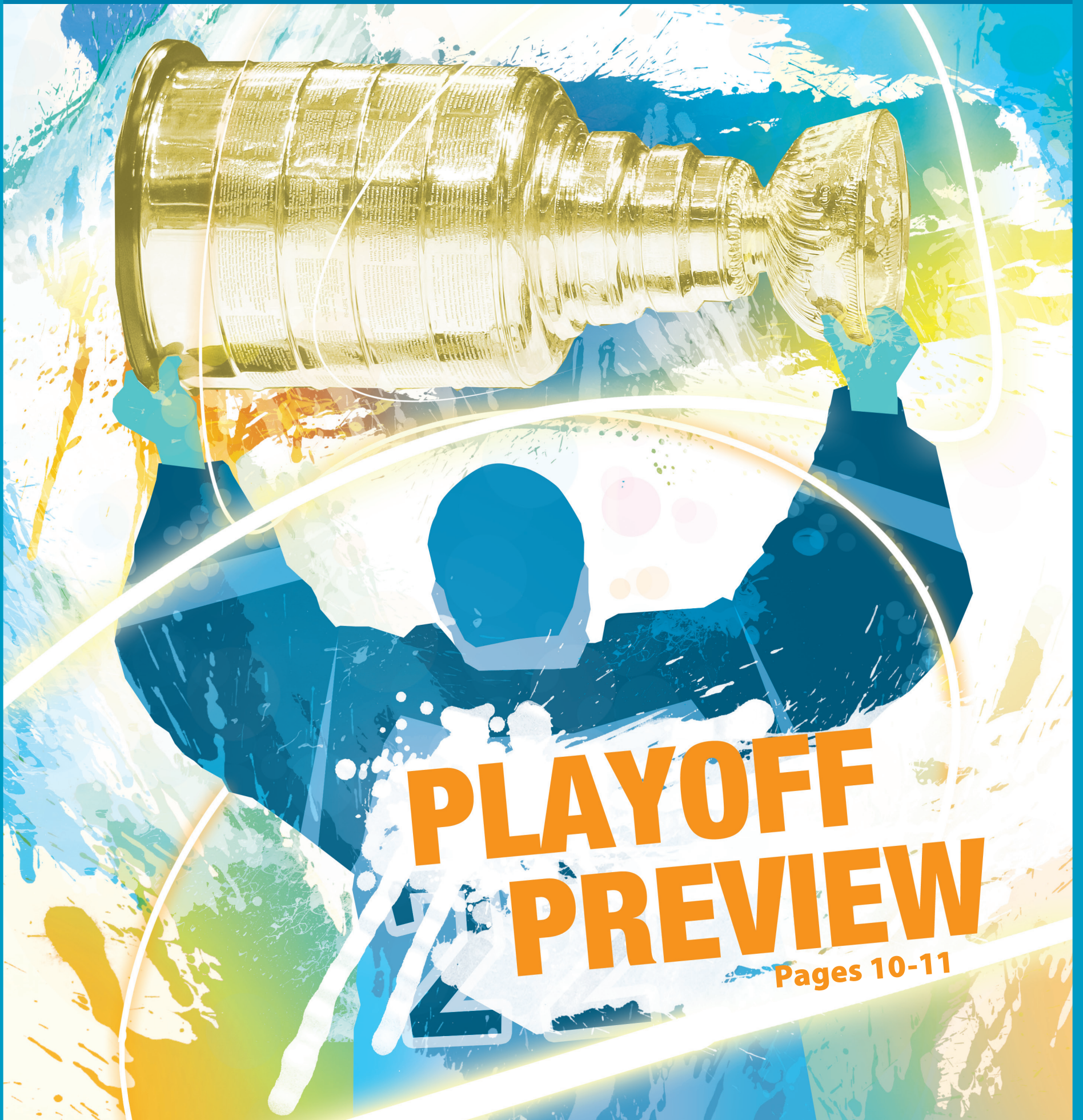


the *Link*

April 11, 2012
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DON'T MISS *THE LINK*'S FOUR-PAGE BCIT STUDENT ELECTION FEATURE ON PAGES SIX TO NINE

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ABOUT THE LINK

The Link is the British Columbia Institute of Technology's student newspaper. Published bi-weekly by the BCIT Student Association (BCITSA), The Link circulates 3,000 copies to over 45,000 students, faculty, and staff.

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PHOTO of the WEEK



Spring finally arrives at BCIT.

Kevin Willemse

Hey shutterbugs! Want to make some cash?

The Link is seeking photos related to BCIT campus life for page two of each issue. We'll pay you \$10 for each one we publish. Send your shot to link@bcitsa.ca but make sure it's less than three megabytes in size. Please include your name and a description of what you shot.



CAMPUS QUERY

What do the Canucks need to do to win the Stanley Cup this year?



TRACY MARSH
Human Resources student

"Based on their history we really need to work as a team. They have really awesome individual players but they really need to pull it together as a team. I think that is what really hindered them last season."



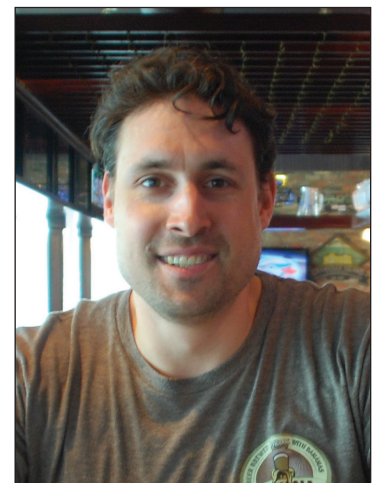
BASHAR AHMAD
Security guard

"They don't need to choke. That's what they did last year. Luongo needs to do what he did throughout the season, but it's not a one man team. They need offense and defense in front of him."



NADIA ZAVGORODNI
Nursing student

"Pull Luongo Cory Schneider is where it's at. That fiery little redhead, he's just got it. [Schneider] has proven that he is solid."



BRIAN KELLY
Leadership student

"The biggest thing they've got going for them this year is they have two number one goalies and aren't afraid to use them. Last year every time they pulled Luongo it was a big deal and it's not. It's a hot goalie that gets you through the playoffs."



BCIT marketing students pose triumphantly at the American Marketing Association's annual International Collegiate Conference in New Orleans.

Courtesy of BCIT Marketing Association

NEWS BRIEFS

BCITSA announces childcare centre, SE2 renovations

As part of a \$2.8 million rejuvenation project, the BCIT Student Association will be revamping parts of building SE2 at the Burnaby campus' in September of 2012 to create an expansive student centre, and building an on-campus child care facility to accommodate up to 25 children from the BCIT students and community.

"This is the realization of many years of planning... We will be taking over the 3rd floor to expand SE2 into a true student centre as of September 2012," said BCITSA Executive Director Caroline Gagnon via email.

In addition to expanded lounge and team project study areas, the expansion will provide a professional networking and presentation hub, extra space for support services such as health and wellness practitioners, extended opportunities for on-campus catering and event hosting, additional space for student clubs, and even a quiet room for prayer or reflection.

A child care centre will be located at Royal Oak SE41, and is expected to open in early 2013.

"The location at Royal Oak will provide for excellent roadway access for daycare pick-up and drop-offs, room for green space and a space for a south-facing playground facility," said BCIT president Don Wright. The service is being facilitated by the Student Association but will be self-funding, so student fees will not be impacted.

Official plans for this exciting development will be released soon. Keep following *The Link* for further developments.

— Kevin Willemse

Marketing club takes top awards at int'l competition

BCITMA receives high honours, recognition at competition in New Orleans

KEVIN WILLEMSE
Editor

The BCIT Marketing Association has reached unprecedented heights by securing the most prestigious awards at this year's 34th American Marketing Association's annual International Collegiate Conference, held at the end of March in New Orleans.

As the only Canadian school competing amongst 300 collegiate chapters from all over the Americas, BCITMA's integrated marketing campaign for Pearson Textbooks secured the coveted Best Integrated Marketing Campaign award. They competed against universities such as Penn State, Wisconsin, California State, Kent State and Carnegie Mellon, and walked away victorious. Presented by second-year marketing students, the campaign will soon be adopted by Pearson in their upcoming North American product launch.

BCITMA President Kristina Cisnero and part of the

44-person strong team that made BCIT the largest group represented, told *The Link* what it means to represent BCIT in the New Orleans conference.

BCITMA President Kristina Cisnero told *The Link* how well-known BCIT is in the marketing community.

"How reputable the BCIT brand was at the conference was awesome. We would go to the speaker series and we were recognized," BCITMA President Kristina Cisnero told *The Link*. "I had a line-up of people coming up to me asking to network and talk, because we're recognized as such a strong school."

The BCITMA also received honours for Best Overall Exhibit for their Molson Canadian-inspired interactive booth, while Nikolai Vassev and Jonathan Dawson took third and fourth places respectively in the NorthWestern Mutual sales competition. The MA's recent success with their AMA Saves Lives campaign, where over 300 new organ donors were registered, received numerous mentions as well.

"Every year BCIT gets better and better and better," said presenter Anita

Bathe, referring to BCIT's ongoing involvement in the competition and their unprecedented second placing last year, also as the only Canadian chapter. This puts a certain amount of pressure on the team, as the judges and competitors often regard them as representing not just BCIT, but the entire country, as it is an international competition.

"It doesn't just put BCIT

"I had a line-up of people coming up to me asking to network and talk, because we're recognized as such a strong school."

— Kristina Cisnero,
BCITMA president

on the Canadian map, it's putting BCIT on the international map," said Bathe.

BCIT marketing instructor Geoffrey Bird took home a students' choice award Outstanding Faculty Advisor of the Year. While Bird told *The Link* that he felt

honoured, he also said he is even more proud of how the BCITMA's achievements reflects on the school.

"It helps set BCIT apart. Often I think BCIT in general is perceived as being a technology-based school, and our school of business and marketing management has been around for 30-plus years," said Bird. "This really allows us to define the institute in a business capacity, and celebrate a huge success from a business point of view."

BCIT's performance in New Orleans was spectacular, but the BCITMA is already considering what it takes to achieve platinum status, awarded annually to just one American Marketing Association collegiate chapter that outranks all others in its overall international marketing efforts and presentations — not out of the range of possibility, given that barely a percentage point separated this year's top five candidates.

"Like the theme of this year's conference," muses Kristina, "nothing is ever really finished. It's always evolving. We got gold, but we're not done yet. We're still evolving, we're still climbing."

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Welcoming mental wellness on campus

BCIT addresses the importance of student mental wellness with a week of events

DAVID SWANSON
Assistant Editor

In an attempt to raise awareness and reduce stigma surrounding mental illness, BCIT has organized Speak Up Speak Out, BCIT's first-ever mental wellness week. Program coordinators have scheduled a series of events and workshops at its Burnaby campus from April 16 to 20. They hope this campaign will help students learn how to better manage stress during their post-secondary career.

The fast-paced, intensive nature of academia, especially at BCIT, is thought to exacerbate mental health struggles in some individu-

als, making it challenging to balance school, work, and extracurricular activities.

"[Post-secondary education] can be a stressful environment. Mental Wellness Week is meant to provide recognition that taking care of the whole person is important," event organizer Karl Teganfeldt told *The Link*.

Brent Seal, founder of the mental health advocacy group Students for Mental Wellness (SMW), is speaking at BCIT on Thursday, April 19 in the Great Hall on the Burnaby campus. Seal was diagnosed with schizophrenia and battled frequent episodes of psychosis during his first and second year at university.

During recovery following an attempted suicide, Seal decided he would start an organization to help people suffering from this intense mental anguish.

"I remember lying in bed and feeling so isolated, and felt I was the only one struggling," said Seal. It was during one of these dark times he decided to start an organization that would support people facing struggles similar to his.

Since its inception as a student club in 2008, SMW has expanded its scope and is now a registered non-profit organization. Its primary goal is to unite people who have mental health challenges by creating a space for them to talk openly about these issues.

"By talking openly about it, you feel... less guilt," Seal explained. "You feel a sense of community and support from your peers and by talking openly you reduce that stigma. The stigma comes from lack of understanding."

Much of this dialogue occurs during SMW's outdoor

excursions program, titled Hiking for Mental Wellness. It employs the therapeutic value of nature, physical exercise, and a sense of purpose as the motivating factors in fostering mental health.

“Of the youth who have diagnosable mental illness, 70 per cent don't get any support.”

— Brent Seal,
Students For Mental
Wellness founder

Seal is also in the process of conducting research with six colleges and universities in B.C., in hopes to develop a clear focus for the organization. He is surveying students to find out what men-

tal health challenges they are facing and collecting their feedback on potential program strategies.

Seal hopes to establish SMW chapters across B.C. in the near future and points to the statistics on youth mental illness as his motivation.

"Of the youth who have diagnosable mental illness, 70 per cent don't get any support," Seal explained. He believes that a major reason why suicide is the second leading cause of death for Canadians age 15-24 is because youth are not getting the support they need to initiate their recovery.

Other highlights from BCIT's Mental Wellness Week include a traditional sweat lodge, holistic yoga, and the Unmasking Distress workshop. Visit www.bcitsa.ca for a full schedule of all events, times, and locations.

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Student election draws record number of candidates

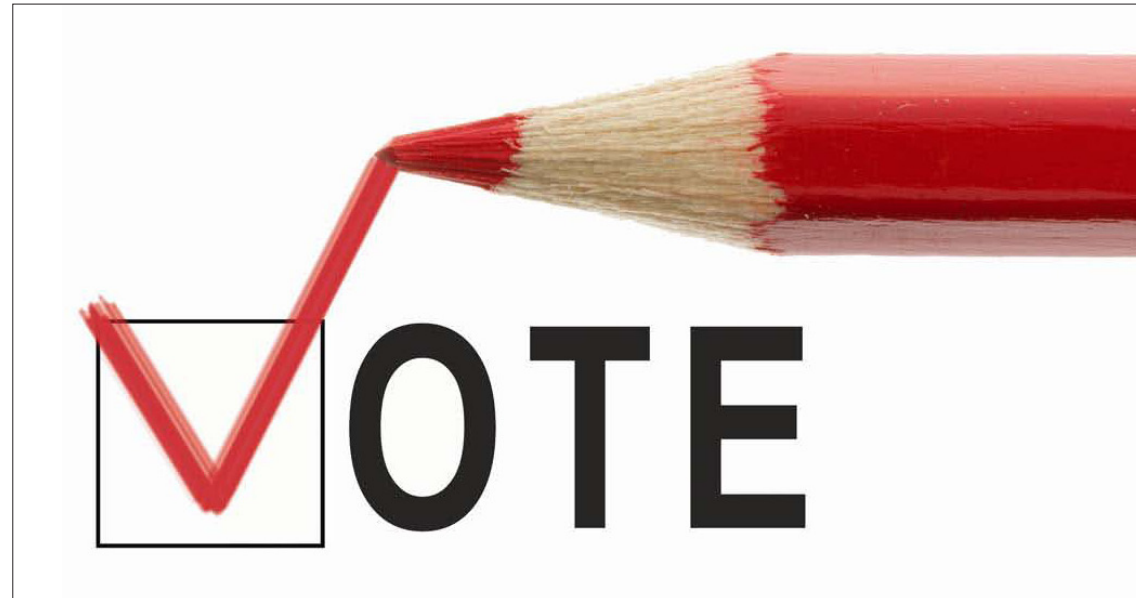
High candidate turnout leaves some disagreeing what students' motivation is

THORSTAN GERLACH
Culture Editor

With the voting period for the BCIT Student Association executive election just around the corner, the race to find BCIT's new student representatives is heating up.

The school has seen a dramatic spike in candidate turnouts, with the number of candidates putting their name forward nearly doubling from 18 last year to 33 this year.

"We've had the most applicants this year than ever before and it feels great," Chief Returning Officer Tylan Fraser told *The Link*. "We've either made a splash or [there's] a movement from the student body to get involved. The chairs of the schools have done



Voting takes place online between April 13 and 20.

a very good job getting people involved. We have a great team who have come in."

However, presidential candidate Alex Geoffrey Lee says the increased turnout is due to a lot of the student population being dissatisfied with the way things are being run.

"I think there's a lot of interest to help the student population," says Lee, "I think a lot of the students are not happy with the way things are being done — which has really encouraged people to run."

Fraser, who is also serving the BCITSA's current VP of stu-

dent life in addition to his role running the student elections, disagrees with Lee's sentiment and credits the large number of candidate applicants to hard work.

"There's a lot of work being put in and I don't think [Lee] has taken into account

all the hard work that people have put in to promote the positions. I haven't spoken to [him], but it may be a part of his campaign."

Lee, a computing science student, is also feeling an added pressure as finals week for his program falls next week, which happens to be the most important election week.

"Starting Friday, we have the [BCIT] Open House, next week we need to campaign. As a computing science student, I have to juggle finals week with campaigning — which can be difficult," says Lee. "I think it's a coincidence, but I can never be sure," Lee added with a laugh.

The voting period starts on April 13 at 9 a.m. and continues until April 20 at noon. Voting takes place online, check your myBCIT email for a link to the voting page.

Results will be announced at 1 p.m. Pick up the next *Link* or follow @BCIT_Link for coverage as events unfold.

Make an informed decision! Turn to pages six to nine for profiles on each candidate.

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BCIT DECIDES

YOUR GUIDE TO THE 2012 BCIT
STUDENT ASSOCIATION ELECTION

2012

* please note that responses were not edited as per BCITSA election policy

ALEX GEOFFREY LEE CANDIDATE FOR PRESIDENT



Why are you seeking election?

I have served as a Student Councillor and Set Representative at BCIT. I feel that there are very specific quality of life issues on campus, which affect us all. With my vast international leadership experience and carefully selected Executive Members, I feel that I am well equipped to tackle these issues and make a positive change in your daily BCIT life.

What do you hope to achieve during your term in office?

Food is a daily sustenance and I want to bring affordable food to all. Visions of \$2 beers and \$5 hot food lunch specials, come to mind. Have you seen the washrooms lately? I want more focus on cleaner campus facilities. Do you take the transit? Dread going to Metrotown or Patterson? Let's do something about it! Vote for us.

DANIEL HUH CANDIDATE FOR PRESIDENT

Why are you seeking election?

In the last month or so I feel I have learnt a great deal about how greatly the SA can enhance a student's life here at BCIT. Having said that, I feel I know what it will take for me to become a great president and can say that I can't imagine having a role where I would be more motivated to do a great job than to be working to give back and enhance the lives of my fellow students and friends

What do you hope to achieve during your term in office?

As I know there will be some big changes to the school in the upcoming year, I will do my best to allocate resources efficiently and to only take initiatives that will be improving students' lives here at BCIT. As well I tend maintain smooth operations and if possible improve on all key SA services we offer such as the advocacy and the health/dental programs.



GEOFFREY SMITH CANDIDATE FOR VP-FINANCE

Why are you seeking election?

I've had a great year serving my fellow BCIT students as a set rep. VP Finance would give me the chance to take that service to the next level.

What do you hope to achieve during your term in office?

Bring a combination of integrity and dedication to the job. As VP Finance I will work to squeeze the best value from every resource available to the SA. More dollars and greater efficiency will mean bringing more services to all BCIT students, whatever the campus or the program.



MIKE HANSON CANDIDATE FOR VP-EXTERNAL



Why are you seeking election?

As a current Councilor for the School of Business I have had the privilege to represent many BCIT students and bring forward issues important to them. This year I have decided to run for the position of Vice President External Affairs in order to have a stronger impact on the BCIT community.

What do you hope to achieve during your term in office?

I have several goals for the upcoming school year. I will continue lobbying the Provincial Government for the removal of interest rates on student loans and the reinstatement of a non-needs based grants program. I will build a strong relationship with the BCIT Alumni Association and work to improve BCIT's connection with industry. Also, I will ensure the upcoming renovations in SE2 meet the needs of all students.

TADDEO AHUMUZA CANDIDATE FOR VP-STUDENT AFFAIRS**Why are you seeking election?**

As an advocate for students' ideas, I am running for this office to get more involved in the student association. As a set rep for chemical technology, and a member of safe BCIT team, I have come to appreciate the uniqueness of BCIT students. It's this unique character that has brought me forward to ask for your support so that together we can achieve what we believe in as students of a common goal.

What do you hope to achieve during your term in office?

With my international experience in student leadership, I will develop more international relations and with your help promote our innovative ideas using the students association. If elected, I promise to be here for YOU! I will look for answers to your questions and communicate effectively as I know information is power. Vote for OPEN COMMUNICATION, RESPECTFUL REPRESENTATION, and for someone who CARES about the things that YOU care about! Thank you for your time and consideration.

**ROHAN D'SOUZA** CANDIDATE FOR VP-STUDENT AFFAIRS**Why are you seeking election?**

I have been at BCIT for the Last 2 years in the School of Business and would like the opportunity to represent each and every one of you. BCIT is a place where we come not to play but to work hard and strive to be the best. I feel that if we can use our work ethic, diversity and knowledge we will be able not only to succeed but to accomplish more than we have every dreamed.

What do you hope to achieve during your term in office?

As VP of student Affairs I would like to give back to the BCIT community as I have received much over the last two years. I feel the voice of the minorities are lost and feel that this position will allow me to provide assistance to students that have nowhere else to turn. I would like to create a better sense of community at BCIT where people are comfortable to be who they are and respected in whatever they do.

MARWAN MARWAN CANDIDATE FOR VP-STUDENT AFFAIRS**Why are you seeking election?**

As VP-Student Affairs, I will continue the work I started as School of Computing Chair. I actively advocated for students and will fight to bring the changes I helped implement from my school to all of BCIT. I have received a lot of praise for my effectiveness as chair, but I am now ready to move on to serving all students.

What do you hope to achieve during your term in office?

My biggest concern is making day-to-day life as fulfilling as possible for BCIT students. As VP-Student Affairs I will keep the administration accountable and fight for students' interests, no matter how small an issue might be perceived to be. From lobbying BCIT to fix bathrooms to supporting students' academic appeals, I will be available to fight for you.

**SOPHIA COULTER** CANDIDATE FOR VP-CAMPUS LIFE**Why are you seeking election?**

BCIT students are extraordinary. You are the hardest working students in Canada and achieve what seems impossible to others. You challenge the status quo and this is why I believe you deserve the best from your Student Association. In my two years here I have been a student club executive, a member of two intramural teams, an employee of Rec services, and a resident of Housing; essentially, I live and breathe campus life.

What do you hope to achieve during your term in office?

As VP, I hope to enhance student life by equally supporting all student clubs, by increasing awareness of recreation activities and opportunities, by providing services tailored to student needs, and by involving new students upon arrival in September. I want every student to experience the positive affect involvement in campus life can have on them and that is why I plan to work with you and for you so you enjoy every minute at BCIT.

KERISSA SNYDER CANDIDATE FOR VP-CAMPUS LIFE**Why are you seeking election?****What do you hope to achieve during your term in office?**

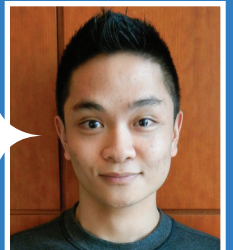
As a member of PEAK Leadership and SIFE, I have come to appreciate the importance of clubs and organizations on campus. It is my goal to promote and enhance all of the activities and services available on campus. When elected I will do everything in my power to create a campus lifestyle that will encourage student involvement and promote school spirit. Vote for me, and we will make next year a good one!

DANG TRAN CANDIDATE FOR VP-CAMPUS LIFE**Why are you seeking election?**

I'm not just a name. I'm a developer and an achiever, the epitome of an extrovert, extremely social and passionate about it! I'm in the business of elevating people, empowering you to make impactful decisions. I challenge you to take ownership of your life, create possibilities, and involve me in the process! Let me represent you by giving you my voice, my time, and my commitment. Oh and my motto! Onwards and upwards, always!

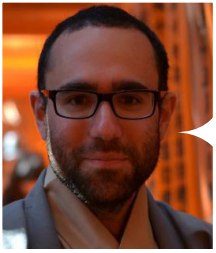
What do you hope to achieve during your term in office?

My goal: To make your BCIT experiences represent the possibility for greatness. Your life here should be an extension to the amazing life you aspire to live! This is the place for a respected education and lasting connections. My promise: To enroll myself in this possibility and elevate you to greatness. Got goals? Chat me up! Exercise your right to vote, do it with intention, do it now! Your campus, your life, your choice.



DAN KLEIN

CANDIDATE FOR CHAIR OF THE SCHOOL OF COMPUTING

**Why are you seeking election?**

I really feel that it's time to give back to the school that's done so much for me. There's so much I took for granted in my first year here, and now I want to put back more than I took. I also feel that more than any other candidate, I am best qualified to lead the School of Computing.

What do you hope to achieve during your term in office?

I have two main goals for my term in office. The first is to listen to the concerns of students as they progress through their education here at BCIT, and remove any obstacles to their learning. And the second is to expand awareness of the cooperative education program to new students.

MINORU NAKANO

CANDIDATE FOR CHAIR OF THE SCHOOL OF COMPUTING

Why are you seeking election?

As a Councilor to the Student Association, I've witnessed tremendous efforts of the executives to provide support to students in need. While many positive changes have been implemented as a result, they need to be sustained to benefit students in the future. I would like to be a member of the executives to make sure the changes and support will continue to be there while extending greater support to meet diverse needs of the students.

What do you hope to achieve during your term in office?

Through my experience at BCIT, I've learnt that there are many different resources that could support you in this challenging environment: student advocate group that could speak on your behalf and Student Association executives with number of channels to help you with your needs just to name a few. As the Chair, I will work hard to make sure these resources are readily available to you for your success as students at BCIT.

**GURKANWAL BHATTAL**

CANDIDATE FOR THE CHAIR OF THE AEROSPACE CAMPUS

**Why are you seeking election?**

I am currently doing AME/M course at the ATC campus and it is AWE-SOME. BCITSA elections are a great way to gain experience for leadership and team work. To run for the chair of Aerospace Technology campus would be a real privilege. Being a student, it is a real medium of making change in the campus that will help all my student friends. Satisfaction of the student body will be the main priority.

What do you hope to achieve during your term in office?

I will make sure that everyone gets a chance to take part in better working of our campus. Most of all the study environment will be given importance which is a need of every student. Some addition to the library and cafeteria will be considered for its improvement. My support will always be with students who are willing to volunteer in and around the campus. With me, the campus will be devel-

DAVE CLARKE

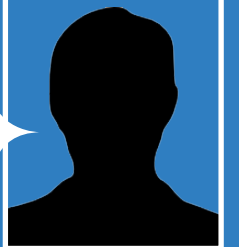
CANDIDATE FOR THE CHAIR OF THE AEROSPACE CAMPUS

Why are you seeking election?

I've been active with the Students Association as a class rep and believe that I can use that experience to make a positive difference for our campus. We have a great student body and deserve to have an active voice representing us. Additionally, I plan on fighting for better services and amenities for us.

What do you hope to achieve during your term in office?

During my term in office I hope to achieve several things for the students at the ATC. Chief among them are a new foosball table, a DDR machine and several new events for students such as an R/C helicopter obstacle course and pub night. Also, as a member of PAMEA I plan to increase the exposure of ATC students to potential employers. Many other exciting things are in store, so remember to vote! Be heard!

**NIMA SADRAEI**

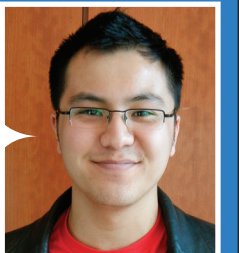
CANDIDATE FOR THE CHAIR OF THE AEROSPACE CAMPUS

Why are you seeking election?

The reason I enjoy BCIT more than any school in the province is the hands-on education I am receiving and most importantly the peers whom I am studying with. Those are two components that make BCIT what it is. I believe in order to make BCIT grow stronger you need the opinion of every student of every campus. That is why I chose to be part of the BCIT community to support the voice of the students.

What do you hope to achieve during your term in office?

I would like to achieve during my term a growing community of students thriving to build a stronger learning environment.

**DANIEL SUMANO**

CANDIDATE FOR THE CHAIR OF THE AEROSPACE CAMPUS

**Why are you seeking election?**

I have the leadership qualities needed for this position. I can face challenges straight on and well represent our students. I will be a transparent, empathetic and hardworking chair for you! I will dedicate the time and effort necessary to listen, observe and solve any issues or concerns our student body may or shall have. I believe in a campus in which all trades and levels of study have a clear and open communication.

What do you hope to achieve during your term in office?

To improve the quality of student life in campus by creating a welcoming, exciting and nurturing environment to international, out of province and domestic students. An essential part of continuing to improve our community is to move forward and build a stronger, well united community where learning is comfortable, easy and most importantly one which we all look forward to going to everyday! Let's make our experience here at BCIT one that we'll remember always!

RUSS BROWNLOW CANDIDATE FOR CHAIR OF THE SCHOOL OF BUSINESS***Why are you seeking election?***

I have been heavily involved with various aspects of the BCIT community, including SIFE, Peak Leadership, *The Link* newspaper, and the Student Association. I love BCIT and I want to expand my involvement in a larger role. I will be there for students of all programs in the School of Business, willing to advocate on their behalf, lend a helping hand of support, and be in their corner to help each student reach their goals.

What do you hope to achieve during your term in office?

During my term I will help build a stronger sense of community among students in the School of Business. I will develop more networking opportunities including more events, mixers, and other opportunities for students to get to know each other. I would like to build on the hard work of current School of Business Chair Gord Newby by continuing to advocate for more power outlets, water bottle fountains, and more reliable Internet access.

**SEPEHR VAFADARY** CANDIDATE FOR CHAIR OF THE SCHOOL OF BUSINESS***Why are you seeking election?***

I want to make a difference from the top down. It is important to me to make sure that all the students' voices are heard and that the proper changes are made.

What do you hope to achieve during your term in office?

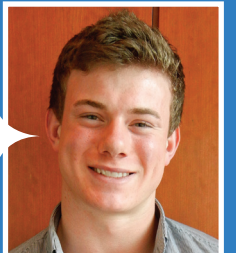
I will be communicating through the set reps and making sure communication is clear and that your needs are met. So vote for me and I won't let you down.

ROSS WAMBOLDT CANDIDATE FOR CHAIR OF THE SCHOOL OF BUSINESS***Why are you seeking election?***

You work harder than your friends at university. You think of a good night's sleep as a rare luxury, and you're starting to feel as though you know your classmates better than your own family. The School of Business is made up of some of the hardest working students in all of BC, and whether your passion is numbers, people, business or media, I want to represent YOU!

What do you hope to achieve during your term in office?

My first year of Marketing Management has taught me many lessons, but perhaps the most crucial one is the importance of networking and peer connections. As your Chair, I hope to connect with every single one of you, to make sure that your voice is heard and that your needs are met. Please consider me, Ross Wamboldt, when voting for Chair of the School of Business, and we will work together to ensure that your school experience is as rewarding as possible.

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STANLEY CUP



VANCOUVER CANUCKS

The Canucks, once again, have won the President's Trophy for being the team with the best record through the regular season, and it would be their second straight. But, we all know where that got them last year. The Canucks dominated the league through the 2010-2011 regular season campaign, but it didn't win them the Stanley Cup.

This year, they haven't really dominated anything, yet somehow they find themselves

in the thick of it again. That speaks to the ridiculous talent and depth on the roster while on one hand it could be seen as concerning that the Canucks can't seem to put teams away with ease. The whole year has been a set-up for the playoffs, and the Canucks will have home ice advantage through at least the first two rounds. The Canucks are playing just so-so hockey, but if they can turn it up, they could go deep, again.

ST. LOUIS BLUES



The Blues have been the surprise team of the year, led by surefire coach of the year Ken Hitchcock. They can play an almost mind-numbingly boring defensive game, but it's undeniably effective. The Blues are easily first in the league in goals against per game, allowing just 1.86 a game — the second place Kings come in at 2.02, nobody else is even under 2.20. Goalies Brian Elliott and Jaroslav Halak have been nothing short of sensational, combining for 15

shutouts (nine and six respectively). Elliott is a leading candidate for the Vezina Trophy as the league's best netminder, and Halak has shone in the playoffs before. For teams like Vancouver and San Jose who often rely on offense, the Blues could be nothing but a nightmare. However, the Blues struggle to score goals, and are quite young and inexperienced when it comes to the playoffs. If they run into a hot goalie, they could be toast.



LOS ANGELES KINGS

Any home ice advantage the Kings get will be because they won their division, but do they deserve it? They are one of the most enigmatic teams in these playoffs (joined by Washington in the East), and one of the most inconsistent. Jonathan Quick has been stellar in net for the Kings, and their defensive style has put them behind only St. Louis in the goals against category. Their biggest issue is unquestionably their inability to score goals;

the Kings have the third-fewest goals-for in the NHL. What's troubling is that the Kings paid big prices to bring in big names like Jeff Carter and Mike Richards, but both have been big disappointments. They say defense wins championships, but don't expect one in Hollywood this year. A matchup against a playoff-tested team like Chicago could spell disaster for the Kings.

NASHVILLE PREDATORS



Nashville is easily one of the most intriguing teams heading into these playoffs. They gave the Cup finalist Canucks all they could handle, and only got better this year. Shea Weber and Ryan Suter are arguably the league's top defensive pairing, and Pekka Rinne is a world-class netminder who almost stole the series against Vancouver. They added Andrei Kostitsyn and Paul Gaustad at the tradeline, and paid quite a heavy price to do so. However, the Predators'

undoing last year was their inability to score, and these trades, along with the late-season addition of former Predator and KHL superstar Alex Radulov helps big time certainly helps that. The Predators finally made it past the first round for the first time in franchise history last year, and you can bet they'll be plenty hungry to get past that this year — and you can bet they will.



PHOENIX COYOTES

The Coyotes are eerily similar to the Predators of last year. They play an incredibly stingy defensive game that can drive fans and opponents both insane. They get by with whatever offense they can muster, and are riding an up-and-coming goaltender who has been lights out of late (Mike Smith recorded a 54-save shutout last week). That got the Predators out of the first round last year, but they lost to the Canucks in six games in round

two. A Phoenix-St. Louis matchup would serve them well, as they wouldn't have to worry too much about their offense breaking through the dam. But, a first-round series against an offensive team like Vancouver could spell their end. It won't be easy for the Coyotes to upset anyone, but like Nashville last year, have a chance to surprise.

SAN JOSE SHARKS



For a long time, it was looking like the Sharks were going to miss the post-season, which could've put them into fire sale mode come the offseason. It could still come to that if they can't make it deep into the playoffs, and that could be a challenge given their first-round matchup against the Blues. The Sharks know all about making it to the Western Conference Final, and made it there last year too. They looked poised

to finally make it over the hump and into the Cup final, but the Canucks ousted them in only five games. With almost the same roster, they barely squeaked into the first round this year. Joe Thornton has proven he can be a playoff performer, as has the rest of the team, but they'll all need to step up big time to make it out of round one.



CHICAGO BLACKHAWKS

The Blackhawks aren't what they once were, that's for sure. Still, Chicago isn't a team to be taken for granted. Marion Hossa has been one of the best two-way forwards — let alone players — in the game this year, and Patrick Kane is always dangerous. Jonathan Toews, in spite of his concussion issues, is still one of the game's best and was on pace for the NHL's goal-scoring lead, and even a Hart Trophy before he got injured. Duncan Keith

is back from his five-game suspension for his elbow on Daniel Sedin, and isn't that far removed from being named the league's top defenseman. The Hawks have plenty of talent in their core group, but after that, the skill levels drop pretty significantly. They might not have what it takes to win another Stanley Cup, but they definitely have a chance at pulling off an upset or two.

DETROIT RED WINGS



Not a lot needs to be said about the Red Wings. They're perennial contenders, and for good reason. They have Pavel Datsyuk (who the NHL's players voted as the best player in the world), they have Henrik Zetterberg, Johan Franzen, Niklas Kronwall . . . the list goes on. Oh, and that Nicklas Lidstrom guy. The Wings are a tried and true playoff team, and have the Stanley Cup rings to show for it. Jimmy Howard has finally hit his stride over

the past two years, and has emerged as one of the NHL's better goaltenders. They're well-balanced, well-coached, and well-managed. The only problem is that they won't have home ice advantage to start the post-season, and are matched up against the hot pick Nashville Predators in the first round. That said, they no doubt have the resources and experience to pull off the 'upset', it's just a matter of whether they will.

UP PREVIEW

By Adam Ovenell-Carter



NEW YORK RANGERS

Everyone knew the Rangers were going to be good this year, but it's probably safe to say few expected them to be this good. They're neck-and-neck with the Canucks for the President's Trophy, and are tops in the East in a number of different statistical categories. The addition of Brad Richards has proven to be one heck of a pick up for previously-maligned GM

Glen Sather, and a deep roster only reinforces the team's regular season. Henrik Lundqvist will likely run away with the Vezina Trophy, and could easily steal a round or two for the Rangers if his teammates falter. With a Stanley Cup winning coach behind the bench and a deep lineup, it's not likely that'll happen.



FLORIDA PANTHERS

The Panthers management opened up their wallets and spent all they could this past summer in free agency, but it was mostly just to meet the salary cap floor. Nonetheless, the Panthers surprised almost everyone by making the playoffs for the first time in 12 years. At first glance, they seem like little more than a bunch of spare parts and overpaid free agents, but they've come together to win

the Southeast Division (although they were aided by the incompetence of the Washington Capitals and to some extent, the Winnipeg Jets down the stretch). As good as a season as they've had, they're still not ready to go far in the playoffs, and will likely be one of the first top seeds to be eliminated.



WASHINGTON CAPITALS

What to make of the Capitals? They stunk for the first part of the season, and haven't exactly been a revelation since. Really, they made the playoffs by virtue of every other bubble team settling for mediocrity (save for Buffalo, but their start was so bad their fantastic finish couldn't make up for it). But as ho-hum as the Capitals have been, they still have the tools to do serious damage in the playoffs. Alex Ovechkin,

for all his struggles, is still one of the best hockey players in the world. Nicklas Backstrom is finally back and healthy, and he's one of the best set-up men in the NHL. They have the skill — so much so that *The Hockey News* had them as Cup winners in the preseason — but they can be stubborn and selfish, and that could, and likely will, be their undoing before they make it very far.



NEW JERSEY DEVILS

As per usual, no one has been talking about the Devils this year, but in the middle of a 100-point year, they deserve more attention. Ilya Kovalchuk decided to play like he's capable of playing, and was a superstar for the Devils this year, and he's probably the team's lone game breaker. He's had plenty of support from captain Zach Parise and veteran Patrik Elias (who, with almost zero acknowledgment, has put up a point-per-game season). Adam Henrique

is a strong candidate for the Calder trophy as the league's best rookie, but has yet to experience the grind of the NHL playoffs. However, the rest of the Devils' roster is chock-full of seasoned playoff veterans, led by multiple Cup-winning goalie Martin Brodeur, who has quietly rebounded with an impressive year. That said, they might just not have the talent — especially on the backend — to get past the second round.

BOSTON BRUINS



The Blues have been the surprise team of the year, led by surefire coach of the year Ken Hitchcock. They can play an almost mind-numbingly boring defensive game, but it's undeniably effective. The Blues are easily first in the league in goals against per game, allowing just 1.86 a game — the second place Kings come in at 2.02, nobody else is even under 2.20. Goalies Brian Elliott and Jaroslav Halak have been nothing short of sensational, combining for 15 shutouts (nine

and six respectively). Elliott is a leading candidate for the Vezina Trophy as the league's best netminder, and Halak has shone in the playoffs before. For teams like Vancouver and San Jose who often rely on offense, the Blues could be nothing but a nightmare. However, the Blues struggle to score goals, and are quite young and inexperienced when it comes to the playoffs. If they run into a hot goalie, they could be toast.

PITTSBURGH PENGUINS



The Penguins are flat out scary. They have the NHL's top point-getter in Evgeni Malkin, while he and James Neal are second and fourth in goal scoring, as well. And let's not forget Sidney Crosby, who's consistently called the best hockey player in the world. The Kid has 34 points in just 20 games this year, which would put him on a 140-point pace over an 82-game season. Yeah, no ill effects there. They have Jordan Staal,

a candidate for the Selke award as the top defensive forward. Marc-Andre Fluery has gained consideration for the Vezina. Matt Cooke has worked on his game to settle it down and it's been nothing but beneficial. They don't take as many penalties as they used to, but they play tougher, which will prove invaluable given who they'll be playing in the first round.

OTTAWA SENATORS



Like the Blues in the West, the Senators have been the darlings of their conference. No one pegged them to make the playoffs, let alone challenge for the Northeast division lead, but they did, and turned heads along the way. Oft-berated centre Jason Spezza has been sensational for the Sens this season, but he'll be judged by how he performs in the playoffs. Erik Karlsson had a season for the ages, posting almost a point a game from the blue line, while

maintaining a plus-17 rating, and Milan Michalek came out of nowhere to score 35 goals. Of course, there's a possibility it might just be a group of players having career years all at the same time, but if they can keep it up through the playoffs, who cares? That's a big if, and the Senators might not have the mettle — and especially not the goaltending — to make it very far.

PHILADELPHIA FLYERS



The first round matchup between Pittsburgh and Philadelphia promises to be the most exciting — and most heated — of all eight first round matchups. The Battle of Pennsylvania has become the Vancouver-Chicago matchup of the East. There's been plenty of animosity between the two teams and no love lost in the verbal warfare that's been going on, and if the series degrades into a fight-filled hate fest, the Flyers could have

the upper hand. The Flyers won't beat you up like the Bruins, but they'll wear you down and piss you off — and when you're up against Crosby and Malkin, getting those two off their game could prove to be the difference. Their one major downfall is goaltending: Ilya Brzgalov hasn't exactly been a world beater this year, and has been shaky in past playoffs. Against Crosby and Malkin, *that* could be the difference.

Wikipedia's girl troubles

Why aren't more women contributing to the popular online resource?

EVELYN CRANSTON
Capilano University

VANCOUVER (CUP) — How much does an ocean sun-fish weigh? When was Marie Curie born? Wikipedia is the first search result to show up on most random topics. No matter how obscure, if anyone has given a thought to a certain topic before, there's likely a stub to prove it. While some teachers abhor the use of an unreliable, open-edited source, others embrace Wikipedia for keeping abreast of fast-paced subjects.

While the Encyclopædia Britannica would likely be more accurate in, for example, details of WWI, Wikipedia trumps outdated print books in rapidly changing fields, such as neuroscience and digital technology. A study in the peer-reviewed journal *Nature* states, "Jimmy Wales' Wikipedia comes close to Britannica in terms of the accuracy of its science entries."

One of the best things about Wikipedia is that it draws on the collective knowledge of everyone, ranging from those with a slight interest to those who have dedicated their lives to exploring a certain topic. Anyone is free to modify entries to ensure they're up to date, accurate and well thought-out. With this wide-open opportunity, however, there are inevitable flaws: a denigration of article quality occurs if someone unqualified or biased chops up an article. But that's not the only problem.

The Wikimedia Foundation, Wikipedia's non-profit owner and operator, examined the statistics of contributors and editors in a 2009 study. Out of hundreds of thousands of editors and writers, and out of billions who have knowledge to share, just a slim 13 per cent of contributors are female. Wikipedia, our holistic, online, go-to source of information is supposed to reflect the world views of many. Instead, we're hearing mainly from formally educated men in

their mid-20s. Sue Gardner, an expert in gender disparities in technology, states, "I think that all forms of diversity — geographic, political, ideological, cultural, sexual, age-related, etc. — are important. But having said that, I do think [Wikipedia's] gender skew is particularly bad."

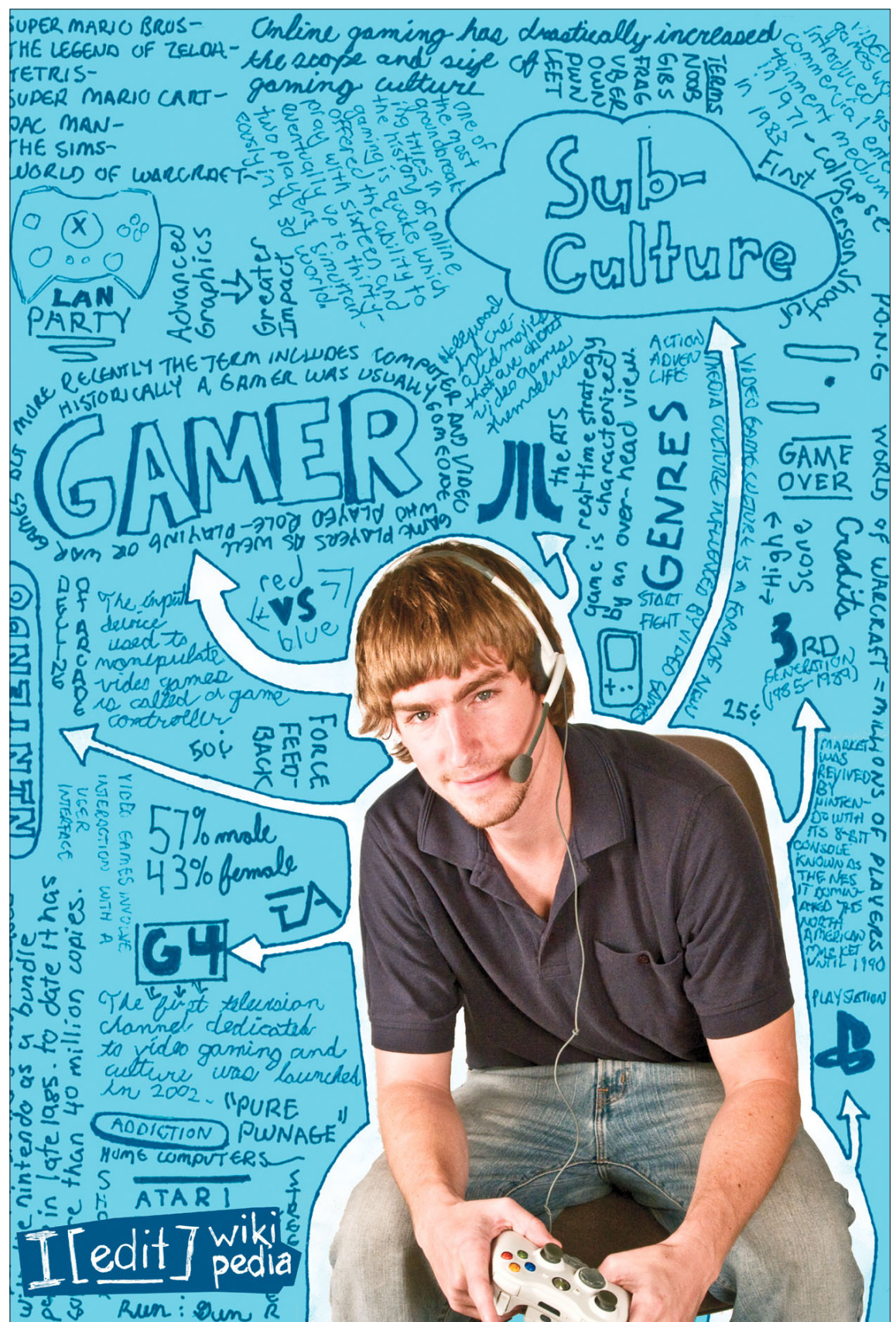
This gender disparity is reflected in Wikipedia articles. More female Wikipedia contributors would improve the site. In a list of notable scientist biographies, 19 of the 22 featured people were male. The *New York Times* points to an example where friendship bracelets, a pastime enjoyed primarily by young girls, gets a measly four paragraphs, while toy soldiers and baseball cards are given a thorough examination.

From the origins of tech-geek culture, men have dominated. They outnumbered women in video game design and computer technology for 10 years, and only now is the field levelling out. Wikipedia hasn't kept pace with these industries.

Out of hundreds of thousands of editors and writers, and out of billions who have knowledge to share, just a slim 13 per cent of contributors are female.

Gardner states, "It stems from the way things started in the early days. Wikipedia has been around for 10 years. When it started, the sorts of people who were actively contributing on the internet were STEM (science, technology, engineering, mathematics) people. It was super, super geeky, because contributing anything to the internet was hard back then."

Gardner notes that women have less free time than men, given the "second shift" of housework and child-raising. When women do have free time, studies have shown that they tend to engage in activities that will directly benefit society, such as volunteer-



Who is editing Wikipedia?

Courtesy of Flickr Creative Commons

ing, and that they gravitate towards interpersonal, social experiences. By emphasizing that working on Wikipedia does improve the well-being of society, Gardner believes we can start shrinking the gender disparity.

Another factor in the gap may be the user-unfriendly interface and occasionally hostile online environment of Wikipedia. Women will generally spend more time on social networking sites connecting with friends than debating accuracies of ar-

ticles with strangers. Gardner notes that Wikipedia is working on getting rid of the tedious, confusing wiki-syntax that a contributor must learn, as well as making it a more inclusive, friendly and supportive environment.

Men tend to put themselves forward and self-nominate when it comes to wiki-editing, whereas women shy away. When Wikipedians asked university professors in India, America, Germany and Canada to assign wiki writing as projects to their students,

the gender gap shrunk drastically because women tend not to be underrepresented in these post-secondary schools. Gardner is optimistic about an equalized future for Wikipedia.

Wikipedia is one of the most powerful connecting forces on the internet. It should reflect a diversity of opinions, world-views and scientific findings. Instead, we have thousands of articles written by a similar voice, reflecting a small fraction of the earth's population.

e-Learning not welcome

Online education proposal could potentially negate the core principles on which BCIT prides itself

LUCAS MENESES-SKODA
Link Contributor

With technology growing at such a fast pace, it's understandable to expect its influence start to seep progressively more into educational systems worldwide.

Here in Canada, and even at BCIT, it's no different. Seeing as the 'IT' in BCIT proudly labels us as an 'Institute of Technology,' we should all consequently follow the mentality of 'If it's technology, it's good,' right?

Instinctively, more often than not, I would agree. However, after attending a town-hall-style meeting at which BCIT faculty and staff gathered to discuss the direction of the institution's future regarding

e-learning, I was struck with quite the opposite feeling.

How much technology should really be injected into education?

“What this could potentially mean for students is detrimental: less face-to-face, more face-to-screen?”

e-Learning, or online learning, is something that has garnered much public debate in any circumstance, and for good reason. It's one thing to incorporate technology into classroom teachings to facilitate the teacher-pupil engagement, but it's a completely different ball game when the entire classroom, including its occupants, is moved online.

I've played this ball game. Truth is, it isn't all that fun.

In my studies prior to BCIT, I had the experience of being enrolled in both a partially and fully online course. In both instances, I had no idea what I was getting myself into; but once immersed in it, I immediately became robotically unengaged.

Initially, it's only natural to go into it with the mindset that it's going to be beneficial for your lifestyle and learning habits, and sometimes your wallet too. Why else would you forgo the benefit of human interaction and the student experience? Perhaps it means being able to balance your homework diet better. Maybe it means a schedule tailored to your lax or rigorous personal goals. Maybe it means more time for raking in a few more bucks at your part-time job to sustain your weekend habits.

Once you're actually faced with the task of doing every-

thing from your 15-inch laptop screen with fingers covered in sticky Cheetos crumbs, you quickly wonder if there is more to the education experience than e-learning can provide.

It's not the fact that motivation may be hard to come by, it's that there's no real bond to be made to the material or the institution delivering it. There's no friendly competition, no lively study groups, and no teachers dissecting your actions and giving you an embarrassing nickname. Even the most diligent of self-taught scholars will be less well served without these old school influences.

At BCIT, President Don Wright's recently released his *Five Forward* white paper, in which he outlines his vision for BCIT's future. He claims the school needs to take the next step forward in their e-learning implementation. What this could potentially mean for students is detri-

mental: less face-to-face, more face-to-screen?

Plain and simple, such an approach is mindless. Education should be kept as conventional as possible, with technology only interfering to assist in said conventional delivery. That's what you pay for after all isn't it, — to have a teacher in front of you, and a healthy classroom environment to enjoy and grow with?

While the rest of the world is focused on keeping up with evolving technology, education shouldn't be aiming at making the same strides at the cost of the student experience and outcomes. Here at BCIT, where small class sizes, teacher interaction, and hands-on learning are widely marketed and presented as their trump card, implementing more intensive e-learning environments could be severely damaging to the institution, its reputation, and, most importantly, its students.

Getting your dream job takes more than a degree

There's more to a post-secondary education than just classes. Get involved and you will not regret it

RUSS BROWNLOW
Link Contributor

The myth goes, back when our parents were young, having a degree meant not only did you have a guaranteed job, but you also had one for life. While that might have been true then, it definitely is not the case anymore. A degree is now only your starting point towards any form of career possibility, let alone security.

In today's job market, it's hard to stand out from the crowd. Increasingly, companies are looking for employees who bring more to the table than just their education. Not

pleasant news for those with little more than grades to show for time at BCIT, but there is hope. One of the best ways to get experience while you're at BCIT is to volunteer; time is an extremely valuable commodity for the BCIT student, and while volunteering is an extra time commitment, doing so now can have significant benefits once you start looking for that elusive job your parents promised you way-back-when.

Graduating from BCIT alone should already help you stand out from students (and job applicants) from other schools, but what about fellow BCIT students? A great way to set yourself apart is to show that you already have relevant experience. Nearly every one of the variety of diverse programs at BCIT has a related club that will give you

a chance to put into practice what you're learning, or aspire to make of yourself. Beyond just your program's material, you'll likely get put onto projects that are an added opportunity to develop team and leadership skills that will help beef up your resume.

“A great way to set yourself apart is to show that you already have relevant experience.”

The statistics seems to change depending on who you talk to, but many experts agree that a majority of jobs are obtained from developing a strong social

and professional network. Thousands of students come to BCIT every day, and each one of them might just have some connection to some job in your future field. If you maintain those connections into and throughout your working career, there are innumerable possible connections and opportunities down the road.

If you're also looking for diversity in the network you want to create, the best way to get to know other students outside your sets or program are clubs. They give you the chance to meet first-, second-, third-, or fourth-year students, who might also have valuable insights for success in school as well as their own influential networks they may be willing to share with you.

Volunteering also gives

you the chance to get involved with college life. You can make some fantastic and long-lasting friends you might never have met if you get more involved, while maybe even leaving a positive impact on other people's lives. Many of the clubs work with the Greater Vancouver community, often with individuals or groups that really can use a helping hand.

There are many other intangible benefits from volunteering, I encourage you to get involved in some way and find them first hand. Whether it's by joining a club, writing for The Link, working with the student association, or even starting your own initiative. There are many opportunities to get involved with the school and help you stand out once you graduate.

Let your voice be heard.

link@bcitsa.ca

MOVIE REVIEW

Bully provides insight on national crisis

The best documentaries that attempt to highlight a social crisis make the issue human. They put faces behind every tear shed and every obstacle that must be overcome. *Bully* does just that and proves it is more than a documentary; it's a powerful and emotional reflection of the devastating effects bullying can have on a family and their community.

The documentary follows five kids and their families over the course of a school year as both the children and adults try to deal with bullying that is going on in their respective lives. Alex, 12, is bullied without remorse, and must deal with stranglings, stabbings, and being treated like a human punching bag on the school bus at the hands of his peers. Ja'Meya, 14, faces 22 felony charges after pulling a gun on her tormentors in a school bus to try and scare them off. Then there's Kelby, 16, who was once a star athlete before coming out as gay, resulting in her being ostracized and ridiculed by an entire community, and even run down by a car.

Documentarian Lee Hirsch provides a provocative glance at a crisis occurring in schools across America that is quickly becoming out of control. Families continually face frustration and heartbreak as they not only must cope the reality of their child being tormented in school, but face empty promises and — as one parent put it — “politicianed” responses from school heads.

Two families, both having lost children to bullying, organize rallies to stand up to the violent pandemic in order to bring national awareness to the issue. As the families recount stories of their lost children and plead people to speak out, we witness a difference being made. It is enough to believe *Bully* too, can make a difference.

OVERALL GRADE: A-

— Thorstan Gerlach

Pick up that guitar – now you're sexier

Is it the confidence, the talent, or something else that makes musicians so attractive?

CEDRIC NOËL

St. Thomas University

FREDERICTON (CUP) — Remember those teen movies where the guy with the guitar — and the less-than-mediocre voice — sits on the stairs with a flock of girls surrounding him? Or that bad-ass, rebel girl who plays bass guitar and all the guys secretly (or not-so-secretly) have a crush on her?

I sure do. And now, almost three years out of my pimple-filled high school days, I still wonder: what makes musicians so attractive?

Most people don't usually enjoy the spotlight. Maybe it's the pressure, maybe it's the responsibility, or maybe it's the actual spotlight itself.

But there's something intriguing about a person who has the guts to rock out and mesmerize their audience.

Max Leblanc is the singer-songwriter for Fredericton band *She Roars!*. The blonde-haired, blue-eyed guitarist said he can understand the phenomenon, but musicians aren't necessarily more attractive.

“Attractive is one word I guess,” he said, “but if you can think of it in a couple ways — there's hot and [then there's] sexy. Basically the musician gets sexier, and when I think about that, I think about girls from various bands. They look sexier than girls who don't play.”

Chris McIntosh is the bass player for *She Roars!*. McIntosh, who frequently rocks the ponytail and toque combo, said it has more to do with musicians as public figures.



I don't care if he just keeps playing Hot Cross Buns — I am into it.

Cara Smith/The Aquinian

“When you perform, you are the centre of attention,” McIntosh said. “People like to think they have some sort of association with people that

plied to athletes or other celebrities, whether they're in high school, university or beyond.

Most people seem to want to be associated with famous people, but I think music adds something more to the mix.

Musicians have the confidence to express themselves in front of a crowd. They pull out their diary and tell us their most candid experiences through song.

Why do we find that attractive or sexy? I'm not entirely sure.

It could be their confidence or the connection we make with their emotions. Love, loss, hate and sadness — all things we can feel too, bringing us closer to the musician.

Bridget Yard, a third-year St. Thomas University student, said another reason we're attracted to musicians is because of their ability to fit in with the

crowd one minute and then be a rock star the next.

“There's that whole notion that they're playing to you, or the lyrics of the song are being sung to you,” she said. “Of course, that's almost never how it really is, but the thought is pretty exhilarating.”

Whether you strongly relate to a song or you're just trying to figure out what it means, there's a definite mystery and mystique around music and the people who make it — and everyone is intrigued by a good mystery.

In any case, music has the power to make us feel alive. Whether we're rocking out, dancing in a club, or lying down on our beds taking in some smooth tunes, music speaks to us.

So it only makes sense that we we're attracted to the people who create it.

“There's something intriguing about a person who has the guts to rock out and mesmerize their audience.”

they respect, people they look up to.”

In more ways than one, I agree with McIntosh. The same phenomenon can be ap-

EVOLVING 20

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1. **Born Gold** - Lawn Knives
2. **Hollerado** - Good Day At The Races
3. **Philocertaptor** - PYT
4. **The Shins** - Simple Song
5. **Surfer Blood** - Miranda
6. **Arkells** - Michigan Left
7. **Justice** - New Lands
8. **Oh No! Yoko** - Boyhood
9. **Diamond Rings** - Mellow Doubt
10. **Au Palais** - Tender Mercy

11. **Lana Del Rey** - Born To Die
12. **M83** - Reunion
13. **Said The Whale** - Lines
14. **King Khan & The Shrines** - I Got Love
15. **Braigs** - Peach Wedding
16. **The Big Pink** - Stay Gold
17. **Grimes** - Genesis
18. **Joel Plaskett** - On The Railies
19. **Miike Snow** - Devils Work
20. **Sleigh Bells** - Born To Lose



Don't bank on B.C. arts funding

Arts organizations in B.C. have insufficient funding from the government

DAVID SWANSON
Assistant Editor

British Columbia's cultural economy is in a state of financial crisis. Our level of arts funding is the lowest of any province in Canada, with a per capita investment average of only \$6.50. This meager sum becomes even more laughable when compared to the national average, which hovers somewhere around \$26 per person.

In 2009, Gordon Campbell's BC Liberals drastically reduced arts funding by eliminating the arts sector's eligibility to receive gaming grants. This change in policy effectively vaporized 55 per cent of all provincial subsidies and backed the B.C. arts community onto the ledge where it is now teetering.

Their decision launched Lindsay Brown, founder of Stop BC Arts Cuts (SBCAC), into an arts advocacy career. Last year, Brown and the arts community effectively lobbied B.C. Premier Christy Clark to reverse Campbell's decision,

which saw many art organizations collect their first gaming proceeds since 2008 this past March.

The importance of this victory is compounded when you factor in the potential for federal arts investment. Why? Well, provincial investment directly affects the amount of federal funding an organization will receive.

"If you have passed the criteria to receive a grant from the provincial government, often the federal government will match it," Brown told *The Link*.

Unfortunately, this much-needed policy renewal does not reverse the fiscal mismanagement of the previous decade, and doesn't raise BC art allowances to a reasonable rate. The original 1999 memorandum of agreement, which called for arts subsidies in the form of gambling money, saw less than 10 per cent of the promised 33 per cent of annual proceeds given to the non-profit sector. Brown believes that, "had [the B.C. government] abided by the agreement, they would have paid out \$2.3 billion."

The lack of monetary support the provincial government has shown the arts sector is

having a profoundly negative effect on B.C. culture. Inadequate backing is causing local artists to leave the province in search of a healthier and more financially stable artistic culture.

According to Brown, B.C. artists no longer have an incentive to return home because their work is valued less. She explained that it is the outward flow of arts that is resulting in the loss of human capital.

"[Artists] have always had this tradition of people going out and having these amazing experiences and then coming back. I don't see this happening now," she explained.

The trend becomes even more worrisome when one looks at related research. Apparently, a strong arts sector can yield significant social benefits.

"Studies show that arts activities and communities produce community cohesion, reduce crime, and increase [childhood] IQ," Brown said, explaining the relationship between culture, psychological development, and socioeconomic status.

The arts also have economic benefits. It is a viable industry

that can produce huge returns, which could help buttress a B.C. economy seeking new growth opportunities. According to a macroeconomic concept referred to as the multiplier effect, the Conference Board of Canada and the City of Vancouver estimate that a \$1 investment in the arts at a municipal level can generate over \$7 in return.

This could include contracting an independent printer to make posters, employing a carpenter to build a set, or hiring any kind of temporary help for the duration of a project.

"If you factor in much larger things like cultural tourism, it amounts to upwards of \$11," the SBCAC founder continued.

Despite the advantages of a well-funded cultural ecosystem, the BC Liberals are hesitant to raise subsidies to a provincially competitive level. Even though Premier Clark has shown more support than former premier Gordon Campbell, funding is only at about 50 per cent of what it was prior to 2009.

Brown says our unsatisfactory per capita investment rates are forcing organizations to radically reformat their programming "so even though an organization hasn't died, and some have...they're cutting their public and free programming — the kind of stuff that really makes them serve the community."

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No animals were harmed in the making of these beards.

Courtesy of The Ruffled Feathers

Artist spotlight: The Ruffled Feathers

This local indie band is getting attention with the release of their sophomore album, *Oracles*

THORSTAN GERLACH
Culture Editor

Ruffled Feathers' Arizona-born singer-guitarist Gina Loes is complaining about how she can't play music in her own country.

"If the band wants to go to the States, you have to become a member of the musicians union, the American Federation of Musicians or the Canadian branch. After you pay your dues, which is a hundred and something

dollars per person, you pay them to represent you, and you pay for the actual visa; so over a thousand dollars."

The band recently released their first full-length album, *Oracles*, which was recorded in nine days on a horse farm in Oregon last August. The band has steadily been releasing two songs for free every two weeks since the beginning of February.

"Along with all the tracks," explains Loes, "we are ready to finally start selling albums at our shows and playing them on the radio and getting them out there."

Oracles features piano driven melodies melding

with scorching mariachi horns reminiscent of the sounds that came out of the *Summer of Love*, yet their sound is fresh, bright, and wholly original. The band's folkloric lyrics combine with sweet, personal love songs — speaking to the Feathers' complex marketing strategy: "Our marketing strategy is pretty much just making good stuff."

Ruffled Feathers released their first EP, *Lost Cities*, in 2010 that the band describes as the childhood of the band, and have developed into puberty on the new record.

"A lot of the themes of *Lost Cities* are about travelling... whereas *Oracles* speaks

about places. The album art reflects that," reveals trumpet player Andrew Lee.

The Feathers have also come across newfound fame, shooting to number two in Canada on music-hosting website Bandcamp for two days, getting 18,000 plays in one week at one point. Some members, as Lee reveals, are even dealing with semi-creepy pasta-loving superfans: "One person told us he served an extra semester at UBC," smiles Lee, "because he wanted to get served pasta by Gina when she used to work at The Pendulum on campus."

Despite such fandom, the band is staying humble.

"It's been so exciting. You hear of people getting viral attention but you don't ever expect it to happen to you," says Loes. "So really, we just got lucky, but we've gotten a lot more plays and more people are hearing our music, which feels really good."

The Ruffled Feathers' official album release party is at The Woods on April 20.

You can find more from The Ruffled Feathers online at theruffledfeathers.com

Vocals, guitar: Lina Loes
Piano, guitar: Charley Wu
Vocals, horn: Andrew Lee
Bass: Matty Jeronimo

Zelda symphony a journey to the heart of a gamer



Brian Costa

A trip to Hyrule and back – the Legend of Zelda: Symphony of the Goddesses, as much about the fans as it is about the music

THORSTAN GERLACH
Culture Editor

Last month, the Legend of Zelda: Symphony of the Goddesses came to town. It was an experience wholly original and, admittedly, it was to be my first descent into the world of a gamer.

The Legend of Zelda: Symphony of the Goddesses is the first ever video game-themed concert to feature a four-movement symphony. I spoke to the producer Jason Michael Paul a before the show and he told me he had never been more excited about a project.

“We want everything to resonate with the audience and we want everyone to relive their experiences with the game,” he explained.

The night of the concert I met my friend Alex, who was to serve as my Zelda sensei as she is an avid fan.

As we made our way down Granville, I soon noticed the proliferation of nerds mulling around and I knew we were getting close. There was an excitement to their conversation, a youthful enthusiasm to their interaction, coupled with wild spastic movements of the

limbs, and it took effect on me — I began to feel the excitement myself.

After making our way through the Orpheum Theatre box office, we discovered a full-blown circus inside. There were people dressed as elves all around lining up to buy their Symphony of the Goddesses souvenirs, hairy overgrown men were dressed in their tight green Link leotards, and people were playing handheld Zelda video games. It was clear that, to these people, Zelda was much more than just a video game.

We made our way around the theatre as we waited for the gates to open, admiring the theatre’s decadence. An announcement blared over the speakers and a cool soothing female voice informed us the gates were to open soon. A hush of reverence settled over the crowd as the gates opened to reveal the golden walls of the theatre. The lush and lavish stage shone with the Zelda Hylian shield projected above it. Nerds raised their arms in triumph as they entered the theatre. Some ran in excitement, flocking toward the stage and letting out cries of emotion as they entered the golden fields of their video game dreams. God help the man who stands in the way of a gamer and his fandom.

I was taken aback by the stage. It was beautifully set up, with two massive harps taking

center stage. Musicians began to take their places and the blonde-haired Irish conductor, Eimear Noone, walked on to begin the show.

I looked around the theatre, it wasn’t hard to notice the empty seats — nothing like the frenzy outside. No, the show wasn’t sold out. In fact, I’d be surprised it was half-full, but no one watching seemed to care. I turned to Alex and asked what she thought — She didn’t care either, she was here to enjoy the show.

The music sounded over us with wild fury as scenes from the video game beamed on to the screen where the Hylian shield once was. For the next two hours, Noone and the musicians passionately played the music from the game as the adoring masses soaked it all in — cheering and sighing longingly at the songs from their favorite game.

I have to give it to Eimear Noone. From the moment she stepped foot on that stage she had us hooked. Every word she spoke, every stroke of her hand as she called on to the musicians seemed to carry a weight of importance. After three encores, she had the audience eating from her hand.

As we exited the theatre, there were smiles all around. A symphonic journey to Hyrule and back. As much as the show was about the music, it was equally as much about the fans.



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BCITSA Info & News



Join us for Zen Lounge April 17 & 18

The BCITSA would like to invite all students to drop by our Zen Lounge, taking place over April 17 and 18, during our Speak Up Speak Out mental wellness week. Take a quick break between your projects and classes and treat yourself to a complimentary relaxation session. Chill out with Sound Fusion, Reiki, and a chiropractic session in the Great Hall on April 17. Try cranio-sacral, massage, and energy healing on April 18.

The Zen Lounge will be located in the Great Hall and will run from 11:00am to 2:00pm on Tuesday, April 17 and Wednesday, April 18. First come first served on the days. However, you are encouraged to drop by the Uconnect Resource Centre from Tuesday, April 10 – April 16 to sign up and guarantee your session spots. Pre-sign-up for the 10-minute chiropractor sessions is required and the \$10.00 student fee will not be charged.

Chiropractor, sound fusion,
energy healing, reiki,
cranio-sacral massage

FREE
for BCIT students

Great Hall
April 17, 18
11am-2pm

Executive Weigh-In



A message from BCITSA School of Health Sciences Chair Laura Chow

Going through school, especially here at BCIT, can be extremely difficult at times. It's even more difficult when you feel like you have no one to talk to or that no one understands you. Think about the last time you felt the pressure of needing to get everything done for your classes. When was that? Before spring break? Last week? Yesterday? Stress and anxiety are common stressors that everyone at BCIT goes through, but when the pressure gets to be too much, or when you're dealing with an already full plate, how do you cope?

According to the Canadian Mental Health Association, 20 per cent of all Canadians will experience a mental illness at some point in their lifetime. When you consider that mental illness includes: stress, anxiety, schizophrenia, depression, bipolar disorder, eating disorders, and countless others, it is amazing how reluctant we are to discuss mental illness. Every day, thousands may suffer in silence, not knowing where to turn. This year, the BCITSA refuses to remain silent with its Speak Up Speak Out Mental Health Awareness campaign.

I've had a few people close to me take their own lives. Not talking about how they were feeling played a large role in their actions. I strongly encourage everyone to take advantage of BCITSA's Speak Up Speak Out Campaign to educate themselves about mental illness and learn about the resources that are available. You may never experience a mental illness, but chances are someone in your life will at some point and you never know who will need your help.

UPCOMING EVENTS

- April 13-20

BCITSA voting period
Keep your eye on your myBCIT email for more information on how to vote in the BCITSA elections.
- April 20

Corona Fiesta at Professor Mugs pub
Corona is hosting a fiesta featuring a DJ, games, prizes, Mexican-themed cuisine, and a chance to win a trip to Mexico.
[Go to facebook.com/BCITSA](https://www.facebook.com/BCITSA) for more details!

SPEAK UP SPEAK OUT

MENTAL WELLNESS WEEK April 16 - 20

Monday, April 16	Tuesday, April 17	Wednesday, April 18	Thursday, April 19	Friday, April 20
<div>10am - 2pm Information, giveaways, prizes, pledge board, button-making (Great Hall & NE1)</div> <div>Noon-1pm Unmasking Distress workshop (Council Chambers)</div> <div>3pm-6pm Traditional Sweat Lodge (near SE30 in the loggers field)</div>	<div>10am - 2pm Information, giveaways, prizes, pledge board, button-making (Great Hall & NE1)</div> <div>11am-2pm Zen Lounge (Great Hall)</div>	<div>10am - 2pm Information, giveaways, prizes, pledge board, button-making (Great Hall & NE1)</div> <div>11am-2pm Zen Lounge (Great Hall)</div> <div>2:30pm - 4pm Stress Reduction with Mindfulness Meditation workshop (SE12, room 312)</div>	<div>10am - 2pm Information, giveaways, prizes, pledge board, button-making (Great Hall & NE1)</div> <div>11:30am - 12:30pm Holistic Yoga (Townsquare D)</div> <div>10am - 2pm Non-Profit Resource Fair (Great Hall)</div> <div>2:30pm - 3:30pm Student Support & Mental Health Awareness at BCIT roundtable discussion (Council Chambers)</div>	<div>10am - 2pm Information, giveaways, prizes, pledge board, button-making (Great Hall & NE1)</div>

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SPEAK **UP** SPEAK **OUT**

MENTAL WELLNESS WEEK AT BCIT: **APRIL 16 – 20, 2012**
VISIT WWW.BCITSA.CA FOR MORE INFO



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