

# THE LINK

Feb. 23, 1983

V.17(21)

## BCIT still holds hope for skill growth funds

by Pamela Post

Kwantlen College - \$5.4 M for engineering programs  
College of New Caledonia - \$2.5M for CAD/CAM  
North Island College - \$2.4 M for technology progs.  
VCC - \$500,000 for software development  
PVI - \$3.5M for Avionics, machine shop, etc.

"This Institute is unquestionably concerned that its proposal did not receive high priority. Such dispersion of expensive technological education as indicated above is not consistent with the recommendations of the Task Force on Technological Training in Engineering, Health Science, and Related Fields. Further, new capital plants are being created when government cannot maintain 'state of the art' in equipment replacement at BCIT".

Excerpted from BCIT President Gordon Thom's Report to the Board of Governors, Feb. 4, 1983

In October of 1982, BCIT put forward a revised submission through the provincial government for a share of the federal government's Skills Growth Fund program. In January, the institute received word that it had not been chosen for funding. This was round one in the institute's quest for growth funds.

The primary purpose of the skills growth fund, established under the new National Training Act, is to make monies available for the training of the work force in areas of perceived national deficiency.

The federal government has allocated \$100 million for the program. They published a list of designated skill needs as guidelines for institutions' eligibility.

Included in the list were many programs being offered at BCIT, especially in engineering programs.

The institute sought to alleviate its shortfalls in facilities and equipment by applying for funds under the program specifically for these needs.

The provincial government assessed and revised BCIT's original proposal and the end result was a request for \$4.2 million to provide the following expansions:

1) a new one-floor facility, capable of housing BCIT's new technology proposal;

2) equipment for new technology areas, including computer, microelectronics and robotics;

3) initial operating expenses for staff, administration and program/course development.

When BCIT's application was rejected in the first round, a lot of controversy swirled around the choice of smaller colleges to receive funding for programs that in some instances didn't have the facilities or the faculty for.

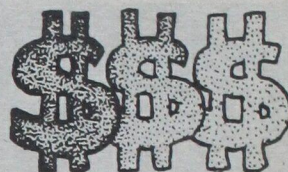
The fact that more than one of the colleges chosen happened to be located in cabinet ministers' ridings didn't help.

Dave Hume, the provincial consultant for BCIT, who was key in drafting the institute's proposal says, "the ministry decided that their first priority would go to the emerging colleges. We don't agree with them on this, but that's the policy they've established. We were well down on the ministry's priority list and we're still not at the top."

Just over \$14 million was allocated to the five colleges chosen in the first round of funding. Ontario and B.C. have received the lion's share of the federal monies allocated so far, having reeled in almost 80 per cent.

Alberta, Saskatchewan and Quebec didn't apply for any funding at all under the plan. Part of the reason, Hume speculates, is the burden of handling the operating costs of imple-

menting new programs. "Part of the problem, I guess, is that they look at these things as short-term gains and long-term headaches in having to provide operating funds."



Hume says that while BCIT is concerned about funds for maintaining an expanded operating budget, he says, "the provincial ministry has committed itself to setting money aside for the support of the skills growth fund." Although, he admits, "I'm not guaranteeing they're not going to take money out of our pocket to put it into another."

So far, 40 million of the 100 million dollars has been allocated.

In round two of applications for the remaining 60 million, the B.C. Government has re-submitted to Ottawa all the proposals from institutions that were initially denied funding. If no funds are procured in round two, the provincial government will retract all outstanding applications for funding and the situation will be re-assessed.

But Hume says he's hopeful BCIT will receive the 4.2 million laid out in the proposal now before Ottawa for the second time. "We feel that it's important for BCIT and its connection with Discovery Park. It's the only Institute of Technology of any magnitude in B.C. or in Canada for that matter, and to not put the high technology here is a bit hard to take or understand."

The provincial government's priorities will result in a decision from Ottawa on the matter in the next two or three weeks.

### council notes...

## Instructors under fire

by Michael Brand

If you need to complain about an instructor, you can do it at an open forum on instructor evaluation on March 1 at six p.m. in the SA Council Committee Room.

"You can come in, you can complain, bring raw vegetables, whatever you want. But we want to have as many students as we can come to this," Jim Armstrong, who is the SA Council's Vice-President of Administration, said at last Monday's SA Council meeting.

The forum is going to be put on by the Educational Council of BCIT. The Educational Council is an advisory group set up in June 1979 to make recommendations to the President and the Board of Governors on educational matters affecting the institute. It consists of the BCIT president, the vice-president, the deans, two students and others.

The purpose of the forum is 'to elicit student feelings on the issue of instructors and how their performance should be evaluated,' according to the SA Council memo on the subject. Armstrong added that the forum will discuss "the whole procedure" of instructors evaluations.

The whole procedure for the official opening of Phase One of the Campus Centre - at least who is going to open it - is still to be worked out. So far, Premier Bill Bennett, Education Minister Bill Vander Zalm and Deputy Premier Grace McCarthy have all been approached, and all are unavailable. The SA council will continue its search for somebody from Victoria to come to the opening.

Concerning the opening, SA Vice-President of Public Relations Soo Sheung Wong said that the meeting with (BCIT President) Gordon Thom, and he said his contribution to the art contest (for the Campus Centre) was it," she said,

"I pointed out to him that the administration has been very adamant in stressing the fact that this project is a joint venture with the students and the administration - but really, when you come down to brass tacks, when it goes to dollars and cents, they really want us to bear the burden," she added. Wong added that Kathy Angelo, who is Thom's assistant, told her the administration might offer its time instead of money, in exchange for a re-worded invitation to the post-opening reception.

The re-worded invitation would read that the reception would be hosted by the BCIT administration and not the Student Association, according to Wong.

Another event connected with the Campus Centre opening is a planned demonstration against cutbacks in education. The demonstration is cancelled. Ralph Goodwin-Wilson, Mechanical Engineering Tech rep on council and the organizer of the demonstration, said he cancelled it because of the poor response to the letter campaign conducted by the SA's cutback committee, of which Goodwin-Wilson is also a member.

Goodwin-Wilson said only fourteen letters were sent back to the committee from the entire student population at BCIT. Students were to write a letter to their MLA, and the committee

would collect and mail them. "We distributed over eight hundred letters and we've had fourteen replies come back," he said.

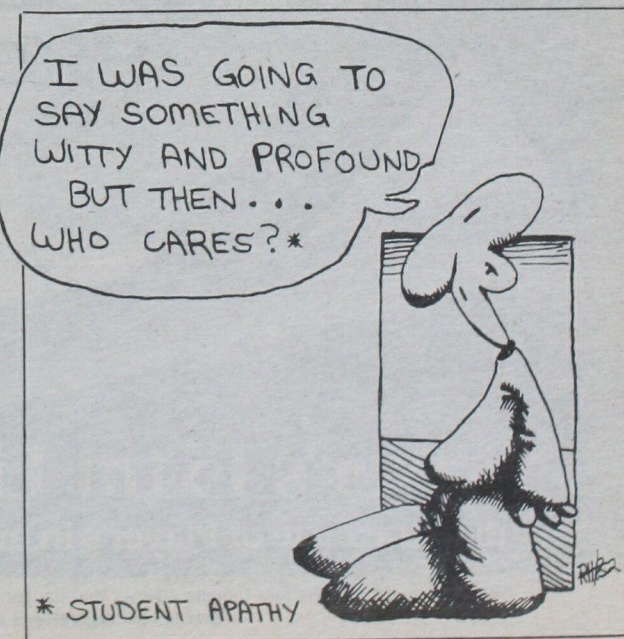
Referring back to the demonstration, Goodwin-Wilson said: "If fourteen people could get it together to sign their names to a piece of paper, I could expect nothing but the really adventurous out for a demonstration. There is a reason to do a demonstration, but if the students can't get it together to sign their name to a letter and get it back here (to the committee), I really don't trust them in a demonstration."

Goodwin-Wilson also said the cutbacks committee has started a survey of various technologies and how they're being hit by cutbacks, "but so far, there hasn't been a hell of a lot of progress."

In other council news, council voted to fund Soo Sheung Wong's trip to Chicago (reported in THE LINK, "PR Trip? Maybe," February 16) for the annual conference of the American Marketing Association.

Also at the meeting last Monday, the BCIT chapter of the AMA asked council for eight hundred dollars in general funding. Council voted to table the matter.

And Council has also voted to move next year's Shinerama campaign from a Wednesday in the fall to a Saturday. Wong said the reason for the change was to ensure that only those students committed to the event, which raises money to fight cystic fibrosis, will come out, and other students won't use the day as a holiday from school.



Graphic: Mantel



## sports

# Rugby Cougars still on the prowl...

by Dan Rogers

Two years ago all the extra-mural programs at BCIT were axed, including the highly successful rugby team.

To the delight of many people the end of the extra-murals did not spell the end of the rugby squad. The Cougar Rugby Club is alive and well but in the disguise of the Burnaby Rugby Club. The coach this year as in the past is PVI instructor Gary

Miller.

Miller has been running the team since all the connections between BCIT and its rugby program were severed. Next year Miller will try again to have the rugby program reinstated at BCIT. "With \$3,000 from the school we could run a top-notch rugby club," the veteran coach and player states.

There is no doubt that he could, as his proof is in his past

record. Miller helped shape the rugby program into one of the most successful extra-mural teams on the campus. Perhaps their finest seasons was in 1979/'80 when they went undefeated in regular season play, captured the gold medal in the Totem Conference, won the Shellburn Trophy at the 1980 Burnaby Sport Recognition dinner, and received letters for outstanding achievement from Svend Robin-

son, MP Burnaby, and would you believe from our own Gordon Thom. It was this team and over the years many others that sent numerous grads into the Burnaby Buffalo Rugby organization.

It is that link that has kept the club alive. Of the nine executive members of the Burnaby club, seven are graduates of the rugby program at BCIT. For this reason the Buffalos are very

interested in seeing the rugby program brought back.

So much so that they offered, in a letter last March to the SA, to sponsor the team. In the letter, Buffalo President Regan Tretheway stated, "I include a cheque from the Burnaby Buffalo's RFC for the sum of \$2000, payable to the BCIT Cougars RFC. The only condition attached to this is that the Cougars secure the school's sanction to play as the BCIT Cougars RFC."

Due to cutbacks and labour problems that are too lengthy to mention here (but will be examined in later articles) the Student Association acting on behalf of the institute could not oblige the Buffalo Club.

The rugby team did remain alive though and this year, with the aid of the SA who dished out \$850 for new uniforms and field rental, the Cougars continue to play in the Fraser Valley third division.

Coach Miller has tried to keep the roster to mostly BCIT students even though it meant saying no to several PVI students who wanted to join the club. "I've had people come up to me wanting to play but I've always held out that you've got to be a BCIT student." It certainly has been the way things have worked out; of the 24 men on the squad, 20 of them attend BCIT.

This year, as in the past, the Cougar Rugby Club will be winding up the season with a trip down to the States. This year they will be travelling to Reno at the end of May to play a couple games and enjoy the completion of yet another rugby season.

This year's roster includes (some of the names may sound very familiar): Bruce Arthurs, Don Freschi, Brian Nichiporuk, Murray Scott, Jeff Robertson, Kevin Shoemaker, Ron McKave, Bruce Dale, Mike Emde, Bill Quesnel, Dan Hindle, Jamie London, Rich Pasvito, Ron Loudon, Rob Leong, Ford Nicholson, Stuart Davies, Shawn Hicks, Willie Stephen, Steve Rabbit, Gary Miller (coach), and Jeff Slamon (assistant coach).

If you are interested in playing for a team that does not take losing lightly, the Cougar rugby team is still looking for a few good men for the balance of this year as well as some first-year students who want to get a run at next year's team. If you are interested get in touch with Gary Miller at PVI or with any of the listed players around the school.

Who knows by the time next year rolls around the Cougars may be back as BCIT's Cougars rather than Burnaby's Cougars. But then again a Cougar by any other name...



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Sam Corea photo

## Blast off... TNT opens a new store

by Sam Corea

well, at least one facet of the new campus centre is now open. The third TNT store has been ready for customers since last Monday morning. Business appeared to be slow at noon Monday - but the cashier was extremely enthusiastic. The main items for sale are the usual nifty campus togs, also sports-related accessories. In fact, this one will even have dressing rooms! No more undressing between the cash register and the potato-chip aisle. Sigh...a small step for mankind - a giant leap for modesty.



**JOIN THE LINK!!!**

## LADIES!

*Don't miss the one night of excitement  
you may ever have at BCIT!*

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Shoulder to shoulder we have fought it  
out - yet the wild must win in the end."*

*\*Robert Service*

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## Letters Letters Letters

### Reply to a reply...

Editors:

In response to Murray McNabb's adjustments to myself and Gillian Findlay's "page 2 spread" entitled Pesticides: The grim reaper:

• Yes, Murray, we did "state some facts" because there are very few proven facts surrounding the case of farmworker Jarnail Dol's death. Lots of rumours — yes. Facts — no. There are also rumours within the rumours: ie, your particular recipe for the "home brew" being concocted by the farmworkers for kickapoo consumption. We are familiar with that story, but there is no proof until after the inquest; so as responsible journalists we did not print that information.

• We used "big words" like organophosphate because that is the one and only name of the pesticides, herbicides, insecticides, rodenticides, etcetera, employed by today's farmers. Since The Link readership is not composed of bio-chemists, we thought it wise to communicate with on-the-shelf consumer terminology. You can understand our wanting to communicate, not baffle. Hence our reference to Top Killer and Monitor.

• It is not "amazing" at all, if the farmworkers were orally consuming Diazinon (as goes your story), that there was no trace of Diazinon detected on their clothing.

Regarding Deol's death, you say: "This is a horrible way to die, but I believe this death should not and would not have happened if a small amount of common sense had been used. Labels state how dangerous they are..."

Well and good, how does an illiterate immigrant read labels? What if a farmer does not tell them of the dangers of the chemicals they are using? What about the ignorant farmer who does not know of the dangers of the chemicals he is dispensing? As the Matsqui-Abbotsford Community Services survey of 282 workers showed, more than 95 per cent of those farmers exhibited symptoms of organophosphate exposure. Oddly enough they have no shower or wash-up facilities, training, supplied spray suits, gloves, hats, boots, face shields and respirators. Unlike you.

As we mentioned, Workers' Compensation Board had to be lobbied by the Canadian Farmworkers' Union to establish the task force that is presently investigating the lack of the use of the equipment you take for granted.

We wish we could agree with your statement, "following the instructions will result in death to the little bugs and weeds and a happy healthy life for the farmworkers and wildlife."

Funny that the American Medical Association has published facts on the deadly health repercussions of organophosphate pesticide use.

Funny that Fish & Wildlife is concerned about just how many birds on the lower mainland are dying of pesticide exposure — organophosphate that is, the one that kills almost instantly... after the animal/bird quivers uncontrollably, vomits, then dies.

Funny that Newsweek recently published an article on the deadly organophosphate contamination of the water table, which is rendering well water in North America virtually undrinkable. Funny that all "the little bugs and weeds" are becoming immune to the effects of organophosphates. Some thrive, despite the fact that farmers are stepping up the dosage.

Yes, they do survive, and continue to eat and choke our produce... while we continue to eat the horrendously oversprayed stuff... while the farmworkers continue to experience headaches, 'flu' symptoms, fatigue, heart attacks...

Lesley Rae Purdy

## The Links' 'stupid mistake'?

Editors, The Link

I wish to clarify a few facts that are cloudy and misleading, with respect to the article I wrote and submitted to 'The Link' for the February 9 issue, but appeared in the last issue instead.

To begin with, the article was titled 'Competition for Minimum Wage Steep', by The Link. I titled it 'You and Summer Employment '83'. The title I suggested wasn't "eye-catching enough" Pamela Post, the editor, said. She also said the decision to change the title was part of the Link's journalistic right, and I can respect that. However, I, as the writer should have a right too; the right to have any article I submit printed without any change at all, or at least be consulted. I guess that's their journalistic right. My writer's ego isn't hurt, its just that the Link has made a stupid mistake, which will probably cost many students a good summer job, because after reading a heading like that, who will want to read any further to find out how they can make \$3.65/hr.

Another point is I submitted the article for the February 9 issue, not the February 16 issue. I can assume from the Link's attitude that they don't give 2 hoots about summer employment for returning students. As the article stated, there is a March 4 deadline for 'community project' applications. Hence, the time

delay will be a very large deterrent for time conscious students, who would have had another two weeks to create projects and find sponsors to back them up. I say two weeks because it will take this 'Link' issue to clear up the 'Link's' mistake. Probably the Link was just exercising another journalistic right.

Third and most important of all is the wage issue. The students' wage is paid by two groups: the sponsor and the government. The government pays \$3.65 of the total wage, and the sponsor pays the rest. In the case of the student project supervisor, the government pays \$5.48 of the total wage and the sponsor pays the rest. For example, if the student is paid \$8.60/hr. the government pays \$3.65 and the sponsor pays \$4.95. In the case of a student project supervisor, if he makes \$9.80/hr. the government pays \$5.48/hr and the sponsor pays \$4.32/hr. So you can see why your title is so misleading, and I'm sure your journalistic right was exercised in the most detrimental way to students: in the summer employment area, which means a lot of students who could have come back next term won't be able to due to lack of funds.

Bill Quesnel

If you edit any part of this letter, except for spelling or grammar, don't print it.

Ed. Note.

A few points of factual clarification. News reporters do not headline their own stories. The reason for this is continuity of headlines and special considerations in the lay-out of newspapers. Your alleging that I uttered the phrase 'not eye-catching enough' is errant fabrication. For all your low opinion of journalists, any reporter worth his salt does not make up bogus quotes. I will admit that I considered your headline to have all the imagination of a washed-up public relations flack starved for inspiration. That, in itself, would serve to detract readers, which I understand to you, is the important thing...that people would read the body of your article, not just the headline. As to your assertion that you or anyone has an unequivocal 'right' to have submissions printed on demand, obviously that's incorrect. There are certain obligations on the writer before presuming their articles will be considered for publication. They are foremost, relevance to BCIT, factual content, respect for the libel laws of this country, and last but not least, typewritten on a 52-space margin. You handed in your article scrawled on a piece of paper, for one of our reporters to type for you. A little understanding of newspapers or a chat with an editor before hand might have made you a little less eager to accuse the Link of single-handedly destroying the employment future of today's youth.

Write a Letter!

## Backtalk on cutbacks

Editors, The Link

This letter is written in response to P.A. Keenlyside's letter of Feb. 16th. I would like to remind Mr. Keenlyside that the BCIT Students' Assoc. main concerns lie in what is happening at BCIT.

With considerations to inflation and increased enrollment BCIT's funding from the provincial government has decreased over the past year. Next year the administration expects no monetary increase from the province. Semantics aside, these are cutbacks, and ongoing ones. These result in Labour-Management disputes, obsolete and outmoded equipment, poor student services, high tuition fees, high tuition fee increases, no extramural sports programs, a decreasing level of instructor support systems (library & A.V. services) and the largest class size of any college or institute in B.C.

On a larger level, money for education comes from 3 sources: federal, transfer payments to the province, provincial funding and tuition fees.

Federal funding comes through a scheme called established programs funding (EPF). This program serves not only education but also such things as hospital insurance and medical care. To be brief, through EPF, the federal government provides 409.4 million of the 607.9 million so generously given by the province to post secondary education (PSE).

Since 1976/77 federal funding for PSE grew from 180.7 to 409.4 million in 81/82, an increase of 127 per cent. Total PSE budgets increased only 91 per cent from \$317.5 to \$607.7. As a result, the federal share has increased from 56.8 per cent of the total PSE operating costs in BC to 67.3 per cent. When above inflation tuition fee increases are taken into account (sorry no figures) it becomes pretty obvious what the Socred educational "Philosophy" is.

To further underline Socred educational "Philosophy" let us look into the grants given under the skills growth funding program. Skills growth is \$110 million of special grants available from the federal government nationwide for "the establishment, conversion and/or expansion of facilities to provide training in occupations of national importance." This was money available for new technical education. BCIT submitted an application for a microelectronics technology, robotics technology, and computer aided design/computer aided machining technology (CAD/CAM). The money was "no strings attached" to be awarded by the province.

Kwantlan College was awarded 4 million to start 6 technical courses already offered at BCIT. But Kwantlan is in Bill VanderZalm's riding. Prince George was given the CAD/CAM Technology. Why Prince George? 80 per cent of the population of BC is from the lower mainland. At BCIT most students can live at home but, Prince George? BCIT has existing facilities to mesh with a CAD/CAM Program, but Prince George has none. So what philosophical level were the Socreds operating on? The Hon. John H. Heinrich, Minister for Lands, Parks and Housing is from Prince George. Other money went to Gracie's riding as well.

As for the letters, yes Paul, I agree. We have been encouraging students to write their own letters but provided the "form" letters as a means of gauging response and give the students an easy avenue for democratic protest. Any suggestions are welcome.

Ralph Goodwin-Wilson  
Mech. Tec.

P.S. For Tammy: There is a need for a demo. You misunderstood.

## Med. services needs your MSA

Medical Services

An increasing number of students are coming to Medical Services without their Medical Service Plan number. As with any Doctor's Office, we do require that number, and although we try to help you by allowing a first visit, you could help us to run a more efficient office if you would bring it with you the first time. Many of you just say that you are covered by your parents, but we still need to know that number. PLEASE HELP US.

We still carry application forms for the Medical Services Plan and can give you help and advice regarding reduced 'Premium Assistance' payments. Just drop in.

Incidentally, we also have a large number of free pamphlets on many health related subjects worth remembering when you have projects to do.

Joan Barrett

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## THE LINK

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Editorial submissions from all members of the BCIT community are welcome. The Link reserves the right not to publish any material submitted and to edit for taste, length and libel. Any material not typed and signed will not be published.

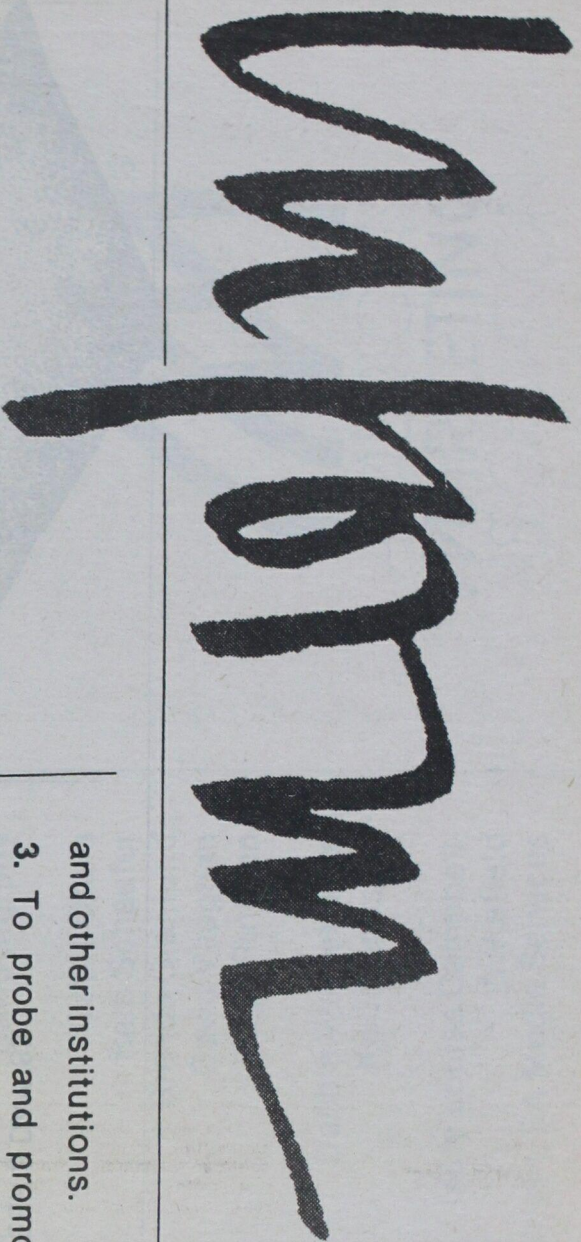
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American  
Marketing  
Association

BCIT Chapter  
Newsletter  
February 23, 1983

# The American Marketing Association

*How it can benefit you  
as a marketer*

The American Marketing Association is a non-profit organization with a membership of over 40,000 individuals. It originated in 1937.

The membership of the association consists of marketing practitioners, educators and students, all striving to advance the discipline of marketing and enhance their personal development in the field. AMA members span the globe, though the majority of them are in the U.S. and Canada. Over one third of the national AMA members are students. The AMA Collegiate program is one of the fastest growing areas of the

and other institutions.

3. To probe and promote the use of marketing concepts by business, nonprofit and other institutions for the betterment of society.

4. To stimulate ethical marketing principles so that marketing knowledge and practice are used toward legitimate ends.

In summary, the AMA can not only provide you with information to enable you to stay current in today's dynamic marketplace, but it can also enable you to become actively involved in the marketing profession.

## Membership Information

If you are not an AMA Member yet, pick up your membership form from Carroll Nelson's office 2V-120

## Renewal of Membership

Has your membership expired?

If so, you will be mailed a renewal form from the AMA in Chicago. If you have been assessed as an Associate Member at \$33.00

## Election time near for the BCIT-AMA

### AMA Elections '83

If you are a marketing student who wants to make things happen such as:

- . socials
- . speakers
- . career's day

then run for one of these AMA positions

- President
- Vice-President
- Treasurer
- Program Chairperson
- Publicity Chairperson
- Newsletter Chairperson

### Who Can Run&

Any Marketing student both AMA and non-AMA members. If you are not an AMA member and become elected, you must then become an AMA member.

How do I get nominated?



# AMA to be represented at conference in Chicago

AMA National collegiate chapter conference

This year the AMA-BCIT Chapter has sponsored several successful events including the Miller's Brewery Marketing Presentation, Careers Day and the raffle for tuition fees. As a result of our program achievements this year, the AMA-BCIT Chapter has been asked to participate in this fifth annual AMA National Collegiate Chapter Leadership Conference, on April 7 to 9 in Chicago.

Vali Stibbs, program chairperson, Barb Schaefer, vice-president and Cathy Orava, president, are representing the BCIT Chapter at the conference. Sue Sheyung Wong, vice-president, Public Relations of the BCIT Student Association, is attending the conference as a

## CAREER'S DAY '83

The Marketing Management Career's Day for 1983 was held on January 14th at the Robson Square Media Centre. The event turned out to be a great success with approximately 90 people in attendance.

The morning session saw 2 representatives from the Dunhill Personnel Agency- Casey Forrest and Alex Wallace. The speakers presented various interview techniques, resume writing tips and essentials in finding a job.

Lunch was catered by the Sandwich Tree. In the afternoon session, the real estate option and marketing option each listened to speakers related to their options and future careers.

A wine and cheese followed the presentations and the winning raffle tickets were drawn. We hope the event was both informative and helpful to all who attended.

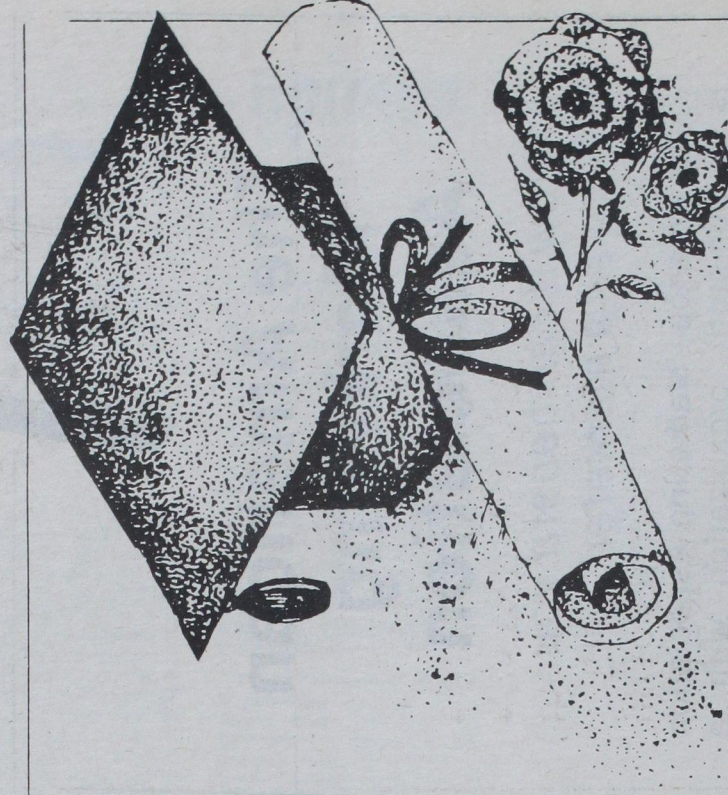
## AMA RAFFLE WINNERS

Congratulations to these winners who had their lucky tickets drawn on January 14, 1983.

1st Prize- Second term tuition fees (\$430.00), Byron Hampton, Marketing Management.

2nd Prize- Pair of Canucks Hockey Tickets, Dave Moir, Marketing Management.

3rd Prize- Keg Gift Certificate, Gordon



# Grad photo sessions underway

GRAD PICTURES for the Bus-  
mess society year  
2nd year Marketing grad pic



Conference, on April 7 to 9 in Chicago. Matt Schaefer, program chairperson, Barb Schaefer, vice-president and Cathy Orava, president, are representing the BCIT Chapter at the conference. So, bring along your marketing materials, public relations of the BCIT Student Association, is attending the conference as a student association representative. Attending this conference will allow the BCIT Chapter to gain valuable information for its operation in future years, plus benefit BCIT as a whole.

With two other panelists from other collegiate chapters we will present, to students and faculty in attendance, how we organized our chapter programs for this year. On the final day of the conference our chapter will be one of 50 collegiate chapters involved in the One On One Session. We have been assigned to a booth enabling us to show a slide presentation of the year's activities, newsletters and literature on programs at BCIT. This session also enables us to answer questions and share ideas.

1983.  
1st Prize- Second term tuition fees (\$430.00),  
2nd Prize- Pair of Canucks Hockey Tickets,  
3rd Prize- Marketing Management  
Administrative Management.  
4th Prize- Keg Gift Certificate, Gordon Stoddard, Financial Management.  
Thanks to those ticket sellers who helped make this raffle a success!

Coming Soon.....March 1st

The Mark Anthony Group is a dynamic young group who distributes imported wine in the lower mainland.

They are going to be at Robson Square Media Centre to show their Marketing Strategy. They will show us how changing the packaging of their wine dramatically increased their sales and market share.

After the presentation, there will be a wine appreciation session.

When: Tuesday, March 1st

Where: to be announced

When: 7 pm to 9:30 pm

Price: \$4.00 AMA Members

\$5.00 non AMA Members

underway

GRAD PICTURES for the Business society yearbook:

2nd year Marketing grad pictures will be taken on:

- Friday, February 25th
- in the SAC Boardroom
- approximately 2:00 p.m. (exact times will be announced).

Have you purchased your business yearbook yet?

No! Buy it before March 1st for \$7.00.

After March 1st the price goes up to \$10.00.

Buy your yearbook now at these locations:

- 2n TNT Store
- Student Association Office

## 1982-83 BCIT - AMA Chapter Executive

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Thanks  
Mary Louise Campbell-Wakefield  
Don Wright, SA Media Services





association. The collegiate chapters, totalling over 360, are located in the U.S. and Canada as well as Venezuela, Mexico and Australia.

### What's in it for you?

1. Most importantly you will be a member of a Professional Organization, allowing you to come in contact with people in the business world and gain invaluable experience and involvement in the marketing profession.
2. You will be a member of these three AMA Organizations:
  - National AMA
  - BC Chapter - AMA
  - BCIT Chapter - AMA
3. Publications you will receive are:
  - Marketing News
  - biweekly newspaper with up to date marketing information
  - Marketing Perspectives
  - bi annual Professional Development Publication

The objectives of the association as stated in the AMA constitution and bylaws:

1. Through demonstrated competence of our members to lead in the development, dissemination and implementation of marketing concepts, practice and information.
2. As a world leader among marketing associations to be the focal point for marketing interests of business, consumers, education, government,

Just follow these steps to renew your membership at the student rate:

1. Fill out the Renewal form.
2. Send only \$20.00 US. This is the student rate.
3. Attach a note stating you are still a full time student at BCIT
4. Mail this information directly to the AMA in Chicago.

Attention: Registration  
American Marketing Association  
250 So. Wacker Drive  
Chicago, Illinois 60606

Within six weeks from the time you mail your renewal you will receive your new membership card and continue to receive your publications.

Pick up a nomination form and occupation of the position you are interested in at CARROLL NELSON's office in Trailer 2V office 120. After the nomination form is completed, return it to Carroll Nelson's office.

When do Nominations close?  
Friday, March 18th at 1:00 pm.

When is Election Day?  
Wednesday, March 30th.

Who Can Vote?  
Only Registered AMA Members.

Get involved and make 83-84 your year!!



First prize to Byron Hampton, centre. Story page 2.







# entertainment previews... previews...

11 NOMINATIONS  
including

**Best Picture**  
Director RICHARD ATTENBOROUGH Actor BEN KINGSLEY

**GANDHI**  
70MM S&T TRACK DD SOUND SYSTEM 11" (MATURE)

'MISSING'

10 ACADEMY AWARD  
NOMINATIONS  
including

**Best Picture**  
Best Director SYDNEY POLLACK  
Best Actor DUSTIN HOFFMAN

**Tootsie**  
"The comedy of the year."  
—Gene Siskel, Chicago Tribune  
WARNING: Occasional very coarse language. B.C. Director

5 ACADEMY AWARD NOMINATIONS including  
—BEST PICTURE —BEST ACTOR—Paul Newman  
—BEST ACTRESS—Faye Dunaway  
—BEST SUPPORTING ACTOR—James Mason  
—BEST DIRECTOR —Sidney Lumet

**THE VERDICT**  
WARNING: Occasional very coarse language & swearing—B.C. Director

In two weeks, the Link  
will discuss and tell you who will  
walk off with this years top  
Academy Awards.

9 NOMINATIONS  
**E.T. Best Picture**  
THE EXTRA-TERRESTRIAL  
Director  
WARNING: Occasional coarse language. B.C.

**ENGINEERING  
SOCIALIZER  
FEBRUARY 26**

7 PM

Admission \$3 or ticket from Car Rally on the same day

## Cheap Flix Double Bills



Yes, folks, here they are, those affordable gems of the screen which, by you, are meant to be seen. Remember your student cards.

HOLLYWOOD: 3123 W. Broadway (\$3.00) To Sun.: Tex, and Star Trek II.

RIDGE: 16th and Arbutus (\$4.00) To March 3: Chilly Scenes of Winter.

ROXY: Hastings and Nanaimo (\$4.00) To Thurs.: First Blood, and Death Wish II. From Fri.: Orson Wells in Butterfly.

SFU THEATRE: Images Theatre, SFU (\$2.50) Fri. and Sat.: Raiders of the Lost Ark.

VANCOUVER EAST: Commercial and 7th (\$4.00) Wed. and Thurs.: Kubrick double: Dr. Strangelove and Lolita. Fri. to Sun.: The Kids Are Alright, and Quadrophonia. Mon. and Tues.: Secret of Nimh, and Watership Down.

SAVOY: Main and 7th (\$4.00) Wed. and Thurs.: Cristiane F., and Ticket to Heaven. Fri. to Sun.: Picnic on Hanging Rock, and Gallipoli. Mon. and Tues.: Hitchcock double: Spellbound, and Rebecca.

## more

During the next couple months there are plenty of govt acts planning to visit our city including Jefferson Starship,

Feb. 19; Nicolette Larson, Feb. 22; the Blasters (more rockabilly) March 10; Culture Club, March 16; John Lee Hooker, March 26;

and B.B. King, March 31. I've heard rumours that Neil Young will be playing the Coliseum in March although no date has been secured yet. Apparently he sold out the Maple Leaf Gardens in Toronto within 24 hours — the old waver is still alive and well and playing to full houses.

## more



LOUIS  
**FALCO**  
DANCE COMPANY  
"pure entertainment... joyous and breathtaking."  
New York Times

by Lesley Rae Purdy

This weekend, you'll get to see some very hot ballet-jazz at the Q.E. The choreography of the movie, Fame, will be danced both Friday and Saturday.

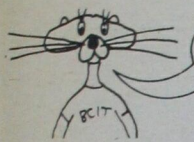
To the music of Harry Nilsson and Randy Newman, Black & Blue - a look at the world of boxing, will also be danced. It's new, it's jazzy, and it's a bit of laugh. It's danced in solos, duets, and ensemble pieces.

A piece called Escargot, which is literally a breathless exercise in percussive gymnastics. I saw it danced last year by what I

consider to be Canada's most exciting dance company, Les Ballets Jazz, and thought it was the most exciting piece of choreographed man-made movement I'd ever seen. The lighting is in reds, blacks, and whites, and flashes and storm absolute non-stop electric action. Interesting to note the piece was inspired by Louis Falco's interest in photography and film. Escargot is an aperture vision.

The Louis Falco Dance Company is a theatrical blend of jazz and classical, and worth every entertainment cent.





## Intramurals and Campus Rec

Men's Basketball  
C&S 40 Forestry 28  
E&E Defaulted to Res.

Outdoor Soccer  
Opman TKO's 3 Nurses 2  
Survey 4 Tigers 0

Co-ed Indoor Soccer  
Blizzards 2 Alumni 1  
Hotspurs 1 Head Crashers 0  
Express 2 Fish & Chippers 1  
Strikers 0 Survey II 0  
Fog Duckers 2 Hammers 0  
B.S.ers 2 Res.

Co-ed Volleyball  
AGI's vs 2x4's 15-4; 4-15  
The Smash vs Building 15-9; 15-9  
B Kools Vs Combo's 15-7; 15-11  
Spahis vs Marketeers 15-8; 15-10  
Calculators vs Mktg. Maniacs  
13-15; 15-8  
Fin Flyers vs Buckwheats 15-0;  
15-8  
Steveston vs Pretenders 15-2;  
15-8  
Killer B's vs BMO's 15-9; 15-8  
2nd Chance vs Connection 15-3;  
11-11  
The Out to Lunch Bunch and  
Clostridium won their matches  
by Default.  
The BS Bruins and Plumbums  
double defaulted.

Wednesday Hockey  
Who will advance to the big final  
next week?  
Gas & Oil Vapors shut out C&S 3-0  
in an exciting game last week  
to win the league championship.  
AdminMan had a default win  
from Mining/Tourism to place  
second in the league.  
Staff stood off a determined  
Forestry team to eke out a 4-3  
win for third place.  
C&S in losing went from first to  
fourth place in the tightest  
league finish ever in BCIT  
history.

Super League Hockey  
Engineers and Business will  
be on the ice for the  
Championship Game Friday 25th  
of February at 8:05 pm on the  
Red Rink at the Columbian 4  
Rinks. A cheering, wild and  
supportive crowd is expected.  
So let's go and give our team  
some incentive.

Annual Awards Banquet  
Tickets go on sale in the SAC  
Lobby this week. \$10.00 gives  
you a dress up evening,  
excellent meal, wine.

Prizes and a million dollars  
worth of fun to wind up the  
Campus Recreation Activities  
for 82-83. The Awards and  
Banquet are subsidized by your  
student fees and BCIT, so it's a  
GREAT DEAL!!! Get your team,  
group, friends and reserve a

table. Date is FRIDAY, 25th of  
MARCH AT THE ROYAL  
TOWERS HOTEL in NEW  
WESTMINSTER.  
After March 16th, tickets will  
cost \$12.00 each.

Easter Chicken, Rabbit, Turkey  
Shoot

To give it the Easter flavor,  
there will be special chocolate  
rabbits, chickens and candy  
prizes. This will be held Mon. to  
Friday 22-25 of March in the gym.  
Another fun event. Don't miss  
out, plan on being in the gym on  
those dates between 11:30-1:30  
pm.

Technology Wrist Wrestlers

Be in the SAC Lobby today for  
the battle of the wrists. Can  
Survey beat Business Mgmt?  
Forestry says they can take C&S  
and Survey wants Marketing so  
come on!!! Register 11:30-12  
noon. Competition 12:20:00 pm.

Campus Rec Awards  
Nominations

Remember to put your  
nomination in for most  
Sportsmanlike Team, Female  
contribution and male  
contribution to intramural  
sports, Supportive staff member,  
most sportsmanlike player, and  
Jock and Jockette of the year.

Nomination forms are  
available in the Equipment room  
and the S.A. General office.  
Nominations close February  
28th. Awards are presented at  
the awards banquet on March  
25th.

Super Hockey

Engineers squeeze to league  
championship. Forestry played  
a great game but could only  
manage a tie (4-4). This gave  
Engineering 35 pts. one better  
than the Charging Business  
"GASH" who finished with a  
default victory for 34 points. If  
Forestry could have won, they  
would have also got to 34 points.

So this Friday 25th of  
February, at 8:05 pm on the Red  
Rink at Columbian 4 Rinks, the  
Red Machine (Engineers) will go  
for the gusto against Business  
"Gash" Blues. Let's give out  
teams a boost and give some  
vocal support. This is a full time  
game for the Super League  
Trophy. Sudden death overtime  
if required to decide a winner.

Invitational Indoor Soccer  
Tournament

PVI "A" team upset the  
favored SFU Redshirts 4-2 in an  
exciting final. This was a great  
example of "Heart" over skill.  
PVI came on like gang busters  
and never allowed SFU to play  
their skilled ball control game.

The whole tournament was a  
lot of fun with only five penalties  
called in 13 games. The use of  
goals against over goals for also

helped by keeping scores down,  
rather than embarrassing  
anyone.

BCIT's teams both played well  
and the "A" team lost out "A"  
division to the eventual  
champions in a shootout (1-0).  
The "B" team was second to  
SFU in the "B" league in losing  
2-1 to SFU.

PVI earned their T-shirt prizes  
and the teams from UBC and  
YDC who didn't get into the win  
column had a really good day.

Peggy Jay's Marketing Gals  
that organized the lunch and  
refreshments did a wonderful  
job. Thanks Ladies!!

Super Special

Co-ed Fitness Classes 1/2 price  
Special \$15.00

Classes go until April 1st  
except during mid-term break.  
Go to either A.M. or P.M. classes  
or BOTH.

## Canada Employment Centre JOB SEARCH SERIES

Wednesdays 1230-1400 Room 2N 202

The Canada Employment Centre on Campus is  
repeating a series of short lectures to help you  
prepare for job hunting in a tough labour market.

MARCH 23: The Labour Market, Sources of  
Information, and Personal Inventory.

March 30: Coping with Application Forms, and  
Resume Uses and Preparation

April 6: Hints for the Job Interview.

The CEC would like to remind graduating students  
that the 1982 UCPA Career Planning Annuals are  
now available.

## BenTax™ Discount Centre

85% CASH 85%

Child Tax Credit - Income Tax Returns

Why wait months for your Government cheque  
when you can get it now?

Hours:

Monday - Saturday 9 a.m. - 5 p.m.

Thursday and Friday 9 a.m. - 8 p.m.

4532 East Hastings St.  
Burnaby, B.C.

Phone: 291-6407

## SKI SPRING BREAK '5' DAYS AT BIG WHITE



March 6 - 11: YOU GET

5 lift tickets  
5 nights accomodation on the  
mountain  
transportation  
good times  
(remember Silver Star!)

INFO: Wednesday Feb. 23  
2N-206  
11:30-12:30

Or Phone: Brent Dennis at 277-2438 (evenings)

## ENTER THE SECOND ANNUAL ENGINEER'S CAR RALLY

Entry Fee: \$3 per person/minimum 2 people/car

1st prize: \$100  
2nd prize: \$75 3rd prize: \$50  
Plus Trophies to be awarded!

Rally Registration will start at 11 a.m.  
Saturday February 26 at the SAC  
Rally starts at 12:00 noon

Socializer starts at 7 pm in the Pub.

Tickets available from Engineering Tech Reps  
and the This & That Emporium



# entertainment Discumemory 1978

by Trace Acres

1978 was, to say the least, a turning point. Strong divisions were forming in the music world. Disco music was the biggest success that year, but by the next year, it was clearly on its way out. Instead, people were turning in the fresh qualities of some powerful new music. Referred to as new wave by some, punk by others, the sound wasn't necessarily new, but the delivery certainly was. The Cars, The Sex Pistols, The Clash, The Talking Heads; there were lots of them, each distinctly different, all quite good, and they would be followed by a great deal more.

But '78 was a turning point in more than just music. Everyone was saying hello to something new that year. The Vatican said hello to two new Popes, the latter being the first non-Italian Pope since 1522. The world said hello to Louise Brown, the first baby to be conceived in a test tube. Pete Rose said hello to a \$3.5 million contract and became the highest-paid player in baseball history. And Ed Schreyer, Manitoba premier, turned governor-general, said hello to Rideau Hall.

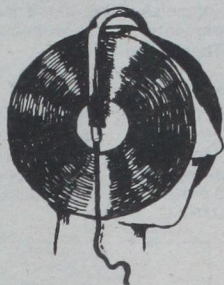
Turning back to the field of music, once again we see the charts chalked with songs that leave a bad taste rather than

good memories. It was the year that the film industry got into the music business. The 'Brothers Gibb' were all over the top ten with songs from Saturday Night Fever. The number one hit of the year was Night Fever, while Stayin' Alive checked in at number nine. And younger brother Andy Gibb got in to the act with Shadow Dancing, and it made its way to number two. From another film came yet more hits. Franki Valli sang the theme from Grease to come up with the sixth most popular song, and dear, sweet Olivia N-J let loose with Hopelessly Devoted to You, for number 12.

The album scene was, to an extent, a reflection of what happened in the singles chart. The soundtrack Saturday Night Fever was the overall winner, while Grease turned in the fourth best showing. Also, two new kids on the block gave stalwart performances. Billy Joel's The Stranger proved popular enough to capture a second place finish. And a very large man with an even larger sound, Meatloaf, swung to a sixth place finish with Bat Out Of Hell.

But it was up to the legends of rock music to come up with the classics that year. The Rolling Stones put together a collection encompassing disco-rock,

country-rock, and just plain rock and roll. Some Girls was the biggest success to date for the Stones, and it turned out to be the third most popular album of the year. But there was one man who reappeared in 1978, and got



a warm welcome back. He had been in business since the early sixties, and had played in a number of legendary bands. He had become the most respected guitarist in existence. He was Eric Clapton (and still is), and Slowhand was the fifth most popular album of the year.

When talking about Eric Clapton it is unfair, if not impossible, to disregard his past. An account of Mr. Clapton's history

reads like a who's who of sixties and seventies rock music. He has touched on nearly every aspect of the rock music medium, and has always managed to add his own distinctive touch. He is the ultimate session man, and when he makes an appearance, he steals the show.

Mr. Clapton's earliest traceable roots seem to be the early-to mid-sixties when he starred with the trend-setting English rock band, The Yardbirds. After leaving that band (and being replaced by such relative unknowns as Jeff Beck and Jimmy Page), he took up work with blues singer John Mayall to form The Bluesbreakers.

Arguably Clapton's finest period: Pure, hard-edged blues that he filled with masterful guitar playing. He parted with Mayall after about a year (and was replaced by two more guitar greats, Peter Green and Mick Taylor) and moved on to form the late-sixties supergroup, Cream. One of the original power trios, Cream was a collaboration of three masters. Along with Clapton were Ginger Baker on drums and Jack Bruce on bass. Cream saw Clapton through another landmark era.

Moving out of the sixties, and out of Cream, the Clapton saga becomes a bit frenzied. He

played a short stint with the formulated supergroup Blind Faith, then went on tour with Delaney and Bonnie, after which he recorded his first solo album. His next project turned into another band, and for one album more glory. Derek and the Dominos included basically the same line-up of musicians from his solo album, but the participation of Duane Allman was the catalyst in producing the classic album Layla.

From there it was solo all the way. Most of Clapton's solo albums were relatively uninspired, but by no means were they bad. 461 Ocean Boulevard was the first to come after Derek, and it assumed a far more laid-back position than anything he had done previously. After that, Mr Clapton did not pursue any truly serious recording projects until 1977 when he produced Slowhand.

Slowhand was a comeback album for Eric Clapton, and it displayed the clean, witty style for which he would become even better known. The album itself had a folk-rock feel to it, some even thought it bordered on country. There were two major hits and a well-chosen line-up to round out the package. Lay Down Sally was the biggest hit, probably the most popular of all seventies Clapton songs. It was sincere, it was humorous, and it contained some of the purest Clapton guitar lines. The second hit never really broke until the live version was released some two years later, but it is worth mentioning at this point. J.J. Cale's Cocaine added the hard edge that succeeded in luring back some of the older, dedicated Clapton fans.

Rounding out the collection are a number of more-than-adequate songs. Wonderful Tonight is a tasteful, convincing ballad co-sung with recent discovery Marcy Levy. One of the album's all-round strongest tunes is Jon Martyn's May You Never, and the album is closed out with a simple yet satisfying instrumental, strangely entitled Peaches and Diesel.

It was great to hear such an album as Slowhand in 1978. And it was wonderful to see that it was so well accepted. Clapton had entrenched a solid new sound. With it he gained a new generation of listeners and managed to please many of the old guard. Since Slowhand, Mr. Clapton has made one live and three studio albums, and the sound has improved with each one.

Although he has never been touted as a great singer, Clapton's voice is aging well. On his more recent albums he has incorporated more blues in his repertoire, and he sings it well. He sounds comfortable with his present line-up of musicians, and for his latest album he has recruited another guitar aficionado, Ry Cooder.

Eric Clapton has often been criticized for abandoning the hard blues-rock style which made him so popular, but it is unreasonable to knock a man for moving out of his past and taking on new roles. From reviewing the work on Slowhand and his albums since then, it is clear to see that Clapton never abandoned anything. He merely improved on what was already a great style. And that was a major achievement.

**The Whynot Wants you**

**To help celebrate the end of the**

## M.A.S.H.

**Korean War**

**February 28 - 4:30-11**

**2 hour M.A.S.H. special shown 8-10**

**Prizes for Best:** **Hawkeye, Ferret Face,**  
**Klinger, Hot Lips, Casulty,**  
**and**  
**Tacky Kacky Award**

**Free Admission/dancing**  
**and an 'All you can eat MESH'**  
**at no extra charge!**