



Entrepreneurship Is It In You?

A Feature interview with: sarah prevette,
founder of sprouter.com



New College VS The Raptors
Greed & Hollywood
A Day Out on the Town, For Cheap
& much more ...

EDITOR'S NOTE

Dear New College Community,

THE NEW BEAT would like to welcome its readers by first saying Happy New Year!

We hope you all had a restful and memorable holiday and that the beginning of a new decade has made you made you reflect and think about what you want to accomplish in the following decade. We would also like to thank all of those who supported our inaugural issue that was released at the end of 2009.

Here at the New Beat, we are constantly thinking of new ways to make the New Beat a much better resource for students to stay connected to the college. For this issue, we brought out our notepads, sketchbooks and a whole bunch of other materials to help us brainstorm for this issue. You can expect that we will capture New College life in a way that entertains, educates and promotes the student interest.

The theme of this issue is winter. Although there has not been much of a winter this year in terms of the level of snow, the winter is still a very important time for many of us, as it indicates that we have another semester to go before we get into the summer!

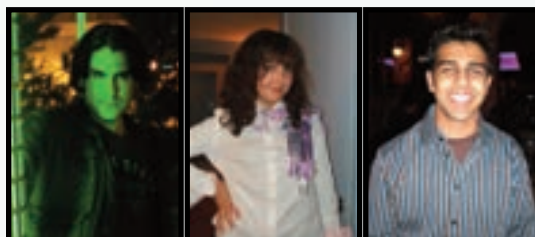
In this edition of the New Beat, articles on entrepreneurship and what it takes to own your own business are sure to catch your eye, while an article on some of New College's most dedicated athletes is sure to make you proud. The magazine will also make you aware of the latest events happening with New College and will inform you of what to expect going forward.

Everything seems to be getting brighter for New College and the New Beat will be there for every moment just in case you are not.

We hope you enjoy reading this issue. We had a great time coming up with the ideas to put together the second edition and we are sure that the magazine will keep you up to date, as well as provide good reading on your commute home ■

Sincerely,

Laksh Vig
David Alexander
Danielle Fucchansky



CO-EDITORS David Alexander,
Danielle Fucchansky,
Laksh Vig

ASSOCIATE EDITORS Weimin Yang

ARTS DIRECTOR David Tal

STAFF WRITERS Danielle Fucchansky,
Laksh Vig
David Tal

PROOFREADER John-Luc Picard

ILLUSTRATOR David Tal,
Weimin Yang

LAYOUT DESIGNER David Tal,
Weimin Yang

PHOTOGRAPHER David Tal

CONTRIBUTORS Lua Emilia
Ryan Pacht
Alex Lee
Nathan Schwartz

SPECIAL THANKS Marie-Helene
Budworth,
Michelle Fucchansky,
NCC Executive Team,
Sarah Prevette,
Moshe Lokshin,
Jon Kerr,
Eri Tzortzis
Mark Schwartz

CONTACT newbeat@yorku.ca

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New Beat



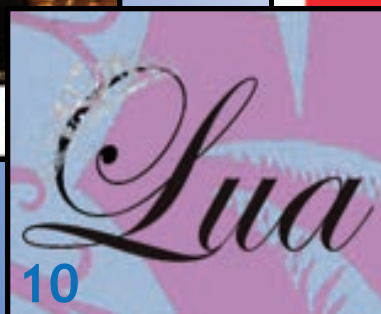
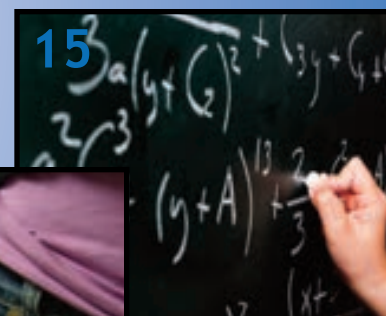
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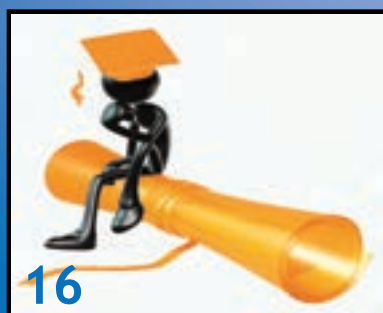
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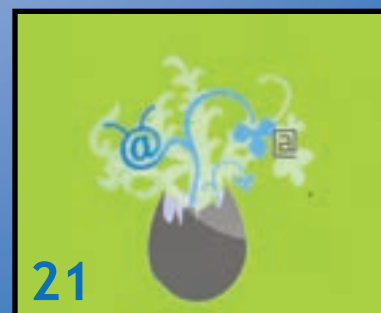
Columns



New College



Directory





Sprouter

A talk with Sarah Prevette

MANY STUDENTS IN university dream of landing a nice job when they graduate. They want a job that will offer a great starting salary, a job where professional development is encouraged and recognized and a job that provides them with self-satisfaction.

Other students meanwhile dream of having their own business. They want to be their own boss, they want to make their own hours and want to be rewarded for everything they do.

These students want to be *entrepreneurs*.

While many students dream of owning their own successful business, few of them venture out to do so because of the risks involved. It is a fact that 80% of new businesses close within the first year. And with an economy still recovering from an ugly recession, the chances that a student will take a risk and open up a business is very unlikely.

Still, some do find a passion in working for themselves and being the one to make the important decisions. As a result, they begin to execute their brilliant idea and open up shop. While some do not make it to their fiscal year, some go above and beyond.

York University students have the privilege of getting to meet and hear successful individuals speak and share their success stories at events and conferences. Many of them are from large corporations and well-established businesses. Who York students do not often get to meet are the business owners themselves: the ones who took the risks, invested

all of their time and money and the ones who can offer advice to aspiring entrepreneurs.

For you see, a business owner was also once a student who was thinking of an idea and how to market that idea. On Wednesday November 26 2009, Sarah Prevette, the founder of Sprouter (a website that “enables collaboration and networking between entrepreneurs globally”), came to New College to speak to students. She had a wonderful presentation where she answered questions, as well as gave students a chance to talk to her face to face. She taught them important lessons such as toughening up, especially in face of failure.

I also had the privilege of getting a chance to interview her. Here is what she said:

How did you come up with the idea of being an entrepreneur, as entrepreneurship is not a well-publicized profession and as it can be a ‘risky business to enter into’?

Entrepreneurship has traditionally not been an actively promoted profession. In Canada, there is a systemic culture of striving to be “number two”—a propensity to join larger companies, climb the corporate ladder and achieve success through direct reports and an executive title reporting to the president. The more visibility we can lend to innovation and innovators, to new start-ups, the more we will encourage entrepreneurship as a viable career choice.

What was your inspiration to become an entrepreneur?

I was incredibly fortunate to have had the opportunity to gain experience in a start-up while still a student. Learning first-hand under an exceptionally charismatic and visionary entrepreneur was a great initiation. Being submersed in an environment that fostered ongoing innovation, had a culture of unyielding passion and an ongoing sense of urgency was intoxicating. It was that first



SARAH PREVETTE is a serial entrepreneur in a classic sense. Upon graduating from school, soon after founded the online venture, Sprouter, of which this feature article discusses. However, she is also the founder of a variety of other ventures, including: RedWire (an online collaboration tool facilitating knowledge exchange between startups and business leaders), Social Mastermind (a volunteer run initiative pairing social media luminaries with charities to help causes build online market share) and regular networking events, such as Wired Wednesday, Sprout Up and Break Out Camp.

experience that gave me the desire and confidence to pursue my own ideas.

How did you come up with the idea for Sprouter?

Sprouter was born to overcome the traditional isolation of entrepreneurs and create an instant, plug-in network of support. Start-up founders leverage Sprouter for advice, inspiration and real time feedback on their business.

Do you have any advice to give University students who are interested in start-ups? I'd recommend that anyone interested in start-ups first gain experience working at someone else's start-up. The culture, uncertainty and hectic pace of a new business is not for everyone—try it on first and see how it fits before committing your life to it.

Internship can be an incredible foot in the door and beneficial to both parties—the student and the start-up. Resources are hard to come by in the early days of a company and a willing (unpaid) worker is happily accepted in most places. The intern benefits from hands on experience and the entrepreneur through having an extra set of hands to help.

Many people (especially students) want to run a business but are unable to come up with the start up

funds needed. What advice do you have for students in this position?

A number of programs, loans and grants exist that are meant to facilitate new business creation - they just tend to lack effective visibility. I'm continually amazed at the plethora of initiatives geared specifically at students. I would strongly recommend researching opportunities and

[T]here lies opportunity for a resourceful individual offering a timely solution.

speaking with not-for-profit organizations like the Canadian Youth Business Foundation (CYBF.CA)

What lessons have you learned from running your own business/what advice can you give now?

Start-ups are ongoing evolutions: constant iterations, tiny refinements and adjustments to pre-laid plans. Aim to fail early. Establish what your minimal viable product is and push to bring it to market as fast as possible. Get feedback before you even establish a prototype—build your product around true, established needs. Embrace failure as a process of progression, i.e. strive to fail early, fail often and commit to constant evaluation. Establish your key metrics, build a dashboard and hold yourself account-

able for the numbers.

What, in your opinion, are the advantages (or disadvantages) of aspiring entrepreneurs starting up a business during a recessionary economic climate?

A recessionary global economy means tighter budgets, longer sales cycles and a climate of fearful uncertainty. But, like with most issues, there lies opportunity for a resourceful individual offering a timely solution. Products positioned to save money for example, might particularly prosper in a recessionary environment.

It's worth noting that at the same that the economy has taken a hit, technology becomes cheaper and the cost of starting your own business has lessens. It is an unprecedented time in history to start your own company—leverage free online tools, tap into online networks of support and actively engage with your market.

The advice that Sarah shared with us was definitely invaluable and aspiring entrepreneurs should play close attention to what she is saying, as good advice on starting your own business is hard to come by these days

GREED IN MOVIES

HOW A CARNAL SIN IS SEEN THROUGH HOLLYWOOD

"GREED IS GOOD," a famous line uttered by Gordon Gekko, aka Michael Douglas, in the Oliver Stone movie *Wall Street*. It was also the line that stuck in my head on perpetual rewind as I attended the November 12th, 2009, lecture by Dr. Mark Schwartz, titled: *The Portrayal of Greed as Seen through Hollywood Movies*.

I sat in the classroom in Accolade East anticipating Dr. Schwartz's impending lecture. But my expectations about the lecture changed the second he started speaking.

Instead of what one would normally consider to be a class about business ethics; my curiosity was struck when relevant examples were shown about cases that happen in daily life, via movies that I watched as a child, such as *Matilda*. This lecture was a brilliant way to irk the interest of those who may be ignorant about the moral struggle people are faced with everyday.

Schwartz asked us questions about basic, intrinsic values that corporations respect, and sometimes disrespect, every day and how they are represented in popular movies. Schwartz constantly involved the audience, asking opinions and whatnot.

Following the lecture, I got to speak with Dr. Schwartz, who himself has been teaching ethics in the School of Administrative Studies for 25 years at York University. He also has a degree in political science and an MBA law degree with Osgoode; he got his PhD at the University of Pennsyl-



vania.

Quoting Dr. Schwartz, business ethics "relates to matters of the recent economic crisis, which is one reason for its appeal. Also, it discusses the recent scandals; those such as Bernie Madoff and Conrad Black. Learning about greed in turbulent times teaches us useful lessons."

Dr. Schwartz believes that, "Giving more lectures of this sort will hopefully aid the reflection on the importance of business ethics and seeing how greed can unfortunately lead to decisions that can harm others, such as the various corporate scandals and beyond awareness and reflection."

Later, he discussed his ability to bring across meaning. He believes that, "Showing short clips from movies is potentially better a way to reach an audience and generate interest in a topic, because many Hollywood movies contain business ethics or even greed." He even used the example of *Avatar*, which

just came out this year. He says that even though it's a Hollywood movie, it focuses on the "notion of greed and the extent to which that can lead to the displacement of natives to extract their natural resources."

I then asked Dr. Schwartz how exactly he was inspired about this topic of business ethics. He answered in a somewhat unexpected way. "(I) saw the movie *Monster's Inc.* on an airplane, and while acknowledging it's a movie meant for children, it had an appropriate message in terms of how greed can create unethical behaviour."

Lastly, Dr. Schwartz mentioned there are a few York University courses which deal with business ethics, including the Business and Society program, the Philosophy Department, as well as the Schulich School of Business. The School of Administrative Studies also offers a course that he teaches, titled "Business Ethics and Corporate Responsibility."

He also said that to get involved in business ethics, there are many student clubs, such as Schulich's student club which covers corporate social responsibility, offered for both MBA and undergraduate students. He says there is also a Business and Society student club, which relates to business ethics.

Dr. Mark Schwartz was nominated for TVO's best lecturer award ■

Danielle Fucchansky
Co-Editor

A close-up photograph of a hand holding a glowing incandescent lightbulb. The lightbulb is the primary source of light, casting a warm, yellowish glow that illuminates the hand and the surrounding dark space. The background is a deep, dark brown or black, creating a high-contrast scene. The hand is positioned in the lower half of the frame, with fingers wrapped around the base of the bulb. The overall mood is one of inspiration and innovation.

ENTREPRENEURISM IN A CLICK
What it takes to be an entrepreneur
and why now is the best time to
become one.

BY DAVID TAL, CO-EDITOR

IT'S SCARY OUT there. Graduating from university, students would hope to whatever belief system they holds dear that they'll be able to land a job within their chosen profession, to finally start their adult lives in earnest. But what if that doesn't happen?" they might wonder. What are my options?"

For many soon-to-be-graduates, the answer to this existential query is weighing more and more on their collective minds. And even with the economy crawling out of a recession, finding work—any work—remains a bloodsport. They will be competing with thousands of other new graduates and hundreds of thousands of other adult professionals for the jobs they want.

Pile on to this the fact that since the 1980s, since the rise of globalization, cost cutting trends have changed the rules of the game. Specifically, such movements as downsizing (reducing organizational size either through the number of employees or the number or breadth of departments); delayering (restructuring the organization to possess fewer levels of bureaucracy); outsourcing (getting rid of organizational functions to instead purchase them from external specialists); and casualization of work (part-time, flex-time, temp work, volunteer, etc) have led to a complete shift in how most view the concept of work.

Summarizing this shift, Professor Jon Kerr, a lecturer and coordinator of the management area in the School of Administrative Studies in the Faculty of Liberal Arts and Professional Studies, stated, "The employment environment today is fundamentally different than the environment 30, 40, 50 years ago. The idea of getting out of university,

getting into one stream of work and staying in that work until retirement, those days are long gone."

So what options are there? For some, taking action, taking command of one's life to create one's own opportunities feels like a welcome refuge from the thought of having to rely on the whims of external employers. This mindset is entrepreneurship at its heart and many young professionals are viewing this profession/lifestyle as a viable option upon graduation.

One such individual is Moshe Lokshin, President of the Entrepreneurship Society at York. Growing up in Israel, Moshe developed a strong background in computers, so much so that at 17 he decided to start his own business. To his surprise (and a great deal of luck he adds), his business, M.n.B. Computers Ltd, grew over three years to generate annual sales of approximately 3.5 million Shekels (950,000 CAN).

Sitting down with him, we discussed the lifestyle of the entrepreneur. Sure it provides the satisfaction of striking it out on your own and, if you're successful, a great deal of wealth, but is it for everybody?

Moshe grinned. Then with a Russian accent confessed, "(When I first started out) I had to sacrifice—initially it was a girlfriend, then friends, my high school grades were lower, all the things that I didn't know how to

balance with my business, how to manage into my schedule."

"You see, for entrepreneurs, you have to do everything, because usually when you first start out, you don't have the capital to hire anybody. ... Those things, how to manage your time, you're not born with them. It takes time to learn."

In the end though, Moshe confirmed that, for him, the pros outweighed the cons. "Entrepreneurship is my life."

The conversation then shifted to the qualities a young professional needs to succeed as an entrepreneur. "Generally, I would say (you need to) have dedication, persistence, discipline, adaptiveness and awareness. Things are always changing in the market place. You have to be prepared for uncertain situations. And you have to be alert. You have to keep up on the market, know who your competitors are and if they make a mistake, know how to capitalize on it."

But Moshe added that above all else, "I think that it is very important for entrepreneurs to be okay with failure, because it's there all the time. You fail and you have to stand up and keep on going."

If that last point hasn't scared prospective entrepreneurs off, then the next



likely question one might ask is, "Where do I begin?"

During the discussion with Professor Kerr, he pointed out that a good place to start is through networking. "Success in entrepreneurship is as much who you know as what you know or how innovative you are. On two sides, it helps you with getting the resources you need to get your venture off the ground ... and also, at the market interface, networking exposes you to different channels, new potential customers.

"All things together, it's usually the well-connected person who wins the game versus the individual without connections."

Kerr went on to explain how, in terms of lack of funding, there are also a variety of modest funding grants and loans offered by the government for young entrepreneurs (that is, if you can't get funding from family, friends, the bank, etc). Moreover, the importance is pressed for those students who lack experience, to "weave (entrepreneurship) into their education and choice of part time employment, (to expose them) to the entrepreneurial landscape (as early as possible)."

"But still,"
one

could say, "the costs seem to high. Starting a business, running a business, nowadays only the big corporations can do that. How can I compete?"

This mindset would have been perfectly valid and common only ten years ago. For many, the costs of starting one's own business, competing with the 'big boys' were staggering, not to mention the sheer amount of industry or legal knowledge one would need to obtain to ensure their business lasted past the first few years. But something arose this past decade, something which acted as a game-changer: the Internet Revolution.

You have to keep up on the market, know who your competitors are and if they make a mistake, know how to capitalize on it.

It seems quaint to say this now, especially with how comfortable many Gen Nexters are with the Internet. But that's the point! When one thinks about it, the Internet—and the Information Age it helped foster—has completely democratized almost every aspect of starting a new venture. And for those Gen Nexter's, currently in their 20s, they're the first generation to grow up with it, to know how to use it intuitively.

So why pay huge sums of money to market one's product or service on television or in newspapers, when one can do so for free (or next to free) online (e.g. Ebay or SparkFun) and in a much more targeted way?

Why shell out thousands in consultancy costs, when one can access reams of industry, legal, regulatory, pricing, logistical information, etc, for free online.

Why invest millions of dollars in owning manufacturing plants, warehouses, shipping fleets, etc, when one can organize online the outsourcing of a product's complete production to foreign countries like China (e.g. Alibaba.com: business-to-business marketplace), have it stored in a nearby warehousing company, accept payments for products online (e.g. paypal.com), then deliver one's products anywhere in the world (e.g. government or premium mail carriers)?

Even for those archetypal, DIY garage inventors, they can now down-

load free design tools like Blender or Google's SketchUp to create 3D renderings of their product, then purchase online the manufacturing equipment (which have fallen in price from the hundred thousands to a few thousand, e.g. MakerBot) they would need to build their products at home or in their rented space.

The latter is the approach Moshe is currently taking with his new venture, Up Entertainment. Started over a year ago, Moshe invented a new television screen system for condo elevators that will show video and advertisements to riders, but do so wirelessly instead of

using long bundles of cable, which is the industry

standard.

He programmed the software himself and, with a business partner, constructed a several prototypes of the screens, which were later installed (as a trial run) in a number of smaller GTA condos. With their success, Moshe has already contacted a Chinese manufacturing company to produce more of these elevator screens at much lower costs. If all goes well, he plans to soon shift his business into full operation, installing custom screens in condo elevators throughout the GTA.

In all, never before has it cost so little or been so easy to not only start one's own business, but make it survive and even grow globally. The only thing stopping most from doing so is the willingness to take risks and invest their time to pursue those opportunities they see in front of them.

For Moshe, there's one thing he would tell a young counterpart interested in trying entrepreneurship, "(It's) a lifestyle, not just a career. So what do have to improve most? Yourself. I am constantly trying to develop myself, looking for what I'm good at and what are my weaknesses and trying to improve on them.

"There is no stop. You can always be better, always continue, always improve, always explore other opportunities. It's like a never ending marathon■"

What Lua Says

Dos And Don'ts Of Wearing Winter Trends

By Lua Emilia

A LITTLE CONFUSED about the proper way to pull off winter trends? Lua Emilia saves the day with some inside advice. The season's trends have been worn in many ways, from the most eccentric runway lines to the most subdued retail concepts. But unless you're dressing for a magazine photo shoot, there are certain extremes to be cautious of when wearing the season's favourites.

Colour Me Beautiful

DO: Anchor your colour.

Wear a basic black or grey piece as part of a colourful outfit. Too much colour is distracting, and it might make you look like a parrot.

DON'T: Wear all black.

Add some gold jewellery, a bright pair of shoes, a waist-cinching belt or a cute clutch for some spunk.

Feathered Friends

DO: Fall in love with feathers.

Throw on feather earrings, put a feather in your hair or buy a purse with some plumage added on.

DON'T: Dress like poultry.

A huge feather on your hat will make you look like Robin Hood and a feather boa is the pinnacle of tackiness. Use small doses to pay homage to feathered friends.

Over the Top

DO: Dress up your outerwear.

Throw a necklace over top of your coat or sew on new shiny, metallic buttons to jazz up a plain-jane jacket.

DON'T: Try to make sporty look chic.

If I had a nickel for every time I saw someone with cute heels and a parka, I could buy the Marc Jacobs boots I've been coveting. Ladies, please, just don't do it.

Graphic Design

DO: Wear interesting designs.

Novelty doesn't have to mean a t-shirt with a huge Superman logo. Calligraphic writing or artistic drawings are easy ways to jazz up an outfit without the need for extra accessories.

DON'T: Be a walking billboard.

Fashionable women don't wear shirts just because some brand name is emblazoned across the chest in glittery writing. You must exemplify the look of the brand, not become an advertisement for it. Also, if you haven't already, please throw out any pants that have adjectives written across the buttocks.

Hair Handbook

DO: Keep hairstyles simple and low-maintenance.

nance.

A simple chignon or a tidy low ponytail will do the trick. A low maintenance coiffure will also leave people wondering how you make it look so easy.

DON'T: Overdo or under do your 'do.

A mountain of curls is severely tacky and will make you look dated. Underdone hair is just as bad. If you're in a real hurry, at least brush your hair back, and do not ever commit the most heinous of fashion crimes by using a scrunchie.

Hourglass Figure

DO: Love your curves.

We all want to look tall and lean, but we also want to have a feminine curve to our bodies. Waist cinching belts and skinny jeans are loved because they accentuate just the right curves in just the right places.

DON'T: Add extra curves.

Clothes that are too tight won't hug your body, they will choke it. Avoid looking like the Michelin Man and make sure that bras and waistbands fit properly. Don't squeeze into them. Clothes should sit just right over your skin and allow ease of movement.

Point of Focus

DO: Choose a focal piece for your outfit.

Whether it's an inventive neckline, a darling blouse or magnificent boots, pick a main piece and dress the rest of your outfit around it.

DON'T: Become the main exhibit.

If you try to add too many main pieces to an outfit, you will find yourself wearing a mishmash of looks and the overall impression will be ghastly. Keep it simple.

Fun with Fashion

If you love this season's trends, let them love you back by wearing them the right way. Remember that when done right, they shouldn't take away from the main attraction, YOU! Have fun experimenting with the styles. Play dress up and let your creativity flow, and you're sure to be rewarded with some great ensembles ■



beat@yorku.ca

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TEN THINGS I WISH I KNEW BEFORE COMING INTO YORK!

By Alex Lee, New Beat Contributor

1. Study Area. Bronfman Business Library is a good alternative to Scott and Stacie Library, if you are looking for a quiet place to study. Schulich, Health Nursing Environment (HNE), Technology Enhanced Learning (TEL) buildings also have designated study areas for students.

2. Textbooks. Refer to the Used Book stores online, sometimes brand new books sell for a bargain online. Also confirm with your professor to use the older editions for even bigger savings.

3. Courses. Prepare and plan courses in advance. There are specific prerequisites for some courses, so course planning is important. Talk to peer mentors and senior students about courses that you want to take for advice.

4. Clubs. There are great numbers of clubs that are associated with the New College for business and IT majors. They organize great events for you to network with professional from the industry.

5. Get involved. I highly recommend students to be active with clubs because you can A) Build your resume B) Enhance your soft skills C) Network with people in the

industry. Companies like to hire students who are active in their school.

6. Study Tips. Studying in groups is important because it gives you an opportunity to ask questions and get help, especially for quantitative courses.

7. Services. There are great services offered through the New College. Students can access Peer

Mentoring, Academic Advising, Writing Centre, and many others to improve your academic standings.

8. Career. If you are attending professional events organized by student clubs or Career Centre, dress professionally, and make a good impression. Focus on a small number of individuals, and follow up with them after the event.

9. Internships. Be aware of dates. Companies have deadlines for application forms, and there are hiring seasons for specific industries.

10. Enjoy. Do not forget to meet new people, and have fun. Make sure to add people from your classes and groups on Facebook and MSN, and keep in touch with them ■



New College VS The Raptors

By Laksh Vig, Co-Editor

ON SUNDAY NOVEMBER 22, 2009, 100 York University students went to the Air Canada Centre to watch the Toronto Raptors take on the powerhouse Orlando Magic.



The York Federation of Students had been selling heavily discounted tickets for weeks in advance for the game in both the lower bowl and upper bowl. The game also marked the first time Raptor fans got to see ex-Raptor Vince Carter in a Magic uniform. Orlando, who had been the favorite to win the game going in, opened up the game with poor shooting. The Raptors took advantage and had a double-digit lead early on.

The Raptors continued to play hard throughout the first half. Unfortunately, by the time the fourth quar-

ter came, Raptor fans witnessed the lead evaporate and saw their team trailing as the game came to a close.

Vince Carter—who started the game slow and was booed every time he touched the ball—took control in the fourth quarter, putting up a game-high 24 points. The final score was 104-96 and Orlando proved to the crowd in attendance why they are among the elite in the Eastern Conference.

Chris Bosh meanwhile, had a solid game with 22 points and 5 rebounds, but his efforts were not enough to stop the forces of Superman, a.k.a. Dwight Howard and Rashard Lewis, who both combined for 28 points and 16 rebounds in the game.

After the game was over, York students had the

o p -
portu-
nity of a
lifetime -
to play
against each
other on the Toronto
Raptors basketball court!
This amazing experience was
given to students thanks in large part to
the efforts of the YFS.

40 students, representing three different colleges at York as well as an outside competitive team, competed against each other for bragging rights as the top college in basketball. The colleges that





were represented were New College, Glendon and Founders. Unlike the other teams, the team representing New College was comprised of individual co-ed players who had never played with each other prior to the tournament. They battled hard and played their best in all three games, not going down without a fight.

Although they were not able to win the championship, they displayed good sportsmanship and were happy to have the chance to play on a real NBA court.

Glendon captured first place, with Founders finishing a close second. Although this is probably the closest that anyone who participated will get to the NBA, it was a great day to be a basketball fan ■





A Day Out on the Town ... For Cheap.

By Danielle Fucchansky, Co-Editor

IT'S READING WEEK. You're broke. What to do? Instead of maxing out your credit card, why not find out some cheap or even free ways to enjoy your break in Toronto or the GTA?

Luckily, there are a few categories of activities/places to visit that are cheap or even free; a rarity these days. These categories include: art gallery and museum visiting, skating and day and night life.

To start, there are two art galleries, which for a few hours during the week, offer free admittance. If you enjoy art of any type (modern, post-modern, classical, etc), then you may make the trip downtown worth your while. The Art Gallery of Ontario (AGO) offers free admittance to the public every Wednesday from 6-8:30 pm. It's located at 317 Dundas Street west; a minute away from St. Patrick station. Another art gallery, which offers an interesting, contemporary experience, is the Power Plant Contemporary art gallery. It has free hours on Wednesday as well, opened from 5-8 pm. It is located at 231 Queens Quay west.

Museums on the other hand, do not solely include art: their content can range from anthropology to fashion, so on and so forth. The Royal Ontario Museum is free for university and college students on Tuesdays. This is a place for everybody, as it contains many different exhibits and is very interesting. It is located at 100 Queen's Park, a second away from the Museum subway station. Another museum that's different from most, is the Bata Shoe museum (located at 327 Bloor Street west); perfect for the fashion lover. Thursday evenings from 5-8 pm, the museum offers 'pay what you can,' which would be around 5 dollars; being better than the regular admission of 12 dollars.

The next category is skating. There are a few arenas in the GTA, both indoor and outdoor, which have free skating offered, during the winter of course. One indoor arena that I know of is called Goulding, located at 45 Goulding Ave, off Yonge St. The other arenas, which are outdoors, are

Nathan Phillips Square, located at Dundas and University, Mel Lastman's Square, at 5100 Yonge Street, and lastly, at the Harbourfront Centre, 235 Queens Quay W.

Skating during the winter, whether indoors or outdoors, is the perfect free activity, because it combines exercise and leisure at the same time. You can go with your friends, co-workers, or your romantic other. Just a word of caution: not all arenas rent or sharpen skates, so make sure to borrow beforehand, or make an investment that is sure to last you a long time.

The next category is 'day life.' There is much to do downtown without paying a lot of money. Firstly, Kensington Market is an interesting place to walk around, even in the winter. There is a lot of bargain hunting that happens and is the perfect place to find something unique in one of the many kiosks. As well, the St. Lawrence Market is a diverse area, which offers different types of food to try at cheap prices.

The last category is 'night life.' There aren't many things that are cheap to do at nighttime; clubbing generally entails a cover charge, which might not be good for a budget. Something interesting though, is that on Sunday nights, Smokey Joe's has karaoke, which is free. It is located at 4899 Yonge Street. Gather a group of friends and have an excellent night, filled with song, for free (excluding drinks, which are not mandatory).

Something that should be added is that besides Reading Week, the YFS and other school organizations constantly sell cheap tickets to sports games and excursions. They also sell discount tickets to Famous Players and AMC theaters, and to YUK YUK's, so take those offers to your best advantage.

To end, I hope that all the readers take this information to heart; because besides studying during the break, we all deserve some time off from our hard work and why not celebrate with something which costs very little (even nothing)■

OPINION

Education or Regurgitation

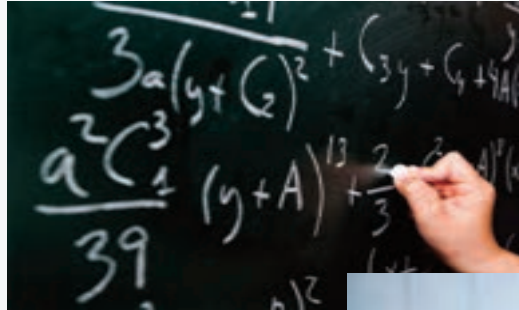
Nathan Schwartz, New Beat Contributor

AS I STROLL through the halls of the many monoliths at York University, I find myself grimacing when, without the intention of eavesdropping, I overhear fellow students discussing tests, grades and other things of that nature. The reason for this wincing is that their focus should not be on the tests and assignments.

On the contrary, it should be on the subject matter itself. They should be conversing about issues discussed in the lectures, when, in reality, they focus their attention on issues that have very little to do with advancing knowledge. This truly bothers me deep down and it is in no way the students' fault. It is the educational institution that they belong to that steers their minds off the contents of the courses and onto these, many times, pointless assignments. Let me make it clear that I am a huge fan of school. I believe that learning is a fundamental component to life that every person should endeavour. However, with the way the system is organized, the focus is on grades as opposed to furthering our intellect. I am not saying, by any means, that we should abolish assignments or tests altogether. There is some importance to evaluating our understanding of the course material. However, that's not what tests and assignments have become to mean. They have become the crux of York's current educational composition.

I, in honesty, am finding that I am

learning much less than I should be. This is not due to the possibility that the classes are not intriguing. Rather, it is because my mind is fixated on the essays and exams that I have to write as opposed to the course material. Furthermore, I have no qualms with essays as long as they give me the freedom to develop my own arguments and conduct my own research, which is exactly what all assign-



ments should be.

Instead, I have observed that the majority of the essays I have to write ask me to regurgitate what a single author said, which is anything but intellectually stimulating. Worse still, with the method that is being executed, I tend to forget most of what I have learned shortly after the course has ended. This, again, is due to the fact that the courses are not focused on learning.

By way of example, I will point towards one of the courses I am currently taking. When the year started, I was excited to begin ploughing through the course kit to read all the different opinions pertaining to the subject matter of the course. However, once the professor started pressuring us to begin working on our final essays, all feelings of enthusiasm vanished



and I was left with a sense of urgency to get the assignment done. I stopped reading the course kit, aside from the authors that I needed for the assignment and I stopped caring about the lectures because they were mostly irrelevant to my essay. What started off as a wonderful jaunt into the magnificent world of knowledge turned into a frantic, stressful run for the finish line.

This is not to say that all courses are of this nature. I have had a few courses (a very small few mind you) where the focus of the class was on learning as opposed to grades. In particular, I would like to mention Professor Len Karakowsky, who deserves all the veneration he gets. He is one of those diminutive few who keep the fire of furthering knowledge burning. Though there are more, they are but a

drop in the grade oriented bucket and that is a crying shame!

Our educational organization is in dire need of a revamping; a reassessment of its strategies. School should be about furthering intellect, not grades. It should be about critical thinking, not regurgitation. It should be about the excitement of learning, not the anguish of testing.

Until the appropriate changes are made, I don't think it is proper to call it an "educational institution," because it is simply not true. And though I specify York in this article, I am quite certain that there are many other schools out there that should heed this advice. ■

Academic vs. Practical Experience

By Ryan Pacht, NCC VP Clubs and Resources

Undergraduate students are committed to a minimum of three years of university to wisely invest in their future, but how should one best utilize this time in school?

Students will soon be competing in a highly saturated job market and it's essential to prioritize beyond a degree. How do you do that? Through practical experience. This can be a combination of volunteerism (like mentoring, student clubs, student council) or experiential education and work experience (like being an intern or employee). Students who utilize these options will have an edge on graduates, while maintaining desirable degree requirements.

Of the several benefits to attaining practical experience, the most important is the application of knowledge. This will in turn decrease an individual's study retention time by having applicable experiences relating to one's study. Exploring practical experiences helps guide students in the right direction in terms of finding a niche within ones program or alternatively result in pursuing alternative career options. With experience also comes networking and industry contacts that will increase employment opportunities and professional references.

A fine balance should be achieved in maintaining high academic grades and gaining practical experience. Personally, the work and voluntary experience I've received, while being a student, has been tremendous.

That said, I have made the error of off-setting this school vs. practical experience balance. I had an over-emphasis on the practi-



cal experience variable resulting in a reduction of the needed time to achieve my overall goal of a timely graduation. Over commitment with practical experiences also resulted in university becoming a secondary objective.

Below are some critical tips in managing the needed time management obligations with a strong positive work ethic.

*Academic Adviser's are ideal for guidance in taking the right courses (drop in appointments are available in the mornings).

*1:2 class to study ratio. Every hour of class is the equivalent of two hours of studying. The school recommended amount is 1:3 ratio.

*Attend all classes. Even if the class is recorded, distractions are minimized in class.

*Sleep is very important for memory retention and general alertness. 7.5hr is ideal while minimizing naps to 20 minutes.

*Take a full course load but consider spreading it equally over summer.

I would strongly encourage you to reassess your time and start now in differentiating yourself prior to graduation. University is a learning experience so I would recommend maximizing it by getting involved. Remember, opportunities are endless, but time is limited■



New College Council

Home of:

Administrative Studies
Human Resources
Information Technology

What is New College Council?

New College Council is here to represent students in the School of Administrative Studies, Human Resource and ITEC

What do we do?

New College Council is here to provide you with:

- * Professional Development opportunities
- * Academic advice
- * Volunteer opportunities to develop your career
- * Specific clubs and students organizations that tailor to the needs of your program
- * Outstanding social events, such as:
Frosh/Frost week, NCC Formal, Athletics and much more!

Where can I find out more?

Visit us at www.yorku.ca/ncc



NEW COLLEGE CONSISTS of six clubs that help define the college's culture and students. The purpose each club serves relates to employment, networking and, of course, having fun! Many students within the college are involved either through acting as executives of clubs or through membership registration. Nonetheless, it is important for everyone in the college to know what clubs are available to them and what resources each offer.

Here is a list and description of New College clubs:



-Atkinson Professional Accounting Association (APAA): The only club to keep the Atkinson name (for sponsorship reasons), the APAA is undoubtedly one of York's most proactive clubs on campus. With year round events and a constant membership base of 300 + students, the APAA shows no sign of slowing down. The main purpose of the APAA is to give students interested in a career in accounting, the opportunity to network with professionals. This is a valuable resource for anyone looking to pursue their CA, CMA or CGA designation.



-National Finance Students Association (NFSA): After undergoing rebranding over the last year, the NFSA has showed itself to be a successful club for new college. With insightful events such as the CFA Strategy Workshop and the Edward Jones Case Competition, this club has everything a finance student pursuing a career in finance would need. Their free, online publication, the Arbitrage, is very animated and shows the creativity and genius behind the club.



-American Marketing Association @ York (AMA): The AMA chapter at York is very connected to students on campus. Their interactive website, which has up-to-date information on the mar-

keting world, is an invaluable tool that allows students to have a better perspective on what is going on in the industry. Their ability to bring in top companies such as RIM, proves that the AMA brings the best for New College!



-Strategic Human Resource Professionals (SHRP): This club caters to students who are enrolled in both the BAs HR stream, as well as the BHRM program. With workshops that

(LVBS)

By Laksh Vig

provide knowledge on how to dress appropriately for different occasions, as well as a public speaking and networking workshop, this club gives HR students an in depth look at what their career options are. Students who are a part of the club also have the opportunity to hear addresses from keynote speakers and learn more about the CHRP designation.



-eSay: This club focuses on supporting students interested in entrepreneurialism, i.e. starting their own business. It's an open community club at York University that promotes and stimulates entrepreneurial activity and idea generation, development and implementation. This may involve activities and events, such as having guest speakers, panel discussions, club outings to events in the city, brainstorming sessions, etc. We also provide resources and tools to our members to be able to utilize in their own ventures (i.e. books, videos and mentors).



-ITEC Club: This club helps connect students in the ITEC program at New College with professionals from the Information Technology industry. With the constant demand for IT professionals in the working world, any student who is considering a career in IT will want to become a member of this club. Information on internship opportunities for notable companies, such as IBM and Oracle, is available for any student who's interested.

This club listing brings together both the academic and social aspect of new college. Any student who is looking to get a head start on their career, or who is looking to meet new people and obtain helpful contacts, should definitely consider joining any one of these clubs. Not only does it add relevant and impressive experience to your resume, but it also makes your university experience that much more memorable!■



American Marketing Association York University Collegiate Chapter

The American Marketing Association (AMA) is the world's largest and most comprehensive professional society of marketers. It's the only organization that provides direct benefits to marketing professionals in both business and education and services all levels of marketing practitioners, educators and students.

Benefits to new members include:

- Information sessions with speakers who provide expert insight into the field
- Access to exclusive events held by the AMA Toronto chapter
- Networking opportunities with executives from large companies
- Access to AMA's bi weekly magazine with the latest information from the marketing world
- Volunteering opportunities that look great on a resume!



Atkinson Professional Accounting Association

The Atkinson Professional Accounting Association (APAA) is a student-run organization that serves to encourage leadership, excellence, and professionalism in New College Accounting students of York University. The association was founded in May 1998 by a group of graduating students for the purposes of promoting New College's Bachelor of Administrative Studies in Accounting (BAS) program, aiding students and soliciting support from University faculty and potential employers.

Benefits to new members include:

- Access to networking events with recruiters from the Big 4 accounting firms and representatives from CGA and CMA Ontario
- Access to our website, which has useful information such as how to improve your resume and how to prepare for recruiting season
- Email notifications of upcoming events
- Possibly compete in external accounting competitions



National Finance Students Association

The National Finance Students Association (NFSA) is a non-profit, student-run initiative, that is currently partnered with all GTA universities, with plans to expand nation-wide in the years to come. Our goal is to provide our membership with the seminars, workshops, competitions and networking sessions they can use to develop their skills and character, two things that will provide our members with a distinct competitive advantage in the marketplace.

Benefits to new members include:

- Free online subscription to the NFSA Arbitrage Magazine
- Invitations to finance related seminars, workshops, competitions, networking events and more!
- Notices of employment and internship possibilities through our sponsors and affiliates.
- Be part of a national association and thus expand your contact list
- Gold members receive personalized NFSA Business Cards



eSAY is an open community club at York University that promotes and stimulates entrepreneurial activity and idea generation, development and implementation.

This involves activities and events such as having guest speakers, panel discussions, club outings to events in the city, brainstorming sessions, etc.

We also provide resources and tools to our members to be able to utilize in their own ventures - books, videos and mentors.

In short, we provide an environment for people to develop their entrepreneurial skills and make their dreams a reality.



Information Technology Club

The ITEC Club is a body of students in the Information Technology program at York University. The ITEC Clubs main goal is to form a social network of students within the ITEC programe, in order for them to help eachother, make new friends, and in general make their university experience a better one. The ITEC Club also aims to act as a primary liaison between the faculty and students in the ITEC program, in order to identify and communicate issues relevant to improving the education and social environment of ITEC students.

Benefits to new members include:

- Tutorials with senior year ITEC students for: assignment help, exam prep, general Q&A about courses or programs, exchange and/or selling of textbooks
- Provide students with past assignments and tests
- Hosts events with professionals from top companies
- Provide classes that are potentially worth credits.
- Learn about internship opportunities with top companies such RIM and IBM



Human Resources Student Association

The Human Resources Students 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 of York University. Its strategy is to develop, promote and help students to excel in the professional realm.

Our aim is to initiate a strong academic & social network, which will result in an environment that is receptive to sharing ideas and providing support. HRSA facilitates close interaction among its members of students, industry professionals, faculty and alumni through a variety of career and social events.

Benefits to new members include:

- An organization that caters to HR majors or those who are interested in pursuing an HR related career
- Events with guest speakers who offer advice on a variety of subjects
- Gain information on how to best pursue CHRP certification

Be Part Of The



New Beat

beat@yorku.ca

EMPLOYMENT: At present, we are **ACTIVELY** searching for new writers, illustrators and designers to work for the NEW BEAT, New College's student-run magazine. If interested, please send a cover letter, résumé (and sample of your work) to: newbeat@yorku.ca

SUBMISSIONS: The NEW BEAT welcomes submissions from writers and photographers. Please first send a query to the NEW BEAT's editors at: beatsubs@yorku.ca

LETTERS TO THE EDITOR: Suggestions for future issues? Kudos? Criticisms? The NEW BEAT welcomes letters to the editor. They must be signed by the writer and include city of origin. Email: newbeat@yorku.ca

EVENTS: If you are affiliated with the New College and are interested in promoting an event (that benefits New College students) for free in our upcoming issue, please contact: newbeat@yorku.ca

OTHER QUERIES, contact: newbeat@yorku.ca

LEGAL NOTE: All letters or pictures submitted may be published by the NEW BEAT, unless expressly forbidden by the sender. Names will be withheld on request. NEW BEAT cannot be held responsible for the return of unsolicited material. All submissions may be edited for punctuation, grammar, style and length. Not all may be published.



Directory

Club
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Information

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Club Contact Information

American Marketing
Association

Email: ama@yorku.ca

Website:

<http://www.yorku.ca/ama/>

Facebook: <http://yorku.facebook.com/group.php?gid=2207785685>

Office:

258D Atkinson Building

York University

4700 Keele Street

Toronto, Ontario

M3J 1P3

Atkinson Professional
Accounting Association

E-Mail: info@yuapaa.com

Website :
<http://www.yuapaa.com>

Facebook: <http://www.facebook.com/home.php#/group.php?gid=2728790275&ref=ts>

Office:

253 Atkinson Building

York University

4700 Keele Street

Toronto, Ontario

M3J 1P3

ITEC Student Association

E-mail: itecyork@gmail.com

Website:

<http://www.sit.yorku.ca/itec-club>

Facebook: <http://www.facebook.com/home.php#/group.php?gid=7685409573&ref=ts>

Office:

TEL 3058

York University

4700 Keele Street

Toronto, Ontario

M3J 1P3

National Finance Students
Association

E-Mail: info@nfsa.ca

Website: <http://www.nfsa.ca>

Facebook: <http://www.facebook.com/home.php#/group.php?gid=38798185613&ref=ts>

Office:

140 Atkinson Building

York University

4700 Keele Street

Toronto, Ontario

M3J 1P3

Strategic Human Resources
Professionals

E-mail: shrp.yorku@gmail.com

Website: <http://shrp.ca/>

Facebook: <http://www.facebook.com/home.php#/group.php?gid=12515551071&ref=ts>

Office:

Strategic Human Resources Professionals

253 Atkinson Building

York University

4700 Keele Street

Toronto, Ontario

M3J 1P3

York Business Network

E-Mail:

yorkbusinessnetwork@gmail.com

mWebsite: <http://yorkbusinessnetwork.com>

Facebook: <http://www.facebook.com/home.php#/group.php?gid=2263213033&ref=ts>

New College Contact Info

Shahiryar Asif

Club Support

shahir16@yorku.ca

David Alexander

Newspaper Co-Editor

da7385@gmail.com

New
Beat
Fall 09

**Club
Contact
Information**

Danielle Fucchansky
Newspaper Co-Editor
danirose@yorku.ca

Laksh Vig
Newspaper Co-Editor
lakshvig@yorku.ca

Weimin Yang
Newspaper Volunteer
wmyang@yorku.ca
wmyang189@gmail.com

Melody Yousefian
Student Success Program Assistant
ymelody@yorku.ca

Hameed Azeez
Career Planning Liaison Assistant
h.azeez@hotmail.com

Ameet Hurry
Alumni Connections Assistant
ameet.hurry@gmail.com

Christine Youssef
Peer Mentor Program Assistant
cyousef@yorku.ca

Lua Farnoush
Event Planner
lua@yorku.ca

New College Council
140J Atkinson
York University
4700 Keele Street
Toronto, Ontario
M3J 1P3
416.736.2100 xt.33572

**New College
Contact
Information**

**You
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York**

ncc@yorku.ca
www.yorku.ca/ncc

You @York

RO
Registrar's Office
All information about procedures, online student records, access to course enrolment and other services and information, such as petition forms, are available at:
www.registrar.yorku.ca
Bennett Centre

YI
York International
Programs & services for International Students & information about International Internships and Study Abroad Options
international.yorku.ca
108 Vanier College

The Career Centre
Free Career Support Services including individual advising, skills workshops.
www.yorku.ca/careers
202 McLaughlin College

Security & goSAFE
Security is important; be safe and aware - utilize free security & transport services to ensure your safety on campus.
www.yorku.ca/goSAFE
228 William Small Centre

eSO eServices
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Email: esohelp@yorku.ca
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SC&LD
Student Community & Leadership Development
Listing of Student Clubs & Organizations & host of community development projects like the Student Leadership Development Program
www.yorku.ca/scld
South 172 Ross Building

CDC
Counselling & Development Centre
Workshops for academic learning skills, confidential counselling & other services
www.yorku.ca/cdc
N110 Bennett Centre

ACMAPS
Atkinson Centre for Mature & Part-Time Students
Support and resources to meet the needs of all mature and part-time students
www.yorku.ca/acmaps
111 Central Square

SFS
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For all information about your Student Account, financial matters, OSAP and available Scholarships & Bursaries
www.yorku.ca/osfs
Located in Bennett Centre for Student Services

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S949 Ross

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students/petitions](http://www.yorku.ca/laps/council/students/petitions)
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Free essay tutoring services,
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Room 118 Atkinson

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Book appointments online
Room 103 Central Square

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E-mail: laps@yorku.ca
[www.yorku.ca/laps/students/
continuing_students](http://www.yorku.ca/laps/students/continuing_students)
Book appointments online
Room 150 Atkinson

Centre for Student Success
Great resource for information
and involvement opportunities:
Volunteer, attend workshops,
events and more.
Room 150 Atkinson
416-736-5222

PASS

Peers Assisting Student Success
www.atkinson.yorku.ca/pass
Atkinson Student & Alumni Rela-
tions(Stars) Unit
416 736 2100 ext. 33572
passprogram@atkinson.yorku.ca
www.atkinson.yorku.ca/stars/

The PASS Team
Auroosa Kazmi
Student Success Programs Co-or-
dinator
Master's Office, New College 140G
Atkinson
416-736-2100 ext 33696
akazmi@yorku.ca

Melody Yousefian
Student Success Assistant
[Melody.yousefian@atkinson.yorku
.ca](mailto:Melody.yousefian@atkinson.yorku.ca)

Farah Farhana
Student Success Assistant
farah2@yorku.ca
General PASS enquiries can be
sent to:
passprogram@atkinson.yorku.ca

Other Departments

More to come ...



New Beat