

New Beat

December 2018 Issue

New College

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Marketing Students' Society: "What does marketing mean to you?"

"What does marketing mean to you?" This was the very same question that flashed through my mind when my best friend and Co-President of the Marketing Students' Society, Jessica, suggested that we run for the position of President. As an international student from El Salvador, I moved here on the last leg of summer 2016. Coming into the marketing program I was full of excitement and hope. To me, marketing is so much more than a couple of courses, advertisements we see on the streets or 30-second commercials. Marketing is a means of expression; it's the most creative way to impact someone's life. Think about it, whether you know it or not, the ads we see daily have some sort of impact in the way you see things.

I think that's why I decided to join the marketing club; because it's a matter that's entrenched in our everyday lives. The best part is I get to be Co-President with my best (and first) friend. We met each other at Frosh, and the rest is history. The Marketing Students' Society started this year with a new image, a new name and a new team. We're full of ex-



citing events coming up and are working very hard to make them a memorable experience. Perhaps the most exciting things that will happen come next semester. The Inspire North Conference is a cornucopia for successful CEOs to talk about their experience and where you can network with them; Canada's Top Ad Executive, where you can use every drop of creativity in you to solve an intriguing marketing case; or our Brand Yourself workshop where you can learn how to ace an interview.

Marketing goes beyond a three-hour ADMS 2220 lecture; it's a passion that several of us here at MSS share.

Hope to see you soon,

Camila Tablas
Co-President (and marketing enthusiast)
Marketing Students' Society

Debit APAA Credit SLEEP: A Strong Start to the New School Year!



The Atkinson Professional Accounting Association (APAA) is a student run organization at York University. Founded in 1998 it serves to encourage leadership, professionalism, and excellence in the School of Administrative Studies' accounting students.

Our mission is to provide our members with networking events, professional development workshops, socials, volunteering opportunities, job alerts, and access to conferences and case competitions. Here are some of our amazing events that we have hosted or have been a part of recently:

Alumni Night:

This year our new executive council started the year by hosting Alumni Night 2018 in May, where we hosted a networking night for York University Alumni and APAA members at Union Social Eatery. We were able to chat with the alumni who graduated from our program and received great advice from those who had previously been in our positions in APAA. It was a huge success despite the event being the first time our executive council met and gathered together.

Grant Thornton Networking Night:

On September 12th, 2018 Grant Thornton came out to network with our students at Founders College Assembly Hall. We were able to chat with professionals from departments such as tax, audit, and we had a chance to speak with their recruiters as well. They are one of our biggest sponsors this year and hold BCom students in high regard during their recruiting season.

YorkFest Festival Village:

The YorkFest Festival Village was an amazing event for us all because we went out and personally met with and talked with many students looking to join our club. We were able to communicate what we represent and our mission to students walking by, we answered any questions or concerns that students had. We felt accomplished after having more than forty students interested in joining our club by the end of the day.

Business Cards and LinkedIn Headshots

Workshop:

On November 2nd, 2018 we hosted a workshop where we designed and ordered business cards for interested students. Additionally, we took professional headshots of our students, captured by our astounding executives Erica Lam and Sidra Saeed. Throughout the day our cool Marketing Director, Dimash Mussabetov, was working hard signing in all attendees, and recording business card requests and transactions. We enjoyed chatting with many students and providing this service to prepare them for our annual AIM Conference in November.

Our events have had great turnouts and positive reviews and we plan to keep this amazing momentum going for the rest of the school year!

Michael Davac (3rd year, BCom accounting, Communications Director of APAA) & Cindy Quach (3rd year, BCom accounting, Communications Director of APAA)

Take a Break to Enjoy Toronto's Winter Wonders!

Studying for finals can be extremely stressful and the winter break is a great time to have some fun and explore our wonderful city! As a Human Resource Management Student, I know how important it is for all students to take a break from their studies to help restore work/life balance. Here are some fun activities for Torontonians new and old. Always remember to check attraction hours and ticket policies before heading out.

Holiday Cheer at Black Creek Pioneer Village

Conveniently located near the Keele campus, Black Creek Pioneer Village is a working pioneer village and museum of Ontario from the 1860s. Explore a variety of historic buildings such as a blacksmith shop, a school, a harness shop and a farm. Throughout the village you will find interpreters and tradespeople, all in period dress, who are there to share their knowledge about buildings, trades and village life. On Saturdays and Sundays in December, the village has a variety of Christmas themed events. From hot apple cider to horse-drawn carriage rides, there are activities for everyone to enjoy. Admission to Black Creek Pioneer Village is only \$12 for students with ID, but some December events require additional tickets. More details are available at www.blackcreek.ca.

Skating at Nathan Phillips Square

One of Toronto's most celebrated attractions, Nathan Phillips Square ice rink outside of Toronto City Hall has been a wintertime staple for generations. Bring friends and family together to make memories on the ice. Don't own skates? No problem! Skate rentals are available for a fee at the rink. The rink is also easy to

access from both Queen and Osgoode subway stations. Skate rentals are available from 10 am – 10 pm every day, weather permitting.

Visit a Museum – Top Picks include the ROM and Aga Khan Museums

Toronto is home to many museums showcasing art, science and culture. As an added plus, many museums offer discounted admission to students. The Royal Ontario Museum (ROM) showcases art, culture and nature from around the world and across the ages. Located near the Museum subway station, it is considered as one of the top 10 cultural institutions in North America and is Canada's largest and most comprehensive museum. From dinosaurs and the bat cave to gems and First Nations culture, the ROM always has something new to show. Learn more at www.rom.on.ca.

The Aga Khan Museum is one of Toronto's newest museums. It offers unique insights and new perspectives into Islamic civilizations and the cultural threads that weave through history binding us all together. The Aga Khan showcases artworks such as manuscripts, paintings, ceramics, glass, and textiles which represent more than 10 centuries of human history and a geographic area stretching from the Iberian Peninsula to China. Travel through time and space while visiting an exquisite building and outdoor grounds. Learn more at www.agakhanmuseum.org.

No matter how you spend your winter break, take time to take care of yourself and enjoy the season!

Scarlett Forest
3rd year, BHRM
VP Mentorship of HRSA



Be The Change

Leadership is an essential part of our experience as students. Especially in business, we tend to overemphasize the numbers and forget the human factor. Academic clubs at New College provide you with the opportunity to understand the intangible, to get involved with leadership in your own field of study whether it be Marketing, Finance, IT, HRM etc. NOW Leaders is here to provide that push, and make sure that you and the whole New College community wake up to the importance of leadership.

Leadership is extremely rewarding, however with it comes a huge responsibility. It's easy to identify a problem and figure out ways to fix it, but have you ever thought that maybe we are contributing to the problem? We have to practice what we preach.

In the 1930's there was a young boy who had become addicted and obsessed with eating sugar. His mother decided to get help and took the long and hot journey with her son walking many miles and hours under the scorching sun. She finally reached Gandhi and asked him to tell her son to stop eating sugar; it wasn't good for his health. Gandhi replied, "I cannot tell him that. But you may bring him back in a few weeks and then I will talk to him." The mother was confused and upset and took the boy home. Two weeks later she came back. This time Gandhi looked directly at the boy and said ""Boy, you should stop eating sugar. It is not good for your health." The boy nodded his head and promised he wouldn't. The boy's mother was puzzled. She asked "Why didn't you tell him that two weeks ago when I brought him here to see you?" Gandhi smiled and said "Mother, two weeks ago I was eating a lot of sugar myself."

Editor: Shrey Rao

Be the change you want to see! Do it with authenticity and with that will come authority.

We are the NOW!

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Isabela Bibulovic
NOW Leaders, Co-President

NOW
Leaders

Want to Write for New Beat?

Do you want to talk about something cool?
Do you want to have your voice heard?

We are looking for content for our next "New Beat" edition! Send in stories, articles, or events. Send in pictures, ideas, or creative works! If you want an opinion voiced or an issue discussed, send it in! We are open to anything about the New College community!

If you want to be published in our College-wide paper, email your submissions to ncnews@yorku. Everyone is welcome!

**New College
Wishes You
Happy Holidays
And A Happy New
Year!**