionally.

We organize multiple events/activities, run various programs, and provide additional support for activities coordinated by our student clubs, student council, and our three affiliated schools.

ADMINISTRATIVE COORDINATOR
FILOMENA PESTANA

***Student Staff 2013 – 2014:***

Angela Witkowski	- PASS Leader ADMS 2320
Faiza Ishaq	- PASS Leader ADMS 2320
Krima Patel	- PASS Leader ADMS 2510
Mitra Kavehmehr	- PASS Leader ADMS 2510
Emily Zhao	- PASS Leader ADMS 2510
Nikita Puri	- PASS Leader ADMS 3330
Winson Li	- PASS Leader ADMS 3330
Josie Rao	- PASS Leader ADMS 3530
Menna Osman	- PASS Leader ADMS 3530
Steven Khaouli	- PASS Leader ITEC 1620
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HOURS: Mon - Thurs: 9 am - 6 pm

OFFICE: Room 140, Atkinson Building

Fri: 9 am to 5 pm

New College Council is an elected body that represents the interests of New College students.

We organize several events and programs for students throughout the year with the help of the Master's Office. Some of our events include fall and winter orientations, a themed formal, and study sessions around exam periods. We also organize trips to Montréal and Blue Mountain.

For athletes and sports enthusiasts, we have an amazing and highly active intramural program for almost every kind of sports.

We urge you to make use of the resources made available to you and we're always happy to lend a helping hand. Our office is located in Room 105, inside the Atkinson Building. We also have a social recreational lounge open to all students in Room 107; infamously known as "The Loft" within the New College Community.

Get Involved!



Feel free to use any of the following resources to connect with us:

Website

www.newcollegecouncil.com

Twitter

@NewCollegeYU

Instagram

@newcollegeyu

YUConnect

yorku.collegiatelink.net/organization/newcollegecouncil

Facebook

www.facebook.com/NewCollegeYU





INTERNATIONAL STUDENT FESTIVAL

On a seemingly quiet afternoon in Toronto, a group of New College's international students attended the 2nd annual Toronto International Student Festival on Saturday, September 28, 2013. The event took place from 12:30 - 6:00 pm. at David Pecaut Square, 55 John Street (at King and John).

Sponsored by CIBC, Rogers Communications and the Province of Ontario, this event is part of the city's efforts to enhance the positive experiences of international students who come here to study and live. Did you know that Toronto has emerged as the largest centre of

foreign students in Canada with over 59,000 international students?

The festival embraced the diversity of nations with displays in the form of live performances and cultural exhibitions, featuring Ojibwe pow-wows, Scottish highland dancing and a Bollywood dance. This event was particularly useful for new international students to get a chance to speak to local and provincial agencies and understand their roles.

Last but not the least, who doesn't enjoy free things? There were countless giveaways at the festival, from samples of Maggi to ISIC cards and sunglasses! Our group seemed to

particularly enjoy Toronto's up-and-coming makeup artists showing off their skills. We even got our very own NCC member, Nick Gandotra, to participate in a challenge to make him appear years older. All in all, it was a day full of excitement, activities and ended with a bang at a barbecue back at New College.





YORK UNIVERSITY SCORING HIGH
AT CANADA'S NEXT TOP AD EXEC

BY: SUNTHAR VYKUNTHANATHAN

Most of us can only dream about driving away in a brand new car. However...

On March 27th, 2013, a team of two from University of Guelph made their dream come true at Canada's Next Top Ad Exec (CNTAE): a Canada-wide advertising case competition. Among the other winners were two of York University's very own Telly Carayannakis and Misha Bholat from Schulich who took home 3rd prize. Three other teams (2 from YorkU SAS Business programs and another from Schulich) also made it to the TOP 25 Semi-final round.

I (along with my partner Valeria Rivera) were fortunate to be part of the Top 25 and though we didn't drive home in the prize car this year, I wanted to share the amazing journey we had along the way and encourage more York University students to take advantage of this and various other competitions that occur throughout the year.

I had overheard of Top Ad Exec a few times before, but was really encouraged to compete after taking the Advertising course with Professor Pallavi Sodhi, who has been

involved with Ad Exec since its inception and is on the judging panel of the competition. After completing her course in Fall 2012, she encouraged all students of the class, especially those who did exceptionally well in the advertising project thesis to enter the competition. Being one of those students, I found a teammate that I work well with, Valeria Rivera and we decided to participate. We, as well as a couple of other qualifying teams from YorkU got coached by Prof. Sodhi, but we knew that due to conflicts of interest, she had her limits and she would not evaluate any of our entries. We found the entire process conducted by the CNTAE organizing team to be extremely professional, timely and helpful.

To give you some more history, Canada's Next Top Ad Exec was created by DeGroot's School of Business 7 years ago, and targets over 1 million university students including over 160,000 business students spread across 50+ University campuses in Canada. Sponsors are Chevrolet Canada, GCI, Mac Laren McCann, PepsiCo Canada, Canadian Tire, Microsoft Advertising, Marketing Magazine, Globe and Mail, McDonalds, Cascades Recovery, and many more.

This year, 114 teams from 32 universities participated. So, it was a record feat to have 4 teams from YorkU in the Top 25, two from SAS and two from Schulich.

General Motors' Chevrolet sponsored CNTAE this year and the competition case focused on creating a winning campaign for the Chevrolet Equinox. The 1st phase of the competition "seemed" fairly simple at first, but we realized soon enough that it would be tough to stand out among hundreds of high-caliber teams. We had to create a 2-page elevator pitch to advertise for Equinox. Our idea had to stand out to make a difference. Val and I created (what we modestly thought) was a solid concept.

The 2nd phase was definitely more intense.

We did something right because we did make it to the next round. The 2nd phase was definitely more intense. The Top 25 were provided with more detailed information on the case, analytics software and additional resources. This I felt was the most amazing part: we were dealing with an actual client with a real world problem. We had to sign non-disclosure agreements to make sure that information that was shared with us remained proprietary. This adds a whole new



dimension to the learning style we experience in the classroom and gives students a taste of the real world. On the flip side, the time constraint is real too! That unfortunately led to our team's demise.

With the detailed ad plans of Phase II due during midterms, Val and I could not devote enough time on the report. As it turned out, with our conflicting schedules and our commitment to the midterms, we could spend only one day to crank out our 15-page report.

***Lesson learned:
Plan your work and work your plan well.***

So we didn't make the cut for Top 10 and yes, we were sad. But, we were fortunate that

New College, Office of the Master and the School of Administrative Studies sponsored our attendance to the final presentations and prize gala. Here we had the opportunity to witness the presentations of the Top 10 teams and see the variety of ideas that each team created. After the presentations, during the cocktail hour, we networked with professionals from all the sponsoring companies. That was great! It's not every day that you get to meet all of these executives in a formal setting.

Quite often, as students, we find ourselves overwhelmed by the pressure to achieve high grades and just trying to keep up with our school workload. However, it is equally important to take part in competitions such as CNTAE as they offer an addition to your portfolio, tremendous networking opportunities and a dimension of real-world experience you just can't gain from the classroom. Without a co-op program established at York, the onus is on us to build work experiences side by side with our education. We, as students, should actively pursue the opportunities that are available to us, and Canada's Next Top Ad Exec is a fantastic platform for this.

I genuinely feel that with better time management and effort, Val and I would have surely made it to the Top 10.

Hind sight is 20-20. I genuinely feel that with better time management and effort, Val and I would have surely made it to the Top 10. I will definitely be participating next year if the opportunity arises. My hope is that more business students from York also take part, as it is a great experience to apply all those concepts in real life that you learned in the classroom. And who wouldn't want to win a brand new car?

For more information on the Canada's Next Top Ad Exec, visit their website at <http://www.topadexec.com/> and be sure to like them on Facebook to stay in the loop for next year's submission deadlines.



THE CREATION OF DREAMS

BY: ZAINAB KHAN

***“I [hope to] develop a compensation strategy that eliminates the gender wage gap and inequalities in the workplace”
- Jacqueline Tran.***

This interview features the 2012 “My Time” contest winner: Jacqueline Tran, who happens to be a BHRM (Bachelor of Human Resources Management) student at New College. She is currently in her final year at York. She’s as passionate and motivated about her vision as when she first got the idea. This interview provides an overview on why Ms. Tran chose to make the former quotation her life goal (career wise) and how she plans on turning her dreams into a reality.

Zainab Khan: How did you come up with this idea? Was this vision the result of a personal experience? If so, how has it affected you?

Jacqueline Tran: This vision was not a result of a direct personal experience, but of one that has indirectly affected me, my family and my friends’ families. For instance, my friend’s mother had a degree in engineering; even so, she was struggling to find a job

in her field and had to make ends meet by working in several part-time jobs because the payment from one was just not enough. Their case along with what I learned at York University helped me to realize that people in the job market are treated unfairly at times, and that we need to do something to rectify this situation.

Yes, I believe that women still have a long way to go because although the Pay Equity Act helps ... it alone is not enough.

Zainab Khan: Why did you choose to make this your vision for the future? Do you still feel that women have a long way to go when it comes to pay equity?

Jacqueline Tran: Yes, I believe that women still have a long way to go because although the Pay Equity Act helps in decreasing the gender wage gap, it alone is not enough. In fact, even now only a small number of women hold executive level positions within organizations. As a result, I feel that employers should take the initiative to make sure that their companies are not helping in increasing the gender wage gap,

but are instead providing a helpful hand in decreasing it.

Zainab Khan: Why is this vision important to you?

Jacqueline Tran: It is important to me because it has affected my life indirectly. For example, I saw that after the 2008 recession it was difficult for my parents to obtain a well-paying job, and when they found one, the companies that they worked for treated them poorly and underpaid them for their time. Although my parents still managed to provide me with a healthy lifestyle, thus minimizing the effect it had had on me, this particular situation helped me in grasping just how much inequality still exists within workplaces.

Zainab Khan: How do you plan on accomplishing your goal by 2034?

Jacqueline Tran: I plan on starting by specializing in my field (i.e. compensation) and then gaining as much experience as I can both academically and professionally within this field. Although I cannot achieve this goal alone, I would still like to spread awareness on this issue, and get the ball rolling in this direction with the hope that someday this can become a reality.





I was reassured that this was not a joke

Zainab Khan: What was your reaction on winning the contest?

Jacqueline Tran: Originally I was confused and thought that someone was playing a prank on me. I had not checked my YorkU mail that day so, when I received a text message stating that I had won the “My Time” contest I couldn’t believe it. When I called the number I had gotten the text message from, I was reassured that this was not a joke, and that I had actually won the contest. After hearing that, I was ecstatic.

Since winning the “My Time” contest I have become better known ... and even brought up this contest ... during my job interviews.

Zainab Khan: How has your life changed since you’ve won the “My Time” contest? Are you more motivated to achieve this goal?

Jacqueline Tran: Since winning the “My Time” contest I have become better known within the York community, and I have even brought up this contest, when asked dur-

ing my job interviews. In the past, I never thought that specializing in this field would be a possibility even though my interest in it can be traced back to when I took my first introductory course in human resources. However, ever since I put my vision in writing and saw the goal that I hope to someday achieve, I have been even more motivated to work towards it by immersing myself deeper into the craft through formal education, on-the-job application, and through professional association workshops.

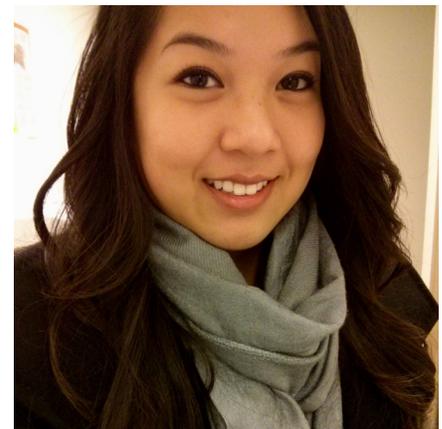
Zainab Khan: Do you have any more goals that you wish to pursue for the future?

Jacqueline Tran: Academically, I aspire to be a dual designation holder of both the CHRP (Certified Human Resources Professional) and CCP (Certified Compensation Professional) designations, and I would also like to work towards my Master’s degree in business as well. Career wise, I would like to specialize in total rewards with a primary focus on compensation design and advisory.

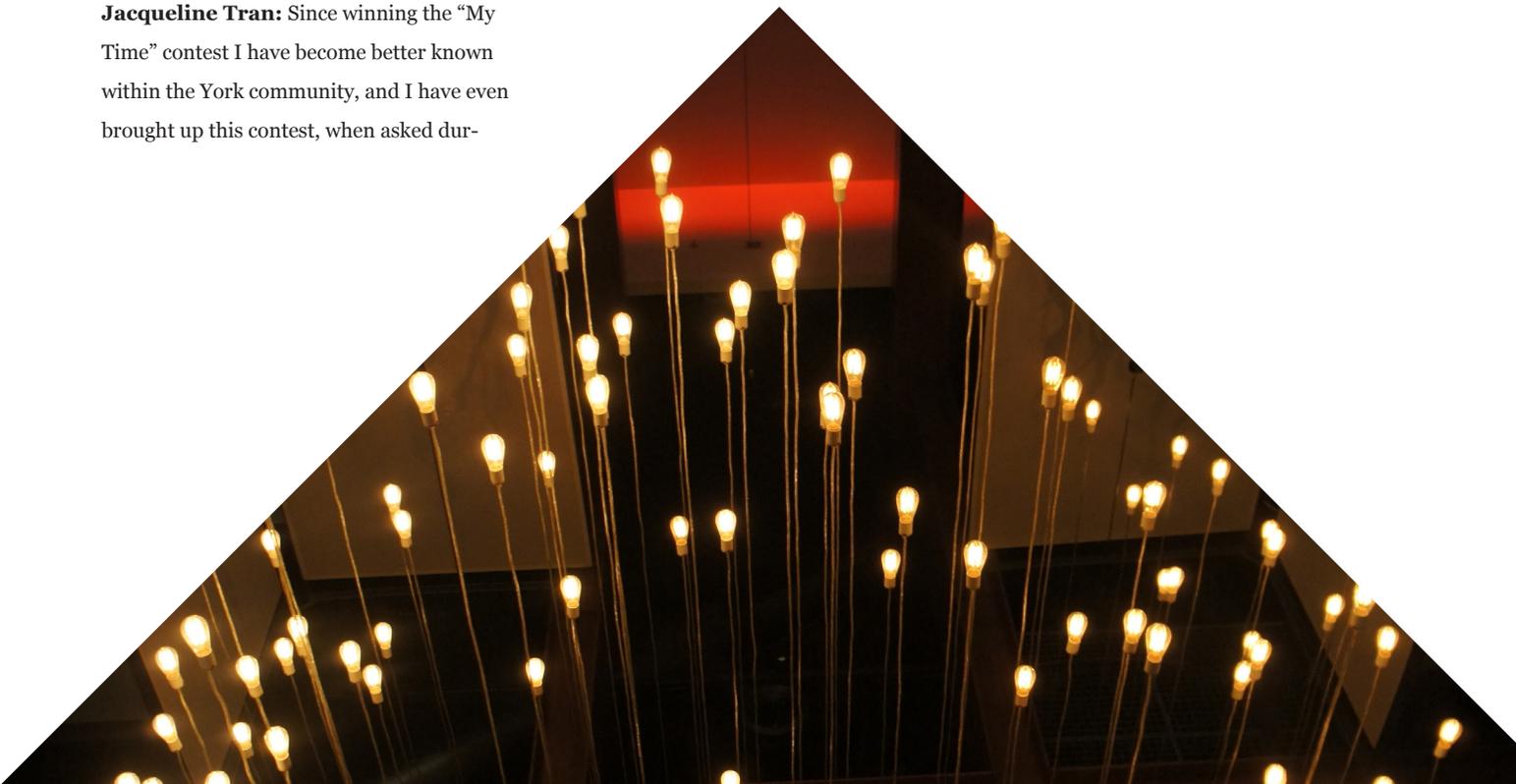
Zainab Khan: Do you have any advice for future applicants?

Jacqueline Tran: My advice to students

would be that your vision should be something you’re passionate about, something you wish to accomplish in life. Even if you are unsure of whether this will remain your vision in the future, if you feel passionately about it now, you may indirectly or subconsciously continue to work towards it regardless of what field you are in later on. As a result, I would advise people to not let opportunities pass them by because you never know what might happen if you just try.



JACQUELINE TRAN





STAND OUT

BY: RAYMOND HO

Are you graduating soon? It can be scary.

There's uncertainty of whether or not you'll land that dream job you're aiming for after you graduate. Are there things that can make you stand out from the stack of applicants? Of course!

I've been told that complementing your academic learning with extracurricular activities is important. Employers want to see that you have the soft skills. Soft skills can mean a lot of things, but employers want to know if you can build relationships with others (customers or your co-workers/manager) by demonstrating your people skills. You can showcase those skills through extra-curricular activities or any job (part time, full time, summer, or as an intern).

Employers want to see that you have the soft skills.

There are plenty of clubs at York University that you can take part in. I would suggest you join professional clubs in your respective stream. There is a professional business club for almost every ADMS major at York:

Accounting majors: *Atkinson Professional Accounting Association (APAA)*

HR majors: *Human Resources Students Association (HRSA)*

Management majors: *Management and Consulting Association (MCA)*

Finance majors: *National Finance Students Association (NFSA)*

Marketing majors: *New Marketing Student Association (NMSA)*

The best part about joining these clubs is meeting new New College students from your major.

You're free to join whichever club interests you. That means you can join clubs that aren't particular to your degree.

Most of these professional clubs are run by the students of New College. These clubs usually plan events for members to attend and participate in. This can include networking socials, case competitions, conferences, professional development workshops, information sessions, and many more. The best part about joining these clubs is meeting new New College students from your major. You can build long lasting relationships! Representatives and executive team members of each club at York usually promote their organization during York Fest. There you can learn more about their organization

and register as well. Doing a simple google search of each club will also allow you to learn more about them. For example you can search upcoming events.

As a business student at York, another great club to join is the York DECA club. The club allows you to take part in undergraduate conferences and case competitions with other business students from across Ontario.

If you are interested in accounting, finance, marketing, management, and entrepreneurship then you must join DECA!

Many of the cases you'll be doing will include those particular fields where you can show off what you learned from your ADMS Courses. Taking part in this will allow you to expand your network, increase your communication skills and experience in the real world. Google "York DECA" to learn more about the opportunities.



Students in Accounting, Marketing, Management, Finance, IT, and Human Resources Management will find that they are able to take part in the York Internship Program.

Apart from the professional clubs you can join at York as a business student, you can join many other ones that interest you. The next thing I want to mention is the York Career Centre's services. If you logon to the career centre website and click on "Events & Workshops", you can register for career consultation, individual interview practice sessions, job search advising, resume and cover letter writing workshops, internship information sessions, industry insights panels, and many more! You should also check the internship program at York if you are a third year student. Students in Accounting, Marketing, Management, Finance, IT, and

Human Resources Management will find that they are able to take part in the York internship program. Taking advantage of these workshops and internships will make you a stronger and more confident candidate.

If you will be returning to York next summer, you should also consider the Ontario Public Service's Summer Employment Program. I had the opportunity to do one last summer at one of their downtown locations. It was an incredible experience. Some opportunities from their offices include: accounting, finance, project support, human resources, information technology support, office administration, and many more. These are temporary, full time positions during the summer and they range from seven to sixteen weeks between May and Labour Day – just in time for back to school! They are quite competitive as many university students do apply! Make sure you mark your calendars (December) and visit their website to ***apply: www.gojobs.gov.on.ca/sep.asp*** or google: "*summer employment program Ontario public services*". Visiting the website will also lay out the eligibility criteria.

If you will be graduating this term, you should consider applying to rotational programs. In a nutshell, rotational programs are a training program where you experience each area of a business as a whole. This helps you understand what their business is all about.

Grad@loblaws is one example of a popular rotational program that many university graduates apply to during their fourth or final year of university. There are fields such as accounting, finance, marketing, human resources, store management, etc. Recruitment starts in September and screening starts in October. Check their website for more details: ***www.loblawgrad.ca***

As you can see there are tons of opportunities (self-development and job opportunities) you can take part in before you graduate. What are you waiting for? TAKE ACTION!



BEYOND THE BOOKS : GETTING INVOLVED AT YORK

BY: ALYSSA-SHANA LOPEZ

Getting involved at York can be one of the most worthwhile experiences of being a York student.

It not only helps with developing your social skills, but it also helps you build your professional credentials. Extra-curricular activities can most definitely enhance your scholarship application, and they can even be used on your resume. After graduating, you might not have the time to do the things you wanted to do. So, you must take advantage of the resources and opportunities available to you now. Here are a few ways to get involved at York:

1. Volunteering

There are a lot of volunteer opportunities at York that students don't seem to know about. A tip when it comes to volunteering is that it doesn't have to be a long-term commitment. For those of you who can't find the time, there are short-term opportunities such as volunteering at events like Fall Campus Day, being a Peer Mentor, or better yet, writing for New Beat! Volunteering shows potential employers that you are compassionate and can handle responsibilities outside of your academics. It's also great to volunteer if you have little or no work experience because it helps build your resume.

2. SOARING

SOARING is a great opportunity to build up your self-esteem and to ensure you become a well-rounded student. The program is offered by the Centre for Student Success. SOARING ensures you have sufficient leadership, volunteer, participation, and other skills for success. You will earn a certain number of points for each category. The program has its perks as well. By participating, you will have the opportunity to win monthly prizes when you enter your

SOARING points. Once you complete your specific program, either START, ADVANCE, or GRAD, you will also receive a Certificate of Participation and Letter of Recognition upon completion of the program.

3. Attend a Workshop

Attending a workshop is key to success at York. There are a ton of workshops out there to choose from, and best of all, it's free! Take advantage of these workshops because they will surely benefit you in the future. Learning Skills Services (LSS) offers a program called Passport to Success which rewards you with a certificate when you complete 8 LSS workshops. This certificate greatly enhances both your co-curricular record and resume. Aside from LSS, the Career Centre, Writing Centre, and the Scott Library also offer beneficial workshops.



4. Join a Club or Organization

Joining a club or organization is made easy at York. All you have to do is log into YU Connect and start searching for your desired club or organization. If you really want to get involved, you can also start your own club. Information and instructions on starting your own club can be found on YU Connect. Joining a club gives you a sense of belonging, but more importantly, it helps you network and make friends. This is essential for first year students and it will make your transition into York much easier.

5. Intramurals

Intramurals are for those who love sports, but do not necessarily want to be competitive. There are a bunch of sports to choose from. Participating in intramurals is not only fun, but it helps you make friends too. You can build your confidence and stay fit at the same time! There are two ways to participate

in intramurals. First, you may represent your college. You must contact your college's athletics representative to be placed on a team. An alternative way to participate in intramurals is through drop-ins. For more information on intramurals visit www.yorkulions.ca. It is essential to make time to participate in intramurals.

All of these activities can be recorded in your co-curricular record at York.

It can be found on YU Connect. The co-curricular record is meant to enhance your resume. To fully benefit from the co-curricular record, you may visit the Career Centre for assistance.

><http://yuconnect.yorku.ca/faq/faqs-for-learning-outcomes-and-co-curricular-record/>
 ><http://www.yorku.ca/careers/students/makingconnections/get-involvedin-activity.htm>
 ><http://www.yorku.ca/laps/students/engage/soaring/>



THE DO'S AND DON'TS OF COVER LETTER AND RESUME WRITING

BY: ALEXA LOPREIATO

There's nothing worse than losing a job because you don't have a good enough resume or cover letter.

So, here's a useful guide to ridding yourself of those common mistakes that could cost you your dream job!

The Cover Letter

What is a cover letter?

A cover letter is a way of showing the audience (hiring managers/recruiters) that you understand what the job entails. It helps you distinguish yourself from other applicants during the selection process, and it gives your audience an idea of what you have to offer them.

The Do's and Don'ts of Cover Letter Writing

1. Address your cover letter to a specific person/audience

- If it's mandatory or required, search out the name of the person who will be reviewing your application

2. Be clear on the position to which you're applying for. Tell the employer where you heard about the job

- e.g. websites (name the website); Newspapers (which one, date

of publication)

Never apply to just any position. Why?

- a. You never know what you might end up getting
- b. It makes you seem like you are desperate

3. Make sure that your diction and tone are formal

- Don't use slang
- Try to avoid using 'I' too much
- Use the industry language and jargon
- Do not use contractions
- Do not use the same language or words used in text messages

e.g. LOL, thx, hey

- Show that you're passionate, but make sure it's genuine
- Make sure you do not come across as being pretentious
 - > Confidence is important, but being too confident or arrogant can work against you

4. Make sure it looks professional

- Standard font size (12 point)
- Use a clean and consistent font throughout the cover letter
- Use the all or nothing rule (e.g. if you make your titles bold, keep it consistent)
- Do not use funky colored paper and/or decorate it with images

5. Keep it brief

- This is not the time to tell people your life story
- Be sure to mention only your most important skills/experiences/achievements

6. Proofread your work!

- Have someone else look over your work
- The Career Centre at York University's Keele campus is a great way to have a third party review your cover letter.
- Don't just edit grammatical errors. Check the logic, sequence, and flow of your material.

In summary, you should:

- > Know your audience
- > Present your knowledge of the job (make sure you know why you're applying)
- > Highlight your most relevant skills and make sure to back it up with evidence
- > Keep it clear and concise
- > Proofread your work

Your objective:

- Catch the audience's attention
- Make sure that the cover letter is relevant and specific to the job you're applying for



Basic Cover Letter Template

Date

Contact Person and Title

Company's Name

Company's Address

Paragraph 1: State the purpose and intent of your cover letter. Tell the reader why you chose to apply, and why you want this job?

Paragraph 2: State your qualifications and provide support or examples of you exemplifying your skills. Be specific and provide numerical figures if applicable. For example, you could say that you helped raise sales by 20 percent in one year.

Qualification #1

Qualification #2

Paragraph 3: Conclude your cover letter, provide your contact information, and thank the reader for their time.

Signature

Write out your full name

The Resume

What is a Resume?

A resume is a tool used to present your skills, knowledge and experiences for a particular job. **The goal of having a well written resume is to get an interview.**

The Do's and Don'ts of Resume Writing

Writing

1. Keep your resume brief and concise

- Goal is to gain the reader's interest, and to have them wanting to talk to you in person

- Use bullet points to describe your previous jobs

2. Each page of your resume (ideally 2-3 max) should clearly identify you

- If you do not have at least 2 years of experience, keep your resume to 1 page

3. Be consistent

- Remember the "all or nothing rule"

4. Personal info such as the following DOES NOT go in a resume! Why?

because it can lead an employer to judge you based on their personal biases

- Age/weight/height
- Social insurance numbers
- Marital status
- Religion or political party affiliations

5. List education, work experience, and volunteer (any info that has date(s) associated with it) in reverse chronological order.

- i.e., most recent first, then work backwards (this gives impact)

6. Final words on resume should always be "references available upon request"

- Do not list references on your resume
- Always ask permission from the person you're using as a reference

7. Make the resume look professional

- You can be more creative here than on your cover letter, but don't go overboard

8. As with the cover letter keep the tone and diction formal

- No slang
- Do not use text messaging language

- Do not use 'I' except for the objective
- Do not use contractions
- Do not use abbreviations (unless it is months because of space)

9. Include only relevant information pertaining to the job you're applying for

10. Include a section for relevant skills and qualifications

- Usually this section follows the objective in order to create impact

11. Proofread your work!

Outrageous Resume Mistakes by candidates you do not want to make!!!

1. Candidate called himself a genius (as mentioned before, arrogance can cost you the job)

2. Candidate's resume had a photo of the applicant reclining in a hammock under the headline 'Hi, I'm _____ and I'm looking for a job.'

3. Candidate listed 'to make dough' as their objective on their resume

4. Candidate's resume included phishing as a hobby

5. Candidate's cover letter contained "LOL."



STARTING YOUR OWN BUSINESS WHILE YOU'RE STILL IN SCHOOL

BY: MYKYTA PONOMARENKO

- 1. Why you should start your own business**
- 2. How to think of an idea**
- 3. Make the idea and re-evaluate it**
- 4. Patent, trademark, and incorporate**
- 5. Sales**
- 6. Venture capital and Pitch deck**
- 7. Useful resources**
- 8. Advice**

High unemployment, stagnant wages, and monotonous work are what greet students entering the workforce. These pressures should make any student re-evaluate their lifetime plans and goals. A great alternative to all of this is to become an entrepreneur. You make your own hours, you set your wages, and you do what you love. What's not to like? There's no better time to start your own business than when you're still in school. For most businesses it takes 2-5 years to become profitable, so you can work on your business while leveraging

the knowledge you gain in university. By the time you graduate, your business should be close to profitability and you'll have a degree to match.

The first step to making an astounding business is to have an astounding idea. Contrary to popular belief, it takes a lot of effort to get a great idea. It doesn't just come to you out of the blue. The system I have used for the past 3 years is that every morning I get up and I force myself to think of 3 new ideas that I haven't seen, tried, or used. You can imagine how many business ideas I have on my laptop. The majority of them make no sense, but some of them are really interesting. When you force yourself to think of new and creative things you'll become obsessed with finding the next big thing. This is how my current business started. The key to picking an amazing idea is simplicity. The idea has to be simple enough for you to be able to execute it, and innovative so that people will want it. Once you think you have a good idea, ask those closest to you to give their thoughts and opinions. Maybe they have some ideas or feedback that'll help you improve it. What's more is that any great idea solves a problem. The bigger the problem solved, the better the idea. Once you have your idea, find your target market. Basically, find out who'll benefit most from your idea.

The next step is to implement your idea, make a prototype, or find someone who can help you make it. Once you've made your idea, re-evaluate what you hope to achieve, and make sure your idea is reasonable given the resources available to you. This is the point where you make the commitment to work on this business for the next 5-10 years. Every morning, make sure that your business is the first thing on your mind and the last thing on your mind when you go to bed. That type of commitment is difficult for most people to make so, take a long, hard look at it before anything else. Depending on your idea, you may have to move to another country. For example, if you've started a software company you may want to relocate to Silicon Valley. If your business takes off, it might make sense to move your head office to the United States. The U.S. market is much larger than Canada's.

The third step is to get legal advice on how to incorporate, patent, and trademark your products. Many people decide to stay as a sole proprietorship at first. Sole proprietorships are not the right way to go because you have full liability if anyone sues you for using the product. It puts you and any assets you own (house, car, etc.) at risk. However, if you

decide to incorporate, you will have to pay higher taxes. The better business vehicle is a limited liability company (LLC). This can help protect you and your family.

Step number four is probably the most important. Every business needs either sales or customers. If you don't have either, you're dead in the water. What's more is that you'll get limited interest from any investors, and your company will go bankrupt. The best way to get sales, especially for a new product, is to focus on a small niche market. For example, at VendSale, I'm exclusively marketing to furniture stores because they have the most to gain from my product. That's not to say I won't take other customers, I just want to have the majority of furniture stores using my product before I advertise to outside retailers. There are many benefits to this strategy because you gain a greater understanding of your niche market. In turn, the knowledge and insights you gain can help you make a better product. Also, as you build your portfolio, you can more readily sell your product to other stores in the same market. Just don't forget the ABC's of sales, "Always Be Closing".

The next step may be the most difficult and the most rewarding. To manage a startup business, you require capital. The best way to start a company is by getting venture capital, or startup money. The most likely way to attract venture funding is to prove that the product works and has traction in the marketplace. The best way to do that? Get lots of sales. If you don't have sales or customers, you have less than a 0.05% chance of attracting venture funding. The average age of companies that do get venture funding is roughly 4 years. This reinforces the fact that the business you choose to create must be sustained for at least 4 years.

While your business is growing, you also have to make a 20-40 page business plan that details your vision for the next 10 years. This will be a great resource for attracting funding and bank loans. It's best to make a business plan and periodically revise it as your business grows and finds its niche. Your business plan should not only articulate how you plan to make money, but it should express your founding principles. Your business plan should highlight what unique qualities your product and company brings

to the market. For example, in my business (which is an e-commerce website for your local store) our main goal is to make setting up an online store cheaper and easier than setting up a brick and mortar store.

The final part of attracting funding is creating a pitch deck which is 10 to 20 PowerPoint slides. Your pitch is intended to gain the interest of investors before you show them your business plan. The pitch deck is the first impression you give to an investor so, make sure it's the best you've got. Above all, when you're looking for venture funding, you'll need to find investors who are experienced in your area and ones that you'd love to work with. It's more important to find a venture capitalist you like and who is more knowledgeable with a lower valuation of your business, rather than a high valuation. Don't forget this is the person who's taking a risk by investing in your business.





This summer bring your idea to life

Do you have ideas for creating your own company? Here's your chance to turn those ideas into a real business this summer. The Summer Company program provides you up to **\$3,000** and the opportunity to start your very own business and to develop your entrepreneurial skills. The program is open to all Ontario students between **15** and **29**, who are returning to school in the fall. It can help bring your ideas to life. It's exciting and highly rewarding. And it'll give you the chance to be your own boss.

We can help you with your business

The Program includes hands-on coaching and mentoring from business people right in your own community who volunteer their time to support your summer company.

When it comes to actually getting your company up and running we'll provide you with up to **\$1,500** and around **12 hours** of training to help you get started. Then, when you've successfully completed the program at the end of the summer, we'll give you up to **\$1,500** for your return to school.

How to apply

First, you're going to need a business plan. But don't let that intimidate you. Your Summer Company program provider will help you get started.

Visit www.ontario.ca/summercompany for more information.

Once your business plan is ready, you can complete your application and submit both online. If your business plan is approved, you're all set to make your summer business your own.

For more information and to find your nearest Summer Company program provider, call **1-888-745-8888**, or visit www.ontario.ca/summercompany





Best Sources for Capital (The Order Depends on your Business)	
Top Ten	Is it for me?
Government Programs	Since the recession hit, government programs kicked in to help entrepreneurs. One of the ones that I have applied to and will continue to take advantage of is Summer Company. Funded by the government of Ontario, you can receive up to \$3000 to invest in your company throughout the summer. The grant's only available to students so, take advantage of it while you can.
Banks	Depending on how you go about getting the loan and what collateral you put up, it's possible to get under 5% interest loans. Mark Cuban recently said you have to be a moron to start your business on a loan, because if the first commitment you make is to pay someone else, you're basically working for them and not yourself. In general, term loans are more useful when you are trying to scale up production or you're really desperate.
Venture Capitalists and Angel Investors	The mythical unicorn for entrepreneurs; hard to find, and elusive. If you can catch one, you may be the next Mark Zuckerberg. Everyone could use one (or more) of these on their team. The best way to find them is networking. It's difficult, but not impossible.
Dragons Den	An interesting mix of venture capitalists and startup incubators. The marketing potential alone should get you excited. Given the growing popularity of the show, it's getting harder and harder to get onto the show. ¹ The best way to get a deal is to get lots of sales and to have a well-rehearsed presentation. Even if you don't get a deal right away, you might get a deal from one of the many investors that watch Dragons Den.
Crowd Funding (Indigo and KickStarter)	One of my personal favorites, allows you to sell something before it's even built. If you are building something really creative which takes a lot of capital and infrastructure, you may want to skip the investor portion and jump right in.
Friends and Family	Often overlooked and sometimes for good reason. Make sure this person has good cash flow, and can stand the loss. Personally, I don't want my mom hounding me for money.
Yourself	This may be the most important one, if you're serious, you'll put every dollar you have into your business for the first 2 years. There is a trend in some circles to rely on other people's money. That's not a terrible idea, but you should have some skin in the game too.
An Existing Company	This is great if you don't mind being bought out in the future or selling at least 30% of your share to a company. Usually you can license your product to a corporation, which is suggested by most experienced entrepreneurs. However, if you don't have the right connections you could end up getting swindled.
Meetup.com	A great network where groups meet up and discuss different business related issues. I'm going to some of the entrepreneurship workshops in the future. It's a great networking resource.
Startup Incubators	I have considered going to a few of these. There are some in the GTA, but if you really want to make an impact you should try applying to the more prestigious incubators. The best part about these is they usually ask for a lot less ownership in your company, usually 6-20 percent, while venture capitalists will usually want 30% or more.

¹ <http://dragonsdenauditions.cbc.ca/>

Best Books for Entrepreneurs	
Top Nine	What is it for?
1. The ABC's of writing a winning business plan By: Garrett Sutton	If the title doesn't give it away, this is a great reference for writing business plans. By the way, out of the 101 business books I've read (yes, I keep a list), these were the most life changing. A slight problem with this book is that it's geared toward the American financial system, but that doesn't interfere with the main principals.
2. E-Myth Mastery By: Michael Gerber	Similar to the ABC's, this book is also geared toward the American financial system. Some people think it has a lot of fluff, at the very least, read one of this author's other books. If anything, what it really shows is a case study of what to do and what not to do when starting your first company.
3. Crossing The Chasm By: Geoffrey Moore	Revolutionary, it tells you how to go about making your tech startup into a mainstream company. If you need to make a leap from friends and family users to paid users, this is the book for you.
4. The 4 Disciplines of Execution By: Chris McChesney	Can't get your employees motivated? This book will teach you how to get your work force up to maximum productivity level.
5. Focus By: Al Ries	This novel is the epitome of corporate strategy. It's more to the point than any other book I've read. This book is probably more helpful to startups than big business.
6. The Presentation Secrets of Steve Jobs By: Carmine Gallo	You need every interaction and touch point you have with an audience to leave a lasting impression. The best pitch decks will use this book to their advantage.
7. The Ecology of Commerce By: Paul Hawken	This book should be read by every company that manufactures anything, and the rest of you should read it too. It highlights the divide between two business models: planned obsolescence and planned recycling. One of the most interesting books I've read.
8. Made in America By: Sam Walton	Written by the founder of Walmart, Sam Walton. While reading this book I found myself asking if my vision could become what Sam Walton had built. Filled with interesting stories and the persistence of one man. I found myself getting to know a man who I've never heard of before I read this book.
9. Think and Grow Rich By: Napoleon Hill	This book has probably been read by every great salesman. It's one of the bestselling books of all time. If you haven't read it yet, you'd better read it now. It shows you the mentality of becoming a successful person, and the little tricks you can use to help yourself (some of which I have used for the past 2 years).

C L U B S



*ppportunity is
just around
the corner.*

A P A A

The Atkinson Professional Accounting Association (APAA) is a student-run organization that serves to encourage leadership, excellence, and professionalism in Accounting students of York University.

The association was founded in May 1998 by a group of graduating students for the purposes of promoting Atkinson's Bachelor of Administrative Studies in Accounting (BAS) program, aiding students and soliciting support from University faculty and potential employers. The best way to describe the growth of the Atkinson Professional Accounting Association is by a quote from the great author J.R.R. Tolkien who said, "... as the tale grew so did the telling." Hence, as the number of students enrolled in the BAS program with a major in accounting grew, so did the vision of the APAA. Today, with a membership base of over 350 students, the APAA is one of the largest student-run organizations at York University. Not only do the students at York look forward to hearing from the APAA, but the auditing and assurance firms also look forward to meeting enthusiastic students and future leaders through events held by the APAA. Throughout

the school year, the APAA organizes several recruitment workshops and information sessions held by reputed firms at York. Events such as the annual CA Night and the Spring Networking Night at Dave and Busters, are great events to network with firms like Grant Thornton, PricewaterhouseCoopers, Deloitte, KPMG and Ernst and Young. The APAA is also proud to collaborate with other Certified Management Accountants (CMA) and Certified General Accountants (CGA). Together, they are able to hold several events on campus to promote and educate students about these designations. With York's very own CGA and CMA ambassadors being a part of the council, the APAA is a one stop-shop to all your Accounting related questions.

In our quest to provide further opportunities for Accounting students, the APAA is persistently working to increase the number of unique and diverse events held every year. This year the APAA held its very successful 2nd AIM Conference at York University.

AIM provided students with the opportunity to connect with York Alumni currently working in the Big 5 CPA/CA Firms.

To access all these great opportunities or to learn more about the club feel free to visit our website www.yuapaa.com and learn more about careers in accounting.

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ASSOCIATION



The Human Resources Student Association (HRSA) is a student-run organization that is continually striving to promote personal, and professional development among all Human Resources Management and business students at York University.

As a student-run organization the HRSA strives to facilitate the knowledge of human resources among students, faculty, and industry leaders. Our goal is to develop an innovative and open culture within an organic organizational structure, that is distinctive and that re-emphasizes the fundamental principles that constitute Human Resources Management.

HRSA aims to initiate a strong academic and social network for students and faculty. The result is an environment that is receptive to sharing ideas, and providing support for one another. The HRSA facilitates close interaction among its members of students, industry professionals, faculty, and alumni through a variety of career and social events. The HRSA has a great line up of events beginning as early as January. Please feel free to join our mailing list by emailing info@hrsayork.com. This will get you access to event reminders, job ads, and other great opportunities.

Some of the HRSA's upcoming events include:

- > Monster.ca's Resume Workshop
- > LinkedIn: Building Your Profile
- > Interview Workshop
- > Dress for Success
- > Alumni Panel

Don't forget to visit our website, www.hrsayork.com, and join our social media pages on Twitter, Facebook, LinkedIn and YuConnect so you never miss a beat with HRSA!

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M C A

You are surrounded by simple, obvious solutions that can dramatically increase your income, power, influence and success. The problem is, you just don't see them.

The Management & Consulting Association is a student run non-profit leadership initiative. We strive to help high achieving students gain essential leadership experience

by offering numerous workshops throughout the school year. We also seek to connect members of our clubs with industry professionals and recruiters through networking events during the fall and winter terms. We have created initiatives such as The Consultant, a strategy publication examining business issues in the global context – all content is written by the executive team and editions are published monthly. Additionally, we are developing a casebook, consisting of case based questions and the methods to solve said questions; these are also what one would normally experience in an interview for any consulting firm and as such, being able to effectively handle these problems is seen as an invaluable trait in the eyes of recruiters. Our mission is to ensure that the

School of Administrative Studies' (SAS) undergraduate program is recognized as one of the premier locations for recruiting consulting talent worldwide and for SAS' graduates to be leading the way as high-level performers and innovators in the consulting industry

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The National Finance Students Association (NFSA) is a student-run organization, which aims to provide young individuals with career development opportunities in the field of finance.

The NFSA strives to better equip its members for a career in the corporate world through various development initiatives, such as networking sessions and case competitions. With the aim of sharing knowledge, skills and resources, the NFSA is committed in creating a network that will bring together finance students, and faculties from universities across Canada.

Corporate Networking Night

Corporate Networking Night is an annual networking event hosted by the NFSA which focuses on non-capital market areas of finance and other industries ranging from consumer packaged goods to telecommunications. There will be 100 attendees selected through a competitive resume screening process in early January. The keynote and panel session will be comprised

of individuals working in non-capital market areas of finance along with a workshop hosted by CMA designation holders. A networking session will then cap off the night with attendees from a wide array of industries like technology and finance to consumer packaged goods. Our past event included 30 representatives from 20 different corporations. This demonstrates and highlights the networking opportunities that attendees have to look forward to.

Past Events

- > Networking Strategies Workshop
- > Leveraging LinkedIn Seminar
- > Finance Interview Prep Workshop
- > Careers in Finance Workshop
- > Financial Modeling Workshop
- > Stock Pitch Competition

Upcoming Events

- > CFA Information Sessions
- > Resume and Cover Letter Strategies
- > Corporate Networking Night: January 2014

For more information about the NFSA and upcoming events, feel free to like our club pages:

Facebook: <https://www.facebook.com/nationalfinance>

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From the efforts of a re-brand, comes a new club offering exciting opportunities for students who are interested in being involved in a Marketing club at York University.

Four months prior to its induction, the New Marketing Students Association (NMSA) was known as the American Marketing Association (AMA). In spite of this change, previous partnerships and industry connections have remained intact. The club's objective is to educate members on the marketing industry's various elements, provide them with hands-on experience outside of the classroom, and to assist them in creating contacts with industry professionals. The NMSA aims to be the most valuable resource for students interested in the Marketing field. In order to achieve this, the NMSA offers a variety of events, workshops, speaker panels, networking opportunities, and case competitions. Previously, in collaboration with the Ryerson Marketing Association (RMA), the NMSA has played an active role in organizing the #MktStudentsTO. #MktStudentsTO is a social networking event for business students

to meet with one another, and it includes students from different universities across Ontario. In early November, the NMSA helped organize Ad Day, a one-day conference hosted by Canada's Next Top Ad Exec. Top Ad Exec is a national advertising and marketing case competition run by McMaster University's DeGroot School of Business. Ad Day's main focus is to provide students with the opportunity to learn about marketing, advertising, and to network with industry professionals.

Speakers taking part in the Ad Day Conference included: Paul Bailey (General Motors), Shereen Yaseen (PepsiCo. Canada), Neil McOstrich & Catherine Frank (Co-founders of Cleansheet Communications), Jae M. Rang (Jae Associated Ltd.), and Adam Green (President of Maple North). The speakers shared their knowledge and expertise on a variety of marketing and advertising related topics. Recently, the NMSA hosted their first official Resume Building Workshop. The workshop was divided into two sessions: Resume Writing & Letter of Reference and Interviewing & Networking Skills. It was hosted by Julie McCartney (Director, Human Resources & Health and Safety from Toys "R" Us) and Helen Hamilton (Recruitment and Training Manager from Toys "R" Us). In addition to their events at York University, the NMSA promotes events from other universities and the GTA to their members. They hope to educate them in the various aspects of the marketing industry. Hence, the NMSA runs an active Facebook,

Twitter and Instagram page. Here they post different internships, job opportunities, volunteer opportunities, networking opportunities, and marketing events taking place in other clubs and associations throughout Toronto. The NMSA hopes to grow their association and partners in terms of awareness, recognition as a premier institution for students as well as build a network of future marketing professionals. Students interested in becoming an NMSA member are advised to contact us via social media, YU Connect, or attending our office hours hosted from Monday to Thursday from 2:30 to 3:30pm. The membership form is then sent by e-mail. The fee is \$15, and includes exclusive prices to all the events hosted throughout the year. Other perks of the membership include monthly newsletters which contain job postings, club updates, and event news. Based on their diverse range of offerings, joining the NMSA will provide avid students an opportunity to build a marketing skill set which will be useful in their professional careers.

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NMSA
new marketing students association

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