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The

Buzz

The Official Newsletter of SFU Business Students

Pam raves
about JDC
West

I am ...

BASIS

BUSINESS ADMINISTRATION
SIMON FRASER UNIVERSITY
STUDENT SOCIETY



Accounting Student Association
Simon Fraser University

Garett cares
for the
homeless



The International problems for young people to discover and develop their potential
AIESEC
FINANCECLUB
SIMON FRASER UNIVERSITY



BLAH

Justin
critiques
speeches



BLAH

Justin
critiques
speeches



SMA



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editor's note



February is a write-off. People lose fervour in their New Year Resolution (in my case it was fervour that foiled the resolution.) Midterms and projects eat away any spare time. Clubs are as busy as ever during this election/transition/signature event season. And I am searching for a replacement.

This month's issue is packed with goodness. We have live feeds from various prestigious case competitions; we have testimonies from exchange students on other illustrious schools around the world; we have the typical event hypes/recaps from clubs; and we have the odd articles that does not fit any of these categories.

Go ahead. Dig in.

- Henry L.
buzz-editor@sfu.ca
<http://www.sfubiz.ca/buzz>

THE BUZZ staff

question of the month: If you were a cartoon, which one would you prefer being?

Alina Anghel -- columnist

Allan Ly -- columnist

Amanda Chan -- layout designer
Shadowcat

Amin Ladha -- columnist/financial coordinator

Christine Chow -- columnist / promotional coordinator
Buttercup from Powerpuff Girls!

Eunice Koh -- chair
Brian Griffin

Henry Liu -- editor in chief
Alice. I've always wondered how deep the rabbit hole goes.

Jancie Chiu -- editor

Jane Fu -- layout designer
Sailor Moon or a princess!!! LOL

Jasmine Liu -- layout designer
Sailor Moon

Jenny Fei -- columnist

Joanne Chen -- layout designer

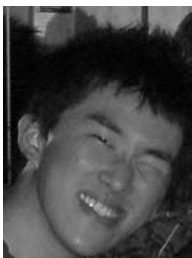
Shannon Chan -- editor

Shashi Selvaraj -- editor

Sibil Chan -- editor

Steven Chia -- webmaster

Reader's opinion



Shohei Kato

Goku, from Dragonball Z, he can do 10K sit ups when hanging upside down and in tripled G-force.



Sajeda Virji

Arthur



Jason So

Garfield because I admire his type of attitude, the fact he is his own boss and has complete control over his daily life.

JDC WHAT?!

by: Pam Hernandez

BASS, VP of Events



January 23rd to 26th, 49 SFU Biz kids represented our BBA in sport, social, debate and academic case teams at JDC West. The 2009 Western Canadian edition

of "Jeux du Commerce" (Commerce Games) was held in chilly Edmonton, with 608 delegates representing major business universities from Victoria to Winnipeg --plus four Ontario schools this year!-- ready for the competition and experience of a lifetime. Here's what four former Frosh Leaders (including three out of eight BASS execs) had to say about it.

Name: Jevta Lukic

Year: Second

Concentration: Marketing

Frosh Leader: 2008

BASS VP: VP Student Issues

JDC West Team: Social Team

Why JDC West? Fourteen of the top schools from across Canada, fifty passionate business students per school- you do the math! Need I say more? It's an absolutely amazing, challenging, wild, passionate, voice-losing, out of this world experience! It's an incredibly unique competition

that encompasses so many different aspects, but at the bottom of it promotes camaraderie and pushing yourself out your comfort zones! Amazing!

Most Memorable Moment: Being on the social team we got to do some pretty crazy things. From running around in freezing Edmonton and synchronized dancing in a pool at 5 AM, to gross eating challenges and snow-shoeing at the U of A campus - there was never a dull moment. I could write tales upon tales on those three days. I would have to say, however, that some of my most memorable moments had to be when one of the SFU teams would place in the top 3. That adrenaline rush and pure joy that you feel for your SFU teammates was absolutely exhilarating. I had never felt like that before! Oh the cheers we all sang, the wild screaming we all did, and oh the voices we all lost!

Words of Wisdom: There should be absolutely nothing stopping you from joining the JDC West 2010 team! Give it a try, challenge yourself, and grow. It's an experience that no little blurb could describe- as much as we try to! Experience it! If you have any questions about the crazy ride that is the Social Team- feel free to email me! jl115@sfu.ca

Name: William Trudeau

Year: Second

Concentration: Finance, MIS, Entrepreneurship

Frosh Leader: 2008

JDC West Team: Sports Team

Why JDC West? I wanted to get more involved with case competitions plus I love playing volleyball.

Most Memorable Moment:

Definitely playing California Kickball against UBC. The entire SFU delegation came out and we rocked our cross town rivals 9-1. SFU represented with amazing team spirit and gave us a huge lift.

Words of Wisdom: JDC West is a great experience and trying out for the sport and social teams are a great way to get started.

Name: Pam Hernandez

Year: Fourth

Concentration: HR, Marketing

Frosh Leader: 2007

BASS VP: Events

JDC West Team: Debate Team

Why JDC West? Why not?!

Having become friends with many on last year's delegation (after almost becoming a part of the social team!) and hearing all about their amazing experiences, I had been eagerly awaiting the 2009 applications. Within two weeks, I was shortlisted,

Continued on page 5



Team SFU charging into the opening ceremonies

JDC WHAT?!

Continued from page 4

interviewed (in a mock parliamentary-style debate against other applicants), selected, and up on Mount Seymour for a camping retreat with the whole team! A whirlwind of four months later, we were on our flight home from Edmonton after many team meetings, debate practices, a November dunk tank experience (“Chillin’ for Charity” at Convo Mall), Business schools’ spirit cheers, Janet Jackson medley dance practices, and getting to know and love my forty five teammates, our Godparent and Captains!

Most Memorable

Moment: Having a plethora of possible answers, I couldn’t pick just one. Here is an assortment (in no particular order):

1. Becoming ridiculously close with my three debate teammates. Love you guys!
2. Surviving walking around U of A in -31 °C plus wind chill at 5:30am
3. Apparently becoming another person during my Member of the Opposition speech during our debate against U of T (having half of the SFU delegation supporting us in the audience!)
4. Watching our polished academic case teams present with confidence and poise. So proud of you all!
5. Filming clips of our social team (Village People costume-clad) during their eating challenge and our sports team during waterpolo game
6. Screaming my voice away while celebrating four out of our ten case teams place in the top three!

Words of Wisdom: YouTube “SFU JDC West”, then see you on the 2010 team! Prince George, here we come!

Name: Mirko Suzara

Year: Third

Concentration: Marketing/MIS/
Finance



Team portrait in the hotel hallway.

Frosh Leader: 2007 and 2008

BASS VP: Internal

JDC West Team: Entrepreneurship, aka “E’Ship”

Why JDC West?

1. I heard way too many past competitors raving about how awesome JDC West is
2. I wanted some case competition experience under my belt so that I could later compete internationally
3. It was another chance to go to the lovely land of Alberta with a bunch of SFU’s finest.

Most Memorable Moment: From the tryouts to the retreat to the weekly training (early morning weekends of course), to the competition itself, it was truly an unforgettable experience! If I had to pick one thing, it would be

training with my “wizard-like” teammates Andrew Clements and Courtney Eng. Pure wizardry...

Words of Wisdom: Just do it. Make the leap, experience JDC West!

JDC West 2009 truly inspired innovation for Team SFU. Our team of 46 talented SFU Business students placed 5th out of 14 universities from BC to Ontario in this largest Western Canadian business school competition. SFU came out on top with first place in Business Strategy and Human Resources, and third place in Entrepreneurship and Marketing.



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2009
REPORT ON BUSINESS

A Little Healthy Competition

by Loren Aytona
CaseIT 2009 Marketing and Media Executive

Vancouver was certainly a-buzz with a few more visitors, as undergraduates from around the world arrived to compete at CaseIT 2009 Undergraduate MIS Business Competition. Boasting a number of 16 teams from across across the world, this growing event has picked up much global recognition since its first competition six years ago. On behalf of the CaseIT 2009 Committee, thank you to all competing universities, and see you next year!

For more photos and event details, please visit www.caseit.org

1. University of Bocconi are all suited up and ready to present!
2. CaseIT 2009 winners National University of Singapore deliver an award-winning presentation.
3. 2nd place winners Ryerson University take a little R&R after a gruelling competition day.
4. Why so serious? 3rd place winners Kwantlen Polytechnic University mugs it up for the camera!
5. Maastricht and Manitoba are in good spirits, even after their 24 hour deliberation period!



A Homeless Life is Not a Hopeless Life.

by: **Garett Senez**

SMA, Executive



As students of Simon Fraser University, we are called to be "Thinking of the World", yet far too often this mantra of self sacrifice gets lost amidst a cloud of self preservation.

Charity, it seems, is the first thing to be shed from our list of priorities in periods of uncertainty. Despite tough economic times, and perhaps even because of them, there is still much joy in giving.

I write this not only to remind you of your duty to help others, but also to advocate for the NoHome.ca campaign put on by the Student Marketing Association. Putting their marketing knowledge to work, SMA developed what seems to be a homeless shelter in the Convocation Mall to raise awareness about a real problem in Vancouver.

According to the website, there are over 1000 youth on the streets of Vancouver – that's roughly half the population of Business students at SFU. In association with Covenant House, students from all over Vancouver will be sleeping on the streets in an effort to help these youth.



This initiative is something easy, which any student can get involved in if they simply put their minds to do so.

There was a point in my life, where I would normally have just walked past the display in the Convocation Mall without much thought. It was not until I actually visited Covenant House and met the youth that I was full of such conviction. These youth are good kids; they just haven't had the same opportunities which we have been exposed to. When asked about the reality of the situation, Mark Savard, the Development Officer for Community Giving of Covenant House Vancouver told me, "These kids would rather sleep on the street than face the problems of living at

home".
Think about that.

I firmly believe that a passion for giving is the true pipeline to fulfillment. The true winners in life are not the 'go getters', they're the 'go givers'. They live by a code that demands they always give more than they take, and are in constant search for ways to add value to others - especially when it's tough to do so. I'm not saying that everyone reading this has to get involved with NoHome.ca, or even Covenant House for that matter. What I will suggest is that each of us incorporates more actions of self sacrifice into our daily routine. Remember, our thoughts become our actions, our actions become our habits, our habits become our character, and it's our character that becomes our destiny, our legacy.

Never underestimate the impact of even the smallest gesture on the well being of others. A tiny effort on your part can have a huge effect on the life of another. Make it happen.

The Sleep for the Streets Campaign put on by NoHome.ca will take place from Feb. 28th to March 1st 2009. Visit NoHome.ca for more details.

Garett can be reached at gls2@sfu.ca



Speech Etiquette

by: Justin Kruk

Student

By the time this article is published, the BASS elections would already be over and the winners announced. I missed many opportunities earlier in my university career to get involved in these extracurricular activities. One thing or another always stole my time away. I always kept up with the Student Affairs Office emails though. That's how I came to know of the BASS elections. I even had a brief urge to jump out of my shell and run for something just for the heck of it. Looking back, I am kind of glad that I staved off my urge. These first and second-year candidates have credentials I cannot hope to match.

But the election itself is not the subject of this article. Although I do not have any credentials in student clubs, I do pride myself on my years of debate and public speaking experience. So I want to offer some comments and constructive criticisms to all the videos that were posted for this election, and hopefully impart some of my experience to you. Before I begin, I just want to explain the title of this article. By 'speech', I mean all manners of speaking. So I will be talking about the individual speeches as well as the Q&A.

First thing, dress up. Business casual should be the minimum. Dressing up not only makes yourself look more presentable, it also tells the audience that you treat the occasion seriously. There is really no excuse here, especially since we are all business students here.

Second thing, practice the speech. I do not mean run it over once in your head. I mean actually practice. A mirror is good; so is a webcam. Practice specific gestures and intonations. Just a side note. It is not necessary to memorize the speech. In fact, I think forcing yourself to memorize actually puts a greater amount of pressure on your performance. Having the script with you

is not a bad idea. Highlight the longer passages so you can find them easily. However, never read off of the script. If you need to refer to it, stop talking, look down, find the passage, then look up, recompose yourself, and continue talking. If you are stuck in the middle of a sentence, wrap up the sentence with some generic phrase and then look at your script. The goal here is to make everything you do during the speech look purposeful. You will always forget things during a speech. But if you stay calm, only you will know that you messed up.

These are just some general tips about speeches. They apply to any type of presentation. If you have a PowerPoint instead of a script, the same etiquette applies. Never turn around and look at the projected screen. You should position your monitor to an angle so that you do not have to make a dramatic turn to look at it. Do not glance at the monitor for half a second and immediately look back at the audience. Look at the monitor for a full second; look back at the audience and pause for another second. This way it will seem like you put in a break on purpose. Time these well, and you can even build up the suspense.

Now the Q&A. The key difference between a Q&A and a plain speech is the interaction you get between you, your opponent, and the audience. So the first thing has to be manners. Offer to shake your opponents hand at the beginning and the end. By doing so, you are acknowledging your opponent, showing him or her respect. It will in turn garner respect for you. The first time someone asks a question, be sure to thank the person. And be sincere. The members of the audience are there because of their genuine interest in the organization and in your candidacy. Their questions give you a chance to showcase your qualifications. They are not there to trip you up.

When someone asks a question, be sure to pause and think about your answer for a minute. No matter how

easy the question is, take a moment to gather your thoughts. You will always answer better if you give it a second thought. Sometimes you will be given a specific period for deliberation. But even if you are not explicitly given a deliberation period, take that time out of your overall time limit for answering the question. The worst thing you can do is to start your answer and lose your train of thought after one or two sentences. Sometimes you will get rather arbitrary and abstract questions like "what makes a great leader?" It is not enough to simply describe your ideal vision of a leader. There is an implicit second part embedded into this question: "and how have you striven towards becoming a leader like that?" Make sure you bring your personal experience and struggle into your answer. Asking you for your ideal leader is as irrelevant as asking you for your thoughts on the post-modern minimalist movement in art. You need to turn it into something that more directly promotes you as the ideal leader. So, don't be fooled by the surface of the question. Of course, these tips are just as useful in any interview situation. Your ability to think up amazing answers in mere seconds will only come with experience. But these basic guidelines will help you get there much faster. I personally prefer the story-telling approach. Turn every answer into a story (because we have a very accurate name for ungrounded ideas and concepts: BS). You should not wait for the explicit cue from questions like "in your past experience, how have you resolved conflicts in a team environment?" Everything by default comes from your experience. So instead of summarizing the lesson learned, recount that entire lesson. You will have a much easier time building a rapport and convincing your audience.

If you want to discuss other aspects of public speaking and other speech forms, contact me at Justin.Kruk@gmail.com.

Cold Calling at Its Finest

-an interview with a Co-VP of Corporate Relations of AIESEC

by: Mel Chua
AIESEC

Do you ever wonder how the Business Co-op program, the Career Management Center, or AIESEC accrues the many job opportunities advertised on their online databases? In order to populate each of these job banks with the many co-ops and internships that you see available, there must be a team of people dedicated to continually making cold calls and marketing calls to various businesses.

To find out more about marketing calls and what the Corporate Relations department of AIESEC does for its members, I sat down with the beautiful and engaging Ruby Lin, one of the co-VPs of Corporate Relations of AIESEC SFU.

What do you do as VP of Corporate Relations?

My department facilitates one-on-one training for making cold calls and marketing calls. We also plan team bonding activities such as our Corporate Relations Retreat. As VP, I not only make sure day-to-day operation is going smoothly, but it is also my goal to build community and bond with the members in my portfolio.

What I want is to let them learn to develop opportunities for themselves.

What is the difference between a cold call and a marketing call?

Cold calling is simply picking up the phone and calling a company in order to get a meeting with them. This meeting is known as a marketing call, where we pitch our program to the company in the hopes of getting the company to create some internship positions for our members.

What advice would you give someone who is starting out on his or her first cold call?

1. Do your research beforehand. Having a mentor to help you is very helpful. Start with one or 2 companies to start the ball rolling.
2. Be confident; know what you are selling. Believe in your product, but more importantly, believe in yourself. People can tell if you are really passionate about it.
3. Keep a book of contacts and make sure you keep up-to-date information on all your contacts.
4. Always follow up! They may truly be busy. That is okay. Tell them that you will call them back and give them a date and time that they can expect you to call. In my experience, many of these follow-ups have led to marketing calls.
5. Don't take rejection personally.

the best fit for both parties.

I also learnt to develop a professional persona that does not take things so personally. I have learned the value of persistence, as well as the importance of not being overly pushy.

Can you tell me about one of your more interesting cold calls?

Companies love calling you back very at weird times. They love calling at around 4-5pm. However, this is also when I often take my afternoon catnap!

So they called me, woke me up. Started talking to me enthusiastically about a position that they had, something about a 3D art animation specialist. I was half

“...you have to know what you want, then you have to understand what the other person wants.”

What are some useful skills you have learnt from your experience cold calling for AIESEC? How will these skills help you the rest of your life?

One important skill I learnt was how to do intelligent research. When you begin, on average, it takes 10-15 cold calls to book a marketing call, and it takes 15 marketing calls to sign a single contract. That's about 150 calls for one contract. However, by doing lots of research on my target companies before calling them, I am often able to book one marketing call out of every 4-5 cold calls.

In terms of life, from my experience cold calling, I have learnt that you first have to know what you want, and then you have to understand what the other person wants. Often, coming to an agreement, in your relationships or in business, is about finding

asleep and extremely disorientated, and really, just wanted to go back to sleep.

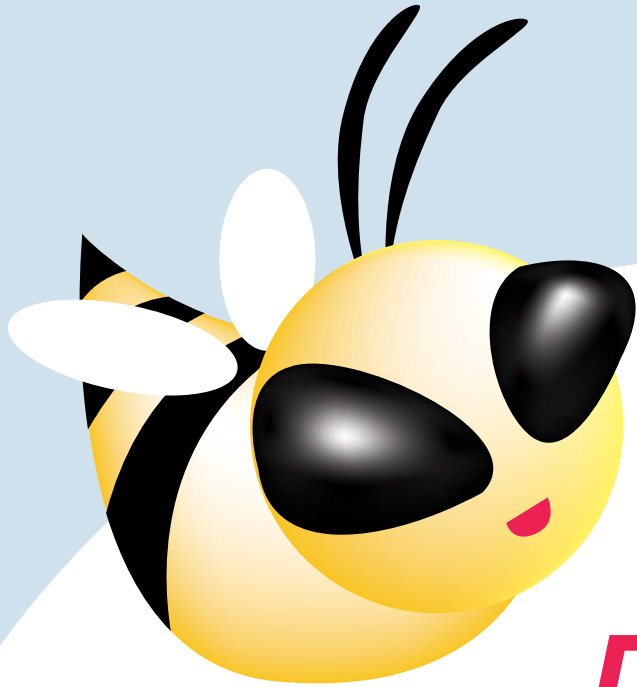
Luckily, I remembered the important details about this company and managed to complete a successful call.

What do you enjoy most about cold calling?

I like the research. I am a nerd. I like the gaming industry and it helps when you are really interested in the industry that you are researching.

How can someone get more experience with cold calling?

Do it! It's the only way.



Bee the

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**The
BUZZ**

Recession? What Recession?

by: Ashish **Gurung**
Gavin **Norquay**
Anoop **Aulakh**

SIFE

S I M O N F R A S E R

If the economy has taken a turn for the worse it sure isn't apparent at the MADrenegade

office. Business has never been better and it looks like companies are recognizing the need to invest in smart marketing in order to ride out the dip in the markets. Talk to any business owner who has been in the game long enough and you'll find that during the 1980s, those who understood the significance in fortifying their brand image during a recession were the ones who experienced the biggest gains once the markets recovered. Others who put their marketing budgets on slim-fast diets may have saved money in the short run, but were unable to sustain customer loyalty and lost market share to those who took a risk and saw the bigger picture.

How does this tie in with SFU students? Essentially we are being presented with a real life case study and the opportunity to implement ideas that will have real impact on businesses. MADrenegade (or MADr) is a student run company operated by the SIFE (Students In Free Enterprise) team at Simon Fraser University. MADr offers services in web design, print design, video editing, logos, shirts etc. SIFE has been able to create a unique entity that combines business and design students to offer creative services at great value. MADrenegade provides most of the funding for SIFE and will be keeping the team afloat in these tricky economic times when sponsors and donors are hard to find.

Why are local companies seeing MADrenegade as a smart communication option in this economy? Because of high quality

and agreeable pricing. As MADr is a student-run company with no fixed costs or bills to pay, it is able to charge lower prices. And since it isn't bound by 9-5 office hours, clients know they will get the personal touch when



One of MADr's logo creations.

tailoring projects to their needs.

If you're hesitant about starting a new business right now, you're not alone. But try looking at the recession as an opportunity instead of a barrier. With more than ten talented designers and three strong upper managers, this company is pushing forward in spite of industry trends and has been taking this opportunity to find new clients. Dedicated student staff, a strong market, and a unique business model are the keys to the company's success in a bear market.

As a student, MADrenegade, along with many of the other SIFE projects will give you hands-on practical experience. There is still some room for designers in MADrenegade; please contact Michelle at creative.director@madrenegade.com to get more information or to apply to be a designer. If you'd like to inquire about pricing or have any questions about our services, contact Kaylie at business.development@madrenegade.com or visit www.madrenegade.com.

The economy may be ugly, but it is a perfect time for entrepreneurs to identify new markets and do jobs the bigger companies won't touch. Identify your strengths and get your hustle on!

On a side note, the opportunity to get involved with the SIFE executive team has now arrived! SIFE is recruiting for new executives for the 2009/2010 year. This is your chance to get involved with an award winning student organization that dares to do.

For more information, please visit our website at SIFESimonFraser.com or e-mail Ashish at president@sifesimonfraser.com



Web design projects are on the rise.

MISA CATT Tutorial

by: Joanne Chen

MISA, Director of Communications

Want to learn something new for free?

MISA's Career Applicable Technology Training (CATT) tutorial is a place to start. Past sessions included Adobe InDesign, Flash and Dreamweaver. For the Spring semester of 2009, Photoshop will be taught again due to popular demand along with something new such as the basic HTML for

those are interested about creating webpages.

CATT tutorials are taught by fellow SFU students and are therefore taught in a casual atmosphere. Attendees are encouraged to actively participate by asking questions and offering suggestions. Students may also feel free to experiment with their own ideas in programs like Photoshop and Illustrator. Complete beginners should note; however, that these tutorials are more of an introductory

session. Programs like Photoshop and Illustrator are immense in their capabilities and takes a while to learn. Even those who have used these programs for a long time can sometimes find that they can still learn new things. The best way to become proficient in using designing programs is to fiddle with its functions.

To learn more about CATT Tutorials, please visit MISA's website at www.sfubusiness.ca/misa

Lost and Found

by: Alina Anghel

Columnist

I lost my keys Friday night. The rest of my weekend was spent dwelling on it, I could not go out without them and I could not study for my midterm. Losing things has sadly become a part of who I am. It has become so frequent that my friends laugh it off each time and sigh "Oh, Alina..." But every time I lose something my heart stops. It is practically the worst feeling in the world, its the feeling you get right before you get your exam results, if you are claustrophobic and the elevator stops, or when you get your heart broken. Complete shock, followed by paralyzing fear. That is how I feel the moment I discover I have lost something. An entire backpack, three cell phones, 13 bankcards, and an ipod touch, my list of missing things continue to grow. Not taking into account of course the countless times I have lost personal items but fortunately had them returned. Translink Lost Property should start up a box with my name on it.

The keys were my third. I spent Saturday thinking the universe would restore it to me. Then Sunday, I became pro-active, I sent out emails, called Translink, and even replied to

an ad on craigslist's lost and found, to no success. So then I got extreme. Walking back late at night from the bus stop, I retraced my steps from Friday night, eyes fixated on the pavement, hoping by some miracle I had dropped them on the ground and no one had picked up yet. That was when I realized how much of an idiot I was being, that all those times I had found what I had lost, it was not because of my efforts, but because somehow the universe gave me a break and let it fall into place. My friend a few weeks back lost the same item as me. She knew exactly where she had dropped it. Her mom searched the bush, her boyfriend searched the bush, her friends searched the bush, for weeks she searched the bush every time before re-entering her building. Then one day, months after she'd given up the hunt, walking home from an uncharacteristic midnight McDonald's run, she saw it, hanging cheekily from a branch.

I think it is fair to say a large portion of university students feel lost. How many of us really have any idea what job we want? What we will major in? If we will even like the real life after graduation? Maybe there are some of you out there, the lucky ones, who know exactly what they want. For the rest of us though, it feels like we are all unclaimed objects in the Lost and

Found box labeled University. The truth, is even if you have got an idea what you want, or if you spend your sleepless nights trying to figure out what you want, in the end you might find yourself where you least expect. Employers are going through our Lost and Found box, trying to find exactly what they are looking for, and we are shifting through textbooks not knowing what we are looking for. Even though some things you cannot control and you never know, you should not give up trying to find it, because even if you are not going in the right direction at least you are actively searching.

In this winter's snowstorm, one of my friends dropped a girl's camera in an elementary schools field covered in snow in the midst of a snow fight. The fun stopped and the search started. Five girls going through every inch of snow, we were out there for 30mins, at night, overturning the whole field, even had a stranger and his dog help us. In the end we found it. Had we not pursued all directions and kept looking, we might have never found it. So keep at it, but realize your efforts may not work how you imagined, and in the end realize that you are not in control of absolutely everything. Somehow, what is meant to be found will be found.

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One Great Event After Another

by: Kevin Zhang
IBA, Sponsorship Executive

According to the International Business Association mission statement, we support your studies in International Business and link you to the international business community and industry professionals. That is the basic idea behind Pangaea of the 21st century: to create "a fantastic opportunity for students and professionals of the International Business field to learn and interact in an inviting and stimulating atmosphere."

Needless to say, the achievement of this year's Gala was one of the greatest in IBA history. Aside from the wonderful meat lovers' dishes,

spectacular performances, and Sam's Indian costume, the presenters are very informative and interesting as well. For those of you that did not attend the Gala, you would hardly know that in some cultures, you have to close the deal by scooping out a goat's eye and eat it raw. The success of this multi-cultural event with more than 120 attendees is recognized by the Honorable Wally Oppal, Attorney General and Minister Responsible for Multiculturalism. You can find the framed letter sitting in the Biz Lounge trophy case.

But IBA never stops. Our next event will be the iDebate: it is as trendy as an iPhone (inspired by the popular theory that anything with an -i- in front of its name will be famous and

successful). The iDebate is a fantastic spectacle with learning opportunities as well as entertainment. We want to expose students to different arguments surrounding corporate sustainability. This topic is quite suitable as we ourselves should follow this approach in creating a long-lasting value by embracing cross-cultural opportunities around the world. The debate will feature a highly anticipated rematch between the SFU and UBC JDC West debate teams. [Editor's Note: See Pam's article on page 4 for more details about JDC West] If you are weary after a day of classes, you should also consider attending for the award-winning comedian Phil Hanley.

For more details about our events, visit our website at www.sfubiz.ca/iba

My Grand Irish Life at UCD Quinn

by: Catherine Gan
Student



My time spent in Ireland was an exhilarating experience from start to finish—it has provided me with countless, unforgettable memories of school,

travelling and best of all, life-long friends who hail from all around the world. However, it was a challenge to be the only student from SFU and not know a single soul in Dublin. My first day was especially miserable because the wind was bellowing and the rain was pouring — and to top it all off, my umbrella broke. I didn't know anybody I could ask for help, and had to buy supplies and carry everything — from my groceries and cooking utensils to toilet paper — in terrible weather. However, at the end of the day, things began to look up; my neighbour invited me to a house party and that was my introduction to the incredible friendliness of the people I was staying with.

Two days later, I met my roommates, who turned out to be girls from Paris, New Zealand and America; they were,

simply put, awesome! My orientation began and I realized that there were at least one hundred students on exchange at UCD. The majority were European; French, Spanish, German, and Italian. However, living in residence was the highlight. I met so many friends; we would cook dinner together, have parties every other night, drink Guinness (the Irish drink of choice), look at the multiple advertisements inviting you to go clubbing every night in the city and meet random Irish guys who'd appear in your flat!

Academics-wise, my business classes were small and there were only twenty students in a three-hour lecture class, with no tutorials. I was the only Canadian Chinese in the class amongst all the Europeans. My professors had prestigious backgrounds and I had immediate respect for them, even before knowing that they also had their research published. All assignments and projects were graded with letter grades, such as A+, A, A-, B+ and so on. Outside the classroom, UCD offered an extensive range of societies to join, such as racing, drama, juggling and sport societies such as Gaelic football, surfing, kickboxing and caving.

However, living in Dublin has a tradeoff. Although it is the hub of Ryanair, with its many cheap flights, it is an extremely expensive place to live. Residence costs CAD 6000 a semester, with regular coffee costing CAD 4.28, and a one-way bus trip CAD 2.55. However, if you book a round trip to London, Barcelona, Berlin, Edinburgh, etc, one month in advance, it would only set you back CAD 48! It is possible to work in Dublin when you have your garda (immigration). The minimum wage stands at EUR 8 (CAD 12.7) per hour.

Overall, I encourage all SFU students to participate in the exchange program—and especially Ireland. In a nutshell, you can transfer your credits, your grades will not affect your GPA, you gain experience with working on projects with Europeans, meet friends from all around the world, and have the opportunity to backpack to a place where one of the first civilizations began. The Irish are easygoing, friendly, and definitely know how to party! And as a final suggestion, do pay a visit to the highlights of Dublin — Temple bar, the Guinness storehouse and Giant Causeway!

Catherine Gan ckg1@sfu.ca



California Dreaming

by: Mandy Hoeltgen

Student



I spent last semester on exchange at San Diego State University in California. It was the best time of all my experiences as an undergrad. I decided to go to San Diego on exchange because I wanted to experience

college life in the States while enjoying the beautiful climate of southern California. I was there for the Presidential election and the collapse of the American economy, but my best memories have more to do with the friends I made from all over the world.

I spent many weekends exploring the city of San Diego and the surrounding beaches. From lunch in Little Italy to shopping in the Gaslamp district to exploring high-end La Jolla, there was never a lack of things to do. I learned how to surf right beside dolphins, visited the pandas at the zoo, stalked celebrities in Hollywood, and crossed the border to Mexico. The Mexican influence in

San Diego is very prominent and I reaped the benefits of their delicious food and colorful culture. Taking advantage of taco Tuesday's is only one small example of how I did this week after week. San Diego is an amazing beach city with a lot to offer those lucky enough to spend time there.

SDSU is a typical American University as portrayed by Hollywood. There is a definite party culture that makes the campus vibrate with excitement 24/7. At SDSU, the weekends start on Thursday nights, you can take courses such as Surfing, Golf and Wakeboarding, and you can also study for midterms on the beach or by one of the amazing on-campus pools. When the time

came, I didn't want to leave to come back home.

I highly recommend going away on exchange. Experience something new and so far from mundane that everyday is an adventure. My tan may be gone already, but the memories made during my semester abroad are going to be with me forever. If I had only been able to take away the memories, the whole experience would still have been worth it. However, alongside the great educational college experience and the Californian life style, I also made friends from all corners of the world that I will keep for life.

Mandy can be reached at meh5@sfu.ca



The sun sets in Santa Monica.

The Valentine

by: Henry Liu

Ardent Bounty Hunter

I did not normally take on delivery assignments. They were better suited for beginners and amateurs. But these were not normal times. The past quarter had been, well, frugal, to say the least. Clients were hard to come by. I needed a job. It was early February. So I went around and posted ads for valentine delivery.

Of course, being a bounty hunter, I can offer much more than the regular "rose-a-gram". Customized delivery, any time, any place, and a free Puccini aria if so requested. Soon enough I was getting messages. Nothing particularly creative, unfortunately; mostly roses and chocolates on the way to or from work, some for the Friday, some for the Saturday.

But there was this one odd request. The client specified that he wanted to leave an anonymous gift.

"Why no name?" I asked the young man on the phone, "Would she know that it's from you?"

He hesitated for a second. "No. Well, maybe." He paused for a second more, "maybe not."

"You're not with this girl?" I guessed.

"No." I could hear the suppressed discomfort.

"Does she even know you?" I regretted the questions as soon as I uttered it.

"Yes!" He sounded indignant.

"So what's the point of going through all this trouble if she won't even know it's you?" I pursued further.

Silence. "You're right." A long sigh followed. "Never mind. Sorry for wasting your time." He seemed defeated, ready to fade back

into his own world.

"Hold on. There is a way. Give her the gift yourself."

"But it's a Saturday. I won't see her."

A grand plan was already in my head. The true challenge I was waiting for.

"Then I'll lead her to you."

After I hung up the phone, I felt a slight knot of uneasiness at the back of my mind. Perhaps I was meddling. I was not sure why I offered what I offered. Maybe I really wanted to help him. Maybe I was intrigued by an assignment to deliver the recipient. Maybe I simply wanted this job. For a moment, I felt silly to examine my own intentions. There was work to be done.

Continued on page 17

SUBWAY

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The Valentine

Continued from page 16

I met with the clueless suitor several days later. He was quiet. I did not want to make a judgment whether he was a quiet person or he was uncomfortable with the nature of our meeting. He absent-mindedly replied to my inane questions about the weather. Seeing his resistance, I started to talk about my own day, the traffic on the way, a movie I saw last week. Another half hour of small talk finally got him relaxed enough. We talked about the girl, what she was like, her friends, and her favourite coffer shop.

"That's it. You'll wait for her in the coffer shop." I was walking him through my plan.

"What if she is with her friends?" He seemed sceptical.

"Leave them to me."

The plan was fairly straight forward. She told him in a casual conversation that she was going shopping that Saturday. He was to wait for her while I was to make sure that

she was alone. We scrapped the gift idea – he would simply ask her to a movie. On the day, I met with him at the coffer shop.

"You want to be fruity, really?" I questioned his choice of strawberry smoothie while he was trying to order the drink. Ignoring his murderous stare, I went on to explain that I had already seen her in the adjacent mall, possibly coming over this very minute, and that I had already diverted her friends.

"But how did you...?" He started to ask.

"Professional secret." I cut him off. "I can't tell you because I might have to divert you away for someone else in the future." I could tell he was impressed, from both the incredulous look and the fact that he ordered some exotic tea instead of the smoothie.

Soon we were sitting, he close to the door and I close to the washroom, facing each other but by two separate tables. If anything came up, we could regroup in the washroom. And then she walked in.

She did not recognize him till she was glancing around while in line for ordering. I chuckled. A harmless round of greeting

ensued. She sat down. They gestured over his cup of tea for a moment. Then she grabbed it and took a sip. He beamed at me for a second while she looked down at the cup. I smiled back at him, took out my cell phone, and sent an empty text message.

"Ah, my friend says he can't make it today." He blandly commented, looking at his cell phone.

"Isn't that strange? All my friends bailed on me as well." She chimed. I had to very consciously control my urge to laugh out loud. By the time I could focus back on the pair again, I saw the jubilation on his face. He did it. "Just let me go to the washroom first, then we'll go." She said, standing up.

On her way to the washroom, she bumped into my elbow. I could see his eyes widen nervously. She simply apologized and walked on. But when she had her faced turned away from him, she whispered to me, "Thank you."

Like I said, I do not normally take on delivery assignments. This one was not normal. My assignment was to deliver the sender.

fun stuff

SUDOKU

Sudoku is a logic-based placement puzzle. The aim of the puzzle is to enter a numerical digit from 1 through 9 in each cell of a 9x9 grid made up of 3x3 subgrids (called "regions"), starting with various digits given in some cells (the "givens"); each row, column, and region must contain only one instance of each numerical.

-Wikipedia

Try to get the solution in the least amount of time!

Difficulty this month: MEDIUM

		9				3		
	7		9					
5			1	4	7	9		
		8	6		4	5	7	
4				1				2
	2	3	7		8	4		
		2	4	7	1			9
					2		1	
		1				2		

Answer below:

4	3	2	9	6	5	1	8	7
6	1	7	3	8	5	4	9	6
9	5	8	1	7	4	2	6	3
1	9	4	8	7	3	2	6	9
2	8	9	6	1	3	7	4	5
3	7	4	2	9	6	8	1	9
8	2	6	7	4	1	9	3	5
5	3	6	1	4	7	9	2	8
2	7	4	9	8	3	1	6	5
8	1	9	2	6	5	3	4	7



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CGA-BC: The Next Step in Your Career

How to Transition from Student to Professional

Together, the Certified General Accountants Association of BC (CGA-BC) and Simon Fraser University have built a potent professional educational model for young people driven to succeed in business.

That relationship is now set to expand as CGA-BC introduces new employment programs to SFU.

“We’re extremely proud of the quality of the graduating business students from SFU who have gone on to join the CGA Program of Professional Studies to pursue their accounting designation,” says Jas Randhawa, CGA, the Association’s Manager, Recruitment & Employment.

CGA: Where Experience Counts

The CGA program has been the professional accounting designation of choice for most of the graduating students because of the flexibility of the CGA program’s work experience requirement. CGA students can work in any sector of the economy—financial services, industry, government and not-for profits, or public accounting—they choose and have it count towards the designation’s work experience requirement.

“Despite the economic crisis, for those students considering a career in Finance and Accounting, there has never been a better time to enter the field,” says Randhawa.

In Demand Like Never Before

“CGA is an incredible way to advance in your career choices. Employers not only value CGA students as recruits, but, because they respect the designation so highly, employers tend to promote and advance CGA students rapidly. They know that these people are being trained to be highly skilled technically, pushed hard academically, and inspired to be leaders in business ethics”, says Randhawa.

Because of this respect for the CGA program and designation, employers often go the extra mile on behalf of their CGA students. Many employers defray the cost of CGA studies, and one in three employers of CGAs pays the entire cost of the program.

Bringing Jobs to Campus

To bring that demand into focus for SFU business students, Randhawa will be coming to SFU this year with job opportunities for the graduating students. CGA-BC has established a Partners in Employment Program in which leading employers will take part in Speed Interview Nights with the SFU graduating students. PEP employers include London Drugs, the City of Kelowna, Best Buy, Canfor, BC Hydro, Enterprise Rent-a-Car, Galloway Bottesselle, Teldon, KPMG, PwC, and Deloitte & Touche, to name a few.

The Association will now be offering graduating SFU business students another perk: access to its proprietary online job site, CGA-jobs.org, the largest Website of its kind in the province. Here, CGAs and CGA students can post resumés while employers post vacant and new accounting and finance positions.

“Until now, only our members and students had access to the site,” says Randhawa. “But now we are opening it up to the SFU graduating students so they can start to post resumés and look for career opportunities a few months prior to graduation.”

Currently, CGAjobs.org has close to 400 positions posted.



Jas Randhawa, CGA-BC Manager, Recruitment and Employment

CGAjobs.org



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of British Columbia