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WINTER - SPRING EDITION
2014



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EDITOR'S NOTE



The school year has come to an end, and we reflect on all the things that have happened to us over the last few months. Some of our memories may be good, some of them bad. No matter the outcome, each of these moments make us who we are. We may not be conscious of our actions, but every decision we make shapes our future. By attending York University, we all share a link with one another. The time we've spent at York has shaped us into

“Our lives are defined by opportunities, even the ones we miss”

— *The Curious Case of Benjamin Button.*

who we are. It sounds cliché, but it is “our time”. I hope that the people who come across this take my words to heart. Everyone manifests their own destiny, and you can make a difference. No matter what happens, good or bad, this moment is the beginning of the rest of your life.

The expression of ideas has the power to change the world. Voltaire famously said, “The pen is mightier than the sword.” New Beat magazine offers students the chance to express themselves. Take the opportunity to express yourself. Dare to dream. Don't be afraid to take a chance. You only get one chance at life; there are no do overs. Whatever you do, be all you can be.

BY: TERRY TYLER

NEW BEAT TEAM

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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.

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I was this close to choosing not to participate.

When Amanda Lee first approached me and asked me to compete in this year's Canada's Next Top Ad Exec advertising competition, I was reluctant and, even more so, I was scared; I had never done a competition of this scale before. More importantly, I thought that I was no good. Against over 200 business teams across Canada, I felt that I had no chance of winning. However, there was still a part of me that knew that learning does not take place solely within the classroom. In fact, the best form of learning is by doing: by trying and failing. It was this understanding that spurred my partner Amanda and I to participate in this year's Canada's Next Top Ad Exec.

For Amanda and I, the competition spanned a total of four months. Although it was a lot of work, I can honestly say that it has been the most rewarding experience out of my three years here at York University, so far. These four grueling months consisted of endless researching, analyzing, synthesizing, brainstorming, writing, and

coffee. What I appreciated the most out of the whole experience was the amount of interaction with experienced professionals in the industry. When Amanda and I were fortunate enough to advance into the Top 25, we got to hear insightful feedback about our work, and we were even given access to a customer analytics database used by agencies and

professionals in the real-world. Above all else, Amanda and I treated the entire competition as one giant, learning experience – we were in there to learn, not to win. We, unfortunately, did not advance to the Top 10. However,

MY EXPERIENCE AT CANADA'S NEXT TOP AD EXEC

BY: MATTHEW SISON

the occasional "Photoshopping". Not only did I learn the real-world process behind developing a fully-integrated, nationwide advertising campaign, but I also learned valuable life skills such as effective time management, functioning under pressure, and working in teams. I also discovered a newfound love for

New College was extremely kind enough to sponsor our tickets to attend the final gala where we got to watch the Top 10 present to a panel of industry professionals. That day, we got to learn what we did right, what we did wrong, and what we

could have improved on. We also got the chance to network with representatives from companies across Canada and learn about the different opportunities that are available for students who want to start a career in marketing or advertising. Being surrounded by such amazing students and professionals really

opened my eyes to the plethora of learning opportunities that exist outside of the classroom. I'd like to extend my sincere thanks to New College and the School of Administrative Studies for granting us the opportunity to attend the Top 10 gala. This is a school that values the education of its students

and truly believes in investing in the leaders of tomorrow. The unique learning experience we got out of this competition (and the gala) was nothing short of spectacular. Without a doubt, choosing to participate was the best decision I have made in my entire third year.



s one of Canada's most prestigious

marketing competitions, Canada's Next Top Ad Exec (CNTAE) aims to establish a bridge between industry and universities to enable a constant exchange of expertise, mentorship and career opportunities in the areas of marketing, strategy and communication. As a marketing student, I was well aware of the competition throughout my years in university and I have always wanted to participate. In November, "Ad Day" was brought to York University by Canada's Next Top Ad Exec and the New Marketing Students Association; it was a one day advertising crash course. After working closely with the Top Ad team to plan Ad Day and attending Ad Day, I began to discover how much this competition had to offer,

so this year, my partner, Matthew Sison, and I decided to enter the competition. The competition is carried out in three phases. The first phase is the elevator pitch, where you pitch your idea in 2 pages. This year, the brief was about the all new Corvette Stingray C7! If you make top 25, the second phase is a full strategy report, which

and I were fortunate to have the guidance and advice from Professor Strebinger and Professor Rusetski throughout the entire process.

Phase one was a lot of work. Numerous hours were spent laying out all our research and ideas on whiteboards, trying to put together our phase one submission. We spent about a month conducting research

(primary and secondary), it was not until the final week before the phase one submission was due that our final idea started coming together. Two weeks had passed since we submitted phase one, and the long awaited results

CANADA'S NEXT TOP AD EXEC EXPERIENCE

BY: AMANDA LEE

is 15 pages. After submitting phase two, if you make top 10, you move on to the final presentation round. Matthew and I were excited to get started, so we started right after finals were done in December. Although phase one was just a two page pitch, it involved a lot of research. Matthew

were finally here. Matthew and I were ecstatic to receive an email saying we had made top 25, out of over 230 submissions! Phase two was a lot more work and required more depth to our idea including positioning, primary/secondary

research, media strategy, creative examples, and budgeting. Phase two really encompassed my entire marketing experience at York. I found I was utilizing my knowledge from all my marketing courses including market research, brand management, marketing strategy and e-marketing. Unfortunately, Matthew and I did not make it to the next round, but the experience itself has been the best reward and we are very thankful to have made it this far. A great part of the experience was that through each phase, we received feedback about our submission from the judges, who were marketing professionals. Thanks to New College and the School of Administrative Studies, Matthew and I had the opportunity to attend the closing ceremonies for Top Ad. It was interesting to see the top 10 presentations, seeing their strate-



FIGURE 1: YORK UNIVERSITY AT CLOSING CEREMONIES

gies and ideas, and networking with different marketing professionals and industry leaders.

Not only does the competition offer real, hands-on experience, it provides exclusive internship opportunities for the top 25 teams. The top 25 teams can apply for internships at Canadian Tire, McDonald's, Chevrolet, and Pepsico. I had the opportunity to get interviews with Canadian Tire and McDonalds,

which would not have been possible if it wasn't for Top Ad. As a soon to be marketing graduate, this competition was definitely the cherry on top for my university experience. It was great being able to apply all that I have learned at York from the past four years, into a real, hands-on experience.



s someone who works full time and

attends school part time, I know first-hand how hard it can be to stay organized. On top of being organized, most of us want to be more productive as well. Whether it's making it on time for a meeting, or submitting a final paper, we could all use a helping hand. That's why having the right resources, at the right time will make things a lot easier. Having those resources in the palm of your hand, makes it that much better.

Free and accessible technology is definitely taking over. Both Android and iOS devices offer cool and interesting apps that'll help make you more productive. One app which is growing in popularity is Evernote. At any point in time, it helps you remember anything and everything that happens

in your life. It can be used to take notes, save webpages, create lists, and attach images and PDFs. Furthermore, Evernote has the ability to synchronize information between devices. For example, it'll sync your MacBook with your iPhone and vice versa. Dropbox is another free app that can save you time and money. Dropbox is available on

account. You can use Dropbox to upload pictures, view documents, and modify or delete files. Last but not least, the Wunderlist app. This application offers the easiest alternative to create, manage, and share your daily to do lists. It's great for setting yourself deadlines, and for keeping track of your assignment due dates. Wunderlist also

allows you to share your list with colleagues and friends. By doing this, you can collaborate on anything from team projects to group outings. So there you have it! Three simple, accessible, easy to use apps that are sure to make you a

Mac, iPhone, and Android devices. It acts as a USB device and allows you to fully back up any documents without using external hard drives or USBs. All you really need is your smartphone. A virtual folder is created so that you can store and sync your files with your Dropbox

lot more organized and productive. All of the applications mentioned in this article are available for free download on your iPhone, Mac, and Android devices through the App Store. ***So, no matter where you are, or what device you're using, you'll always have access to your files.***

PRODUCTIVITY:

APPS THAT MAKE SCHOOL, WORK, AND LIFE EASIER

BY: MELISSA MARTINS

The use of Social Networking

has become a part of our daily lives. Whether it's Facebook or Twitter, we use social networks on a daily basis. Some students may be in their final year and so, they may be looking for an internship or employment at a firm.

What better way to connect with someone working in the industry than through "social networking"?

LinkedIn is a website for professionals to network in a professional manner. Let's start off by going through the process of

creating a LinkedIn profile, and also highlighting some of its benefits.

First of all, if you are the type of person who thinks social networking is not for them, you should give LinkedIn a try. LinkedIn will help you build an online profile with a

professional identity that's different from your Facebook account. Moreover it's an easy way to put yourself out there and to build on an identity that will benefit you in your professional career even after you've graduated.

Once you have created a profile it is better to network

caught by surprise when you find out your friend's work experience, and the connections they have. You may find that the company you have been trying to get a job with already employs one of your friends.

Okay so you have created a profile, and you have connections. The next

question probably running through your mind is "How does this help me find a job?" Have no fear LinkedIn is here! Even though LinkedIn is well known as a networking tool that allows you to connect with people and companies,

LINKEDIN

BY: NIDA SEHAR

and connect with those that you already know. However, you should make sure you are not adding all your friends on LinkedIn because you want to keep in mind that this is your professional network. You're trying to build a network of professionals and not a list of friends you like to party with. You may be

and allows them to view your profile or a mini resume and contact you, there is also a page available with jobs. This page allows you to search jobs in whatever field you're interested in.

The jobs are listed by Managers and recruiters, that's why it's best to keep your profile updated and make as many connections possible with the company you might be trying to get a job in. You can apply for the jobs through the page or contact the person that posted the job directly by messaging them. This will not only show that you are highly interested in the job, but it will also put you in a better position depending on the skills and qualifications required.



Since Social Networking plays an important part in our lives, companies tend

to look for candidates via social media. If you have created a good professional profile, you will most likely have a higher chance of attracting recruiters.

Smartphones may also help you stay connected with your professional social network. Similar to Facebook, you can also set email alerts to receive notifications of jobs, groups or updates on a person you may be following. The LinkedIn app is available for download on most smartphones. This helps you stay alert to any job that you may be interested in.



So it is about time you create a LinkedIn profile. Become a professional sooner rather

than later. You don't want to graduate and then start thinking about connecting with employers and looking into companies. Remember your time is now!



What are the Winter Blues and their Causes?

Those suffering from the winter blues fall into a state of depression which lasts until early spring. It has been suggested that low serotonin

levels, a chemical secreted by the brain which controls your hunger, mood and sleep, are the cause of this. During the winter months, the levels of serotonin transporters are higher. This suggests that serotonin transporters remove serotonin,

which results in a deficient supply of this neurotransmitter.

Small wonder we feel like this!

So what can be done? Well, let's first consider some common symptoms. If you can identify with two or more of these descriptions, it's time

for you to consider some alternative remedies.

1. *You feel passive and sleepy all the time*
2. *You're experiencing difficulty waking up in the morning*
3. *You find it difficult to concentrate (especially on simple tasks)*

OVERCOMING THE WINTER BLUES

BY: ALEXA LOPREIATO

4. *You have cravings for carbohydrates (something that you normally wouldn't crave)*

5. *You're finding it difficult to perform tasks that are normally enjoyable and simple to do*

The Canadian climate won't change but, you can. Try some of these tips to help rid those winter blues.

Light Therapy

Studies show that the more bright light you are subjected to during the day helps boost your

mood and energy levels. So try getting up early. Go outside or study by a window, even on overcast days!

Light Boxes

Although light boxes are not the same as sun light, they do release light rays that are similar to natural

light. They should not be a substitute for natural light but, light boxes can be used during the morning. It's recommended to use the light box for a period of thirty minutes to no more than two hours.

Exercise, Exercise, Exercise!

Those individuals who exercise regularly experience reduced levels of stress and depression. When exercising, endorphins are released signaling the brain to reduce the perception of pain. Working out for twenty minutes a day should be enough to treat depressive mood states.

Eat Well

Avoid foods that will decrease energy. In specific, this means foods which are high in sugar. Instead, you can substitute sugar with healthier alternatives like fruits. For

more energy, you can have meals with complex carbohydrates such as whole wheat pasta or brown rice.

Keep A Consistent Sleep Schedule And Get Enough Sleep

The majority of university students have a habit of going to bed late and waking up later. As mentioned before, we need natural sunlight to boost our mood. However, sleeping in late deprives us from the vital hours of sunlight. Especially during the winter months when the days are shorter. You'll want to expose yourself to the sunlight as much as possible during the winter.

What's more is that a consistent sleep schedule helps treat depression. Depending on the individual, approximately eight hours of sleep should be enough.

If you're feeling blue, and don't know what to do, you might as well try something new. Get active and beat those winter blues! If it's any consolation, think about this; if we didn't have winter, spring wouldn't be so great!

I OS Engineering Project Manager, Apple HQ (Cupertino, California)

- > **Graduated from York University with a Bachelor of Administrative Studies – Information Technology in 2010**
- > **Specialized in Business System Analysis**

Can You

Describe The Journey, And The Steps You Took To Get To Where You Are Now?

Oh god, you know it has been an interesting path. I've been fortunate enough that whatever work I've done has always been relevant to my passions and academics. At the end of my 3rd year which was in 2008, I was fortunate enough to get a 16-month internship at Blackberry as a Software Project Coordinator in the Operating Systems team. That position is where my real education and career started. I was lucky enough to have a wonderful mentor, Kathleen, who helped me shape

my career into what it is today. Her constant advise, wisdom, and knowledge helped me see things the way I could never have learned in books. After finishing my degree, Blackberry immediately re-hired me full time as a Project Specialist. Again, I was working on the Operating Systems team developing new prototype chips and new technology projects. After a year or so, I

ALUMNUS ARTICLE

WITH AADIL MAAN

decided to try my luck elsewhere. I was looking for change. I wanted to see the world and try something different. Given that I was still in my overly ambitious youth, I said why not try the best company in the world at that time. Even though deep down I would laugh "Ha, no way a company like that would hire me, let alone look at my resume.

I have absolutely nothing to offer". Luck would have it, Apple saw something in my skills and replied. After an extraneous 3 day interview marathon, I have now been at Apple for the past 2 years.

If There Was One Thing You Could Do Differently, What Would It Be?

Oh heavens, I wouldn't change a single thing. I am one of those lucky souls who ended up way ahead of what their life plan had outlined at such a young age. So, knowing where I am right now I wouldn't change a single thing. Just like the scene from *The Curious Case of Benjamin Button* where Cate Blanchett's character gets hit by the taxi, and Brad Pitt's character narrates that even the slight few seconds of difference could've resulted in multiple different conclusions. Where I happen to be right now, I wouldn't change it at all. It's just so humbling that often time I thank

whoever it is that is watching over me for such a wonderful career path.

What's The Single Most Important Thing You Learned Throughout The Years? In Specific, What's The One Piece Of Advice You Wish Someone Had Told You When You Were Starting Your Career?

Build your own experience. Students, guys, girls, it's frustrating having to walk out with a university degree and no experience. No one properly explains that you can actually build so much experience while in university. Join organizations, aim for the exec positions, volunteer, participate, and for heavens sake, ***DO NOT FINISH A DEGREE WITHOUT AN INTERNSHIP or COOP.*** I cannot stress this enough. I believe this should be mandatory for all degrees. If I was ever put in charge of York University, the first thing I would do is I would make coop and internships mandatory even for Philosophy majors. I think where I am today, all

started from that internship I did at Blackberry. These internships are not just for engineering and technology students only. If your program doesn't have an internship then go outside of your program. I would even say delay your graduation, it's totally worth it. Academics provide knowledge of what the real world is supposed to be like. But boy, you have to go find out what the real world is actually about. Trust me, you will not regret it.

I Noticed That You Said, "Why Not Try The Best Company In The World At That Time." Has Your Opinion Of Apple Changed?

Absolutely not. It has increased since day one and hasn't stopped. It is just an unbelievable learning journey I am on right now.

Is Working For Apple What You Expected?

Absolutely not what I expected. It is a much more than I expected. When they say it works

like a big startup, trust me, it does. The culture is extremely fast paced and data driven. I don't think a place like this exists out there. It is the legacy of Steve Jobs. There is a great quote by Steve up on the wall in on one of our buildings that talks about how when you do something great, just stop and go find something else to do great, don't dwell on it too much. I think that's what keeps our drive going, the next great thing to tackle. Sometimes it's evolutionary, sometimes revolutionary.

Unfortunately, due to Aadil's non-disclosure agreement, he could not tell us of any upcoming Apple products or innovations. I tried.

H *R Representative, Peel Plastic Products Ltd.*

> Graduated from York University with a Bachelor of Human Resource Management, Honours in 2009

Can You Describe The Journey, And The Steps You Took To Get To Where You Are Now?

I graduated at the height of the economic downturn, so entry level job opportunities in HR were limited. After taking a nice long vacation abroad, I came back to Canada and worked in a few contract and temporary positions, not in the human resources field. My big break came when I moved out of the GTA and took a position in an equipment manufacturing company as a HR Coordinator. In this role, I was exposed to many aspects of the HR function including recruitment and international HRM. I was eventually headhunted into my current role due to my exposure in HR and the manufacturing industry. I am currently working with a small HR

team and am heavily involved in recruitment, employee relations and health and safety. Our company continues to succeed and grow as an organization so I have been keeping busy!

If There Was One Thing You Could Do Differently, What Would It Be?

ALUMNA ARTICLE

WITH ABBIEGAIL TAN

I should have started looking for a full time position earlier - I started looking a month before my graduation. If I had started earlier, I might not have had as hard of a time finding that first HR opportunity.

What's The Single Most Important Thing You Learned Throughout The Years? In

Specific, What's The One Piece Of Advice You Wish Someone Had Told You When You Were Starting Your Career?

Hmm...I would say that being proactive is a very important skill to develop. Having the courage and motivation to do more than the minimum requirements will help in both university and beyond. While still in school students could schedule time with their professors after class to go over course materials or join a club related to either their chosen career field or passion. For job searching they could take advantage of career resources (like the university's Career Centre) and apply for internships in their field well before graduation. Being proactive tends to bring new opportunities.



BEFORE I GRADUATE

...
BY: MELISSA MARTINS

It took me a while to think of what I wanted to do at York before graduating. This is my first semester at York. I work full time so I'm not on campus that much and so, there's not much time for on campus interaction. If there were one thing I could do, it would be to try out for the York Cheerleading Team. I know it sounds juvenile, but I was part of my high school cheerleading team over ten years ago. Yes, I'm old. But, I absolutely loved cheerleading because it gave me a sense of belonging. It also helped boost my confidence at an age when I needed it the most. I developed strong friendships with my fellow teammates, which I am happy to say are still just as strong to this day. And now, at a time in my life where I am feeling lost and unsure of my path, perhaps adding some cheer will turn the negatives into positives.



BEFORE I GRADUATE

...
BY: MORIN MARIAMPILLAI

Before graduating at York University, there are plenty of things a student can make goals towards or accomplish. For me, it would be volunteering at a big York event or something on campus. For example, the PanAm Games next year. Also I'd like to be able to eat at every food establishment at York at least once. I'm not even half-way there, just barely started. Lastly, I'd like to figure out which is the best place to eat, not counting my favourite fast food place Wendy's.



BEFORE I GRADUATE

...
BY: ALEXA LOPREIATO

For those craving something sweet visit Qoola Frozen! It is a frozen yogurt place for every student to relax. Also, for those seeking a more visual activity, the art museum in

Accolade West is the place to visit! About every month or so, there are new exhibits to be seen that are produced by some of our talented art students. You don't want to miss these extremely breath taking exhibits!



BEFORE I GRADUATE

...
BY: JENNY SHIN

One thing I need to do before I graduate from York is to explore all the buildings. York has a huge campus with an interesting variety of buildings. I wish I could find a quiet, relaxing place on campus. Preferably without anyone nearby.

York University alumni share their success stories and offer their advice to students and recent grads.

Gina Conte

President, FT Ross Ltd.

> Graduated York University with a Bachelor of Administrative Studies in 1993

> Completed her MBA at the Schulich School of Business in 1996

Can you describe the journey, and the steps you took to get to where you are now?

I think my career really started after completing my MBA. Prior to that I held some marketing roles in very small companies. In 1997, I joined Reckitt Benckiser as an Assistant Product Manager in marketing. My marketing career then progressed through different roles in different companies including Church & Dwight, Kraft Canada, and Clorox Canada. At Clorox, my role changed to one of General Management, leading the Glad (trash & food storage) business unit.

I was married just out of high school so my life was different from most people in that I started work and soon after a family. I always had done well in school prior to that and had higher hopes for myself. I credit education as the first important thing that helped me get to where I am today. The fact that I was able to study part-time was critical for me. I would not have been able to go to school full



WHERE ARE THEY NOW

WITH GINA CONTE



time because I had other obligations like taking care of my family.

If there was one thing you could do differently, what would it be?

I'm not sure I would have done anything differently. I think the experiences I've had have shaped me into who I am. Perhaps if I'd gone to school full time I would have pro-

gressed faster but, it wasn't possible since I had to work and had small children.

What's the single most important thing you learned throughout the years? In specific, what's the one piece of advice you wish someone had told you when you were starting your career?

Network. Skill and education will only get you so far but, it's the relationships you build that really count in your career. Negotiate better, be more aggressive, above all be confident. Also, I was pretty unaware of what careers were out there and which companies were the best to work for in terms of growth and potential. In the final years of my MBA program, I finally understood the importance of this from the younger students enrolled in the program. A mentor relationship would have been invaluable for opening my eyes to what was possible.

You're
in front
of your
computer,

you're upset, and you're looking at your empty screen. You've been trying to write an essay for nearly four hours and yet, your Word doc remains entirely blank. The essay is due tomorrow, and you really need to get it done

ASAP. You're cursing that you have so little time, never mind the fact that it was assigned a month ago. You really get down to it by opening up a new tab. It's time for a little research. Actually, now you're on Facebook.

You scroll through the news feed, and as you take a glance at the time, you're filled with guilt. It's been more than 20 minutes, and it's now midnight. From this moment on, you have exactly 23 hours and 59 minutes to

submit the assignment. As you're typing, you stop to read what you have so far. Staring back at you is a tiny little paragraph. It's a 1500 word assignment and you have an impressive, jaw dropping total of 46 words. This is sufficient enough progress for you to open up another tab, and login to your YouTube channel. Ellen DeGeneres videos?



PROCRASTINATION

AND ITS MANY DIFFERENT FORMS

BY: JENNY (JIYUN) SHIN



Check. Movie trailers? Captain America can't come soon enough! Check. Make-up tutorials? Check. And after what seemed like a few videos, ultimately translates into a few hours on YouTube. You close your browser window and get back to writing your essay.

It's time for an update. You check the time and now, 20 hours and 34 minutes remain till the deadline. If you want to finish an assignment, an all-nighter is essential. What would an assignment be without an all-nighter? So in the middle of the night, you manage to write another tiny paragraph.

In the end, you just add the tiny paragraphs together to make one not so tiny paragraph. Baby steps. Suffice to say, you're bored again. So, you login to Netflix and start browsing for movies. While watching a movie, you manage to add some material to your essay. A

couple of movies later, you're at 900 words. Suddenly, the sun is out and you need to get yourself to school. You attend your lectures, take some notes, make a few comments on Facebook, and before you know



it, class is done. Now you have a two hour break in between classes. Despite being notorious for procrastination, you spend your time efficiently. You have got to finish that essay. But wait, you've got a smartphone. Instagram (App), Compulsive (Game), Snapchat (App), and Yelp (App) are too tempting.

Thanks to the very helpful Yelp app, you found a great Chinese restaurant near campus. Before you're done eating your last spring roll, you realize it's almost time for class. Cheque please! Fast forward and now it's T minus two hours before the submission deadline. You still need 200 more words. You type away furiously, only to take a moment to read your favourite blogs. With fourteen minutes to spare, you submit your assignment on Moodle.

How do you avoid procrastination? Get rid of anything that might get you distracted. Turn off your smartphone, and make sure you don't open up any new tabs. Stay focused on the task at hand. If you need to, find yourself a quiet workspace in the library or someplace that encourages you to do some work. After you're done studying or writing your assignment, you'll have lots of time to read articles like this one!

WINTER WONDERLAND - NEW COLLEGE FORMAL 2014



Understanding yourself - the key to building strong relationships

Building strong relationships can be one of the most important skills a person can have. It could be with colleagues at work, friends or family, regardless of

who it's with, people skills are needed everywhere. Learning how to communicate early on at university could greatly help anyone be successful at school and in life. What are the keys to building strong

relationships? First and foremost, it's important to understand what you expect to give and receive when communicating with other people. Any conversation is always a two sided road, and the

relationships are always built from both directions. One of the common issues that lead to unsuccessful relationships are unfulfilled expectations. Some people expect others to act in certain ways and when things do not happen as expected, they get disappointed and sometimes offended. Another mistake that people often make is trying to get

All people are different



All people are different, some really like to play music, and enjoy sound, others like to draw, enjoy beautiful scenery, other people like to play sports or go out, and some prefer to stay at home.

Understanding the basic desires and interests of the person you are

trying to build a relationship with puts you ahead of the game, and makes your communications more interesting and valuable.

To be able to understand other people well, you first need to understand yourself.

RELATIONSHIPS

BY: ALEKSANDR KUTERNIN

the most benefit from another person, without trying to give anything return. Over time this does not lead to strong relationships, instead they weaken and fall apart.

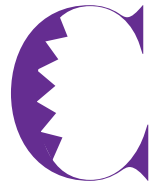
Think about the things you like to do: working, playing sports, reading, or drawing. Very often, we do many things that do not resonate with our inner desires, but are a result of our childhood and past experiences. Doing what you love is one

of the best things that can happen to a person, because it increases the chances of success and brings some inner meaning to your personal life. And this state resonates with others, they feel it, and many new opportunities to make new connections and friendships arise.

Experience

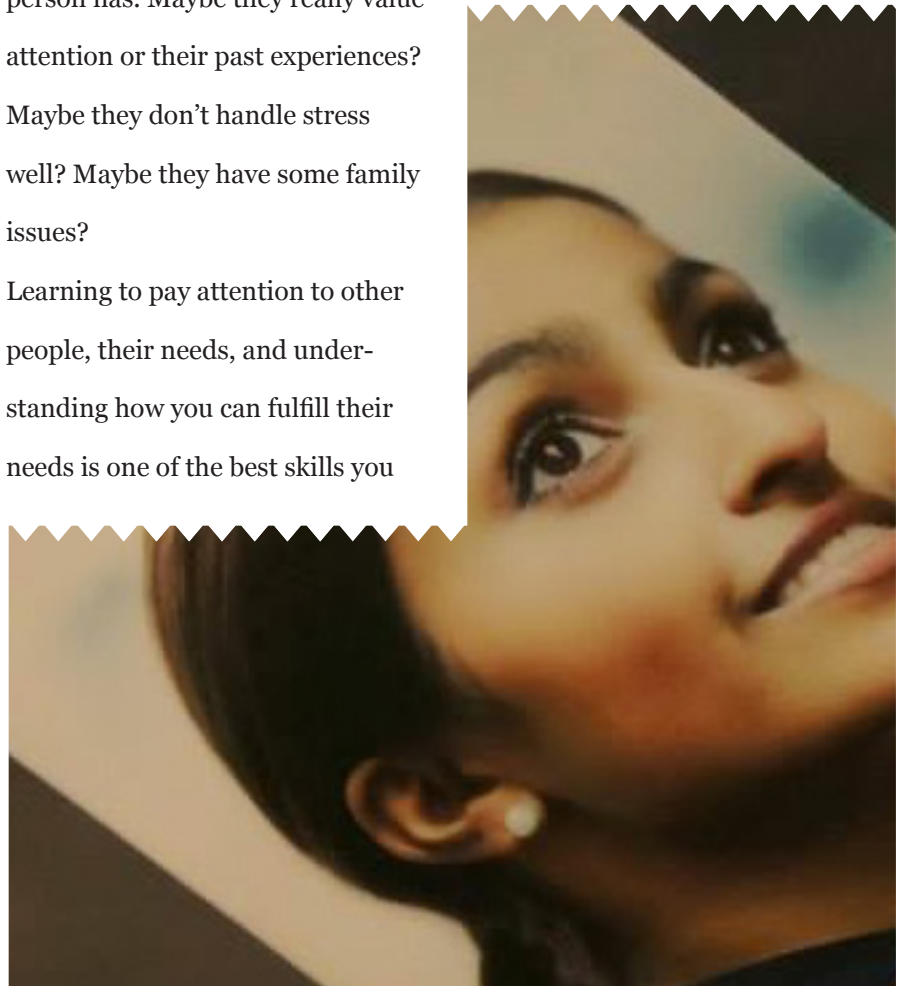
Experience, in university can be difficult sometimes, and to transition from school or being an international student can be quite stressful. Being in this situation gives you some good opportunities to build strong relationships as well. You can find new friends with people who go through similar experiences. This gives you something in common, and sometimes these friendships and relationships last for a lifetime because they have a strong foundation based on sharing similar experiences. Use it to your advantage.

Conflicts



Conflicts are normal and are a part of life. Most of the time they happen because of a misunderstanding or because of a stressful situation. Unfulfilled desires, expectations, lies, and many other things happen. By understanding that everyone is different, and realizing differences in character can help you avoid similar situations in the future. Take some time and find out what values another person has. Maybe they really value attention or their past experiences? Maybe they don't handle stress well? Maybe they have some family issues? Learning to pay attention to other people, their needs, and understanding how you can fulfill their needs is one of the best skills you

can have. Whatever you will do in life, you will always be around people, and these skills can always be put to work. Learning about others is an interesting process because the more you know about other people, the more you can see the different skills that they have and the better you can understand them. After all, communication should be fun and interesting, the more you know about yourself and others, the better your chances are of building strong and lasting relationships.



When does the commercial Christmas season start for you? Is it

after Thanksgiving? After Halloween? The first day in December? When do you realize the malls suddenly transforming into wreaths, brightly coloured ribbons and bulbs illuminating the night? When does that real or ready to decorate tree pop out from your basement? If you live on campus and/or barely noticed the change, New College facilitated the event to kick off that holiday spirit on Saturday, November 30, 2013.

It began with an afternoon in the distillery district's traditional and charming European-style Christmas market. It is a true jewel hidden in the heart of Toronto. Despite the cold weather, we braved our way

through to find unique and hand-crafted products, traditional folk dancing, carolers, food stands with a large variety: Belgian waffles, meatballs, perogies, poutine and apple cider... Is your mouth watering yet?

hundreds of people at Toronto's official mark of the start of the holiday season at the 47th annual Cavalcade of Lights at Nathan Phillips Square.

If you have never heard of this event, here are a few things you can expect from one of the best events downtown:

- > Canadian artists performing
- > Lighting of the Christmas tree
- > Ice skating under the night sky (fee for rental of skates)
- > An incredible fireworks display to end the night with a BANG

CHRISTMAS MARKET & CAVALCADE OF LIGHTS

BY: ALEXANDRIA MOTTLEY

Since you will have to wait quite a few months until this event market opens again, we won't tease you anymore about it and rather switch gears to the second part of our holiday adventure downtown. This consisted of joining



Performers this year included pop artist Tyler Shaw, rising star Cold Specks, award winning R&B and soul singer Divine Brown and Grammy Award winner Carvin Winans. The crowds stood in awe watching the spectacular light show. The celebrations continued with a concert featuring electro-pop artist Diamond Rings and DJ Dopey. What more could you ask for from a free event?!

That wraps up the description of our holiday event. Hope 2014 has been treating you well and that this article has sparked some ideas for how you will kick off your holiday season in 2014 (despite it seeming far, far away). The Christmas market usually lasts about two

weeks and you can find the dates for this and the Cavalcade of Lights online, so check it out! On behalf of the students who did attend the event, it is definitely something you have to experience at least once in your life while in Toronto!

FIGURE 1: YORK UNIVERSITY AT CLOSING CEREMONIES



Like all students, everyone likes to eat.

And for those of us who are independent, living on residence, or just want to learn to make food at a cost-efficient price, here is an easy-to-make Italian appetizer known as bruschetta.

Yield: 12 servings

Ingredients:

- 1 loaf of bread
- 2-3 ripe tomatoes
- ¼ cup of grated mozzarella cheese (optional)
- 12 teaspoons of feta cheese (optional)
- ¼ cup of thinly chopped basil leaf
- 6 tablespoons of extra-virgin olive oil
- 4 tablespoons of minced garlic
- 1 teaspoon of pepper
- ½ teaspoon of salt
- Parsley (optional)

Equipment:

- Pizza pan/Aluminum tray
- Bread knife and a sharp knife
- Cutting Board
- Small mixing bowl
- Wooden Spoon
- Pastry brush

Steps:

1. Using the bread knife, slice

COOKING FOR BEGINNERS

BY: MORIN MARIAMPILLAI

the loaf of bread horizontally into 12 thick slices and place on tray/pizza pan.

2. Then using the sharp knife, dice the tomatoes as small as you can (cut into small cubes)

3. Next in a small mixing bowl, add the diced tomatoes, garlic,

basil, 4 tbsp. olive oil, and salt and pepper.

4. Mix thoroughly with a wooden spoon, then leave it to marinate on the side (or in the refrigerator) for at least 10 minutes.

5. While it is marinating, place the tray/pizza pan of bread in the oven and broil for 5 minutes or until the bread turns golden on the side

6. Remove the tray from the oven, and using the pastry brush, brush the toasted slices of bread with the left-over extra-virgin olive oil.

7. Finally, spoon the marinade on top of each slice of bread evenly.

8. (Optional) **Coat each slice** of bread with a sprinkle of mozzarella cheese or 2 teaspoons of feta cheese, then top it off with parsley.



Exciting times are upon us

as New College turns another year older!

Despite being the youngest college at York University, New College has seen a steady growth in its community and college pride since its inception in 2009.

200 first year students at Orientation Week 2013 in September. #NCOWeek13 provided incoming students with an opportunity to familiarize themselves with the University's atmosphere and make new friends as they began a new chapter in life. Events during the week included Academic Orientation, a Boat Cruise at the Harbour Front, a

those specifically affiliated with New College.



Fall 2013

all term witnessed a Frosh Revival week, where we hosted a Karaoke night at Michelangelo's, a games night at our lounge, and a visit to the Sky Zone for some action packed trampolene dodge ball!

We were glad to be joined by a lot of students as we delved into spooky caverns at Screeners for New College's Halloween event in October. In November, we raised awareness about men's health with our November Drive. At the end of the month,



ew

College Council (NCC) works around the year to contribute towards this effort and we have made numerous additions to our already diverse repertoire of Social Events and Intra-mural Athletics Program.

We are extremely pleased to present these highlights from the 2013-14 Academic Year:

#NCOWeek13

we started the year by welcoming over

Varsity Football Game, a backyard BBQ with our extended family at Pond Road Residence, an on-campus Carnival hosted by New College, and a trip to Canada's Wonderland! Students also had the chance to familiarize themselves with several of the clubs at York University and

we packed our bags and took over Montreal for a weekend to relieve some of the midterm stress.



NEW COLLEGE COUNCIL: 2013-14 RECAP

BY: NICK GANDOTRA



We also hosted cram sessions at the Atkinson building to provide students with a quiet study space as they prepared for end of term finals.

Winter 2014

New College likes to “Stay Frosty!”, so we came back full-force after the break with

Frost Week 2014. This is when we welcome incoming students during the winter term among other events. We finished the week with York University’s Annual Charity Ball at Casa Loma followed by some skiing and snowboarding action at the Blue Mountain weekend retreat. For the first time ever, NCC hosted a New College Pride Week! The Pride Week included a movie night at the lounge and Indoor Rock Climbing at Downsview Park. Students also got to sample foods from various countries at the Multi-Cultural Food Fair held during the week.

Winter Wonderland 2014

We ended the year with our Winter-themed Annual Formal at the Paramount Conference Centre.

This is a special event every year.

We chose this occasion to celebrate the achievements and contributions of our community members with an

award ceremony as we regale with some dinner, dancing and for the first time this year, a live band!

Intramural and Athletics Program

Our mascot, Ed the Eagle, had a lot of fun cheering for and supporting all the New College Teams this year. The Eagles Athletics Division has grown tremendously with an increased participation for every sport and an increase in the number of sports that New College contended in. Some of the sports that New College participated in this year are: Hockey, Basketball, Soccer, Volleyball, Swimming, Broomball and Cricket.

We had players come out and play Rage Dodgeball tournaments that ran overnight. Our two soccer teams faced off each other in the semi-finals and our Broomball team made it to the Grand Championship. We also had our all-girls Volleyball team complete an entire season for the first time.

Thank You!

We would like to thank you for your active support in making

this a very successful year in terms of community engagement and look forward to your continued involvement with New College in the years to come.

New College Council 2013-14

About the NFSA

The National Finance Students Association is a student-run organization, which aims to provide young individuals with career development opportunities in the field of finance. We strive to better equip our 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, we are 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 markets areas of finance and other industries ranging from consumer packaged goods to telecommunication. 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 repre-

Careers in Finance Workshop
Financial Modeling Workshop
Stock Pitch Competition
CFA Information Sessions
Resume and Cover Letter Strategies Workshop
Corporate Networking Night

Contact Us

For more information about our Club and Upcoming events feel free to like us on:

CONTACT INFO

EMAIL: info@nfsa.ca

WEBSITE: www.nfsa.ca

FACEBOOK: www.facebook.com/nationalfinance

NFSA

representatives from 20 different corporations which highlights the networking opportunities that attendees have to look forward to.

Our Office is located in the Office of The Master New College, in the Atkinson (New College) building in Room 140D at York University.

Past Events

Networking Strategies Workshop
Leveraging LinkedIn Seminar
Finance Interview Prep Workshop



The New Marketing Students Association (NMSA),

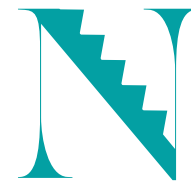
previously known as the American Marketing Association (AMA), is a student-run organization that was recently formed with the main objective of educating current business students at York University on the various aspects of the marketing industry.

The NMSA's main focus is to offer exciting opportunities to students who are interested in the Marketing field, as well as help them develop their academic and professional activities through hands-on experiences.

The NMSA has hosted a number of events, workshops, speaker panels and case competitions, some with collaboration with other marketing associations and companies, giving marketing students the opportunity to connect with industry professionals.

Over the past semester, the NMSA hosted a range of diverse events. In January, the team hosted a Career Centre Marketing Info Session presented by Stacie Verhaeghe (a Career Centre Internship program coordinator). This assisted students and attendees not only in understanding services offered by the Career Centre, but mainly the Business

the pleasure of re-hosting #MktStudentsTO 4.0 by collaborating with both the RMA (Ryerson Marketing Association) and the RCMA (U of T's Rotman Commerce Marketing Association). This event provided all students the ability to become acquainted and to network with fellow business and marketing students from around the GTA, from different Ontario Universities.



NMSA's final event in January, "Insight Into Advertising" was

hosted by Christian Mathieu (President of Open). This event was conducted by use of a case-based approach used to educate attendees on the advertising aspect of the marketing industry by addressing both marketing and strategic components.



NMSA



and Public Administration Internship Program offered to students in their third year (Marketing, Finance, and Management) before graduation. All students interested in this program should access the Career Centre page found through the York website.

Two other events were hosted during the same month. The NMSA had

Over the past two months, starting in February, the club was pleased to host its First Annual Case Competition by partnering with Toys 'R' Us. The first, second, and third place positions were awarded to

Shayanutha Thiyagarajah, Michelle Gupta & Jessica Wu and Hyunsoo Lee respectively.

To wrap-up the year, the NMSA hosted Alumni Networking Night on March 17th.

Emphasis of this event was placed on bridging the gap between York University students and alumni and was comprised of two parts. The first half of the event consisted of a panel of six York graduates sharing insight into their post graduate journeys, job search strategies, and providing students their personal insight into the marketing industry. The line-up included Mark Baltazar (Brand Spark International), Riaz Backer (Rouge Media Group), Valeria Rivera (The National Squash Academy), Anastasia Kedrova (Market Wired), Nicoleta Micle (Invasix), and Nigel De Souza (Campbell's).

During the second half of the event, students were given the opportunity to network with each of

these panelists.

Students interested in applying for the NMSA executive team for vice

president and director positions should **contact nmsayorku@gmail.com** for further information, as the recruitment process will begin



in April/May. Also, if students have any questions regarding club initiatives, they should contact the above email or attend our office hours

hosted from Monday to Thursday, listed on the club's Twitter/ Facebook pages.

Next year, students can anticipate similar events hosted this past year, such

as #MktStudentsTO and speaker panels, along with slightly newer offerings as well. Students interested in getting more involved in both the New College and York University community should consider the NMSA. The NMSA will provide students an opportunity to build an experiential and marketing skill set which will be useful in gaining a potential internship opportunity, and preparing them for the future of their professional careers.

CONTACT INFO

EMAIL: nmsayorku@gmail.com

WEBSITE: www.yorku.ca/nmsayorku

OFFICE: 140H ATK

The Human Resources Student Association (HRSA),

hosts professional development events that aim to give students the opportunity to learn soft skills outside of their academic studies. Our mission is to provide professional opportunities and resources for Human Resource Management and Business students who wish to develop their personal, professional, and social skills and experiences in addition to their academic experience.

HRSAs are a recognized student group at York University, known for being able to help students grow and develop, while inspiring them to find their inner potential through positive influence. Our strategy is to provide the opportunities for students to connect to the professional resources and information they need to develop themselves on a professional level through their own learning styles and preferences. This year we have

had several organizations attend our events to guide the students into the professional realm. We were very lucky to have LinkedIn, Monster.ca, Procter & Gamble, Le Chateau, the HRPA and of course our faculty members.

As another year wraps up, we begin to look back on the great year we have had. With



HRSA

As over 10 events and 300 attendees, we are very grateful for another successful year. Our aim is to initiate a strong academic & social network amongst students and faculty which will result in an environment that is receptive to sharing ideas and providing support for one another. The HRSA facilitates close interaction among its student members of

students, industry professionals, faculty, and alumni through a variety of career and social events.

With a strong alumni presence within our program, we

had an overwhelming outpouring of support from them this year. With over a dozen alums in attendance at our Alumni Mixer, we ended the year with a great networking event. We have passed several milestones this year including our 5 year anniversary as a ratified club and we surpassed over 700 general memberships. With this being said, we would like to thank everyone that has supported us over the years and has made our club as successful as it has become.

Cheers to the foundational years of the past and many more years of growth in the future.

CONTACT INFO

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WEBSITE: www.hrsayork.com

OFFICE: 112 ATK



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 executive and editions are published monthly. Additionally, we are developing a casebook, consisting of case based questions and the methods to solve said ques-

tions; 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) undergrad program is recognized as one of the premier

MCA

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.

The MCA is constantly looking for new students with a passion for Consulting to join our elite team. We encourage all students who are

interested in the lucrative field of management consulting and wish to actively pursue the career path to take their first step by joining the MCA.

For more information, please contact us at info@themca.ca or like us on Facebook and follow MCAYorkU on Twitter.

We also have office hours scheduled Monday to Friday at Atkinson, room 140 J, New College, The Office of The Master.

CONTACT INFO

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MCAYorkU

@MCAYorkU



The Atkinson Professional Accounting Association (APAA)

is a student-run organization that serves to encourage leadership, excellence, and professionalism in Atkinson 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 Atkinson Professional Accounting Association is by a quote from the great author J.R.R Tolkien where he said as the tale grew so did the telling. Hence, as the number of students enrolled in B.A.S majoring in accounting grew so did the vision of APAA. Today with a membership base of over 400 students, APAA is one of the biggest student run club at York University. Not only do students at York look

forward to hearing from APAA but also the auditing and assurance firms who get to meet brilliant students and future leaders through events held by APAA. With several recruitment workshops and information sessions such as, the annual CPA night and Spring Networking Night at Dave and Busters APAA offers great avenues for students to network with firms like Grant Thornton,

APAA

PricewaterhouseCoopers, Deloitte, KPMG and EY among many others.

This year, the convergence of the CMA and CA designations into CPA left students with many questions. Surely APAA couldn't be too far behind to help students during this transitional period. The annual AIM conference held during the fall

semester allowed students to speak with CPA representatives on a one on one basis to have any concerns they may have answered. For those who still have questions, APAA consistently holds weekly office hours for anyone to drop by.

APAA was also able to add another proud feather in their hat this year. With Winter Industry Night being held for the first time on campus, York students got a unique opportunity to network with CGA's who are working in different industries. Being able to do so gave them an opportunity to not only have their questions answered but also to build networks that will help them during their time at school and beyond.

To access all these great opportunities and 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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2014



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