

The Dalhousie Gazette

North America's Oldest Campus Newspaper, est. 1868

ENTREPRENEURSHIP



The class that's keeping students in Nova Scotia, pg. 3

Questioning Dal Engineering's gender gap, pg. 6

Grease Coast Lifestyle, pg. 17

FREE!

DISPATCH

ISJ DALHOUSIE STUDENT UNION



The makings for a fall feast are available every Wednesday in the SUB lobby. PHOTO: DSU STAFF


Harvest season

The DSU Farmers Market Collective is your weekly hub for local food and craft on campus

The Dalhousie Student Union Farmers Market Collective is a student run service that was formed in the fall of 2013 to bring the goodness of fresh market produce to campus. Since then the DSU Farmers Market Collective has expanded to include bread and bagels baked with local ingredients and locally made knitted crafts and artwork.

The mandate of this service is to make local food accessible to students and the community by bringing a weekly farmers market to campus. This convenient mid-week option provides an opportunity to try local produce and other goods that are produced using materials and ingredients sourced as ethically and sustainably as possible.

The farmers market runs every Wednesday in the main floor of the SUB from 10:00 a.m. to 3:00 p.m. The last mar-

ket of the fall semester is on Wednesday, November 26, 2014 and the market will reopen for winter semester on Wednesday, January 14, 2015. 

IT'S HALLOWEEN AT YOUR CAMPUS PUBS

Grawood Halloween

Presented by the DSU and Dal Caribbean Connections

Friday, Oct. 31, 9PM

Featuring Dub Kartel

Cover \$5 // 19+

T-Room Halloween

Presented by Dalhousie Occupational Therapy Student Society and Dalhousie Industrial Engineering Society

Thursday, Oct. 30, 9PM-12PM

Featuring Not.Even.Dutch

Costume prizes for best solo, best group and most creative

Cover \$5 // 19+

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2. Rallying for the right to die – Francis Tessier-Burns, News
3. Rethinking the definition of hazing – Tyler Brown, Sports
4. Don't fuel the mean media machine – Chelsea Redmond, Opinions
5. When inequality is in the very air you breathe – Natasha MacDonald-Dupuis, News

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the fine print

The Gazette is the official written record of Dalhousie University since 1868. It is published weekly during the academic year by the Dalhousie Gazette Publishing Society. The Gazette is a student-run publication. Its primary purpose is to report fairly and objectively on issues of importance and interest to the students of Dalhousie University, to provide an open forum for the free expression and exchange of ideas, and to stimulate meaningful debate on issues that affect or would otherwise be of interest to the student body and/or society in general. Views expressed in the letters to the editor, the Streeter, and opinions section are solely those of the contributing writers, and do not necessarily represent the views of The Gazette or its staff. Views expressed in the Streeter feature are solely those of the person being quoted, and not The Gazette's writers or staff.

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Starting Lean keeps students in Nova Scotia

Dal's hands-on entrepreneur class spins out successful start-ups

Sabina Wex
Assistant News Editor

Tyler Zemlack graduated from Dalhousie with a PhD in biology last year, yet he couldn't find any job offers that wouldn't require a move back to his home province of Ontario. So, he took a job in Halifax pushing hospital beds.

Zemlack saw the inside workings of a hospital and started wondering how he could create a technology to make communications among hospital staff more efficient. With this question in mind, he went to Dal's Starting Lean class.

Starting Lean was founded in 2012 by Mary Kilfoil, a professor in Dalhousie's School of Public Administration, to leverage research coming out of the university. She said she saw students in situations like Zemlack's – unable to remain in Nova Scotia – and saw this as an export of talent. Zemlack returned to this year's Starting Lean class to continue working with his idea.

"Starting Lean is one of those things you don't just take once," says Zemlack. "It's one of those things that helps you exercise that muscle for innovation. The more you take it, the better you become as an entrepreneur."

Kilfoil based the course on the Lean Launchpad Model from University of California (Berkeley), which focuses on customer discovery. Every week, the Starting Lean students must talk to at least 10 to 15 people who could be interested in their product – potential customers, industry professionals – so they can learn more about their market.

"Don't build anything until you find out you're building something that your customers want," says Kilfoil. "And just keep tweaking and pivoting it until you get it right."

Callum Mayer and Costa Zafiris came into the 2013 Starting Lean class with an idea for mobile purchases at bars. But through talking with strangers almost every other Sunday at the Seaport Farmers' Market, they discovered their idea wasn't going to work.

Neither Mayer nor Zafiris said they can remember how it came about, but in the class they created Peanut, a social gaming app where sports fans challenge each other about game outcomes by using peanuts as wagering currency.

"They're [Kilfoil and Leach] running a start-up, in a sense," says Mayer. "They're going out and they're talking to people, which they echo to us ... and seeing them do it, and seeing them have success, just drives you to do the same thing."

Mayer and Zafiris hope Peanut will launch at the end of October. Zafiris says they want to create a revenue model behind the app so they don't have to eventually sell the app to turn a profit.

"Seeing them do it, and seeing them have success, just drives you to do the same thing."

The pair are trying to form partnerships with sports bars and stadiums, who would pay to have challenges within these venues and receive monthly analytics about who's playing. Users will also be able to make in-app purchases to acquire more peanuts.

Kilfoil says she wants Starting Lean to be hands-on: students take the economics theories learned in class and apply them. A textbook, online course and mid-



Starting Lean gives students the chance to bring their skills outside of the classroom. ••• Photo by Jesse Ward

term are still included in the class, but the focus is on learning more about the market through conversations with potential customers.

Every Tuesday, Kilfoil lectures about a new point of the "Lean methodology". At the end of the class, there's time for teams to get together and talk about their progress. Thursdays are pitching nights, where each team pitches their new or improved ideas.


Students aren't required to enter Starting Lean with a business plan. Justin Javorek didn't come in with an idea in the 2013 class, but left with one. Javorek is now the CEO of Salubrian Health, an online platform where patients can see if their physicians are running behind schedule.

"It's extremely helpful for them to save time from the admin stuff, and also maximize the patients coming through the door," says Javorek. "But it's also a differentiator for the patient experience." Starting Lean is open to any Dal student in their third year or higher. Kilfoil says she wanted to open the class to all faculties so that there would be a variety of expertise among the students. Javorek, who has a background in business and computer science, met healthcare students in Starting Lean, who helped him create Salubrian Health.

Each team in Starting Lean receives a mentor from the start-up community to give them extra

guidance for creating their business. Kilfoil says she added this element to provide a connection between the university and the outside world.

Kilfoil added that she sees many mentors offer jobs to Starting Lean graduates almost immediately after they complete the course.

"Having those students that know how to spot a great idea, how to understand the market," says Kilfoil, "and having them be hired by our companies that are already in place in Atlantic Canada, means that we are bringing those skills to companies here in Atlantic Canada." 

An evening with Adrienne Clarkson

Former Governor General brings Massey Lectures to Dal

Eleanor Davidson
News Editor

On the evening of Tuesday, Oct. 14, Canada's former Governor General took to the Rebecca Cohn Auditorium stage to share her thoughts about Grindr, Canadian society and the lifelong struggle to belong.

Over the course of nearly two hours, Adrienne Clarkson captivated the audience in the second instalment of her Massey Lecture series, titled **Belonging: The Paradox of Citizenship**.

The five-part series have become an annual Canadian tradition since being broadcast in 1961 by CBC Radio. Clarkson joined the ranks of Martin Luther King Jr., Margaret Atwood and Noam Chomsky – all former Massey lecturers.

The Halifax instal-

ment of Clarkson's series, the second of five, was called "The Glory that was Greece."

Clarkson compared her childhood in Ottawa to the ideals of Greek democracy, spoke on Pericles, the famed Greek general and statesman, and explored the idea of Canadian-ness.

"Democracy is frequently a messy, ugly business," said Clarkson. "In our time, it is fashionable to decry the verbal slugfest that is question period in Parliament, the unseemly brawling that passes for discourse."

While recognising many Canadians may be unhappy with today's government, Clarkson reflected on democracy's ideals and the impact each citizen can have upon the democratic process.

"Athenian democracy understood that

the behaviour of ordinary citizens could be understood to embody the wisdom of the masses," she said.

Clarkson emphasized citizens should vote every opportunity they get and make democracy their own. The audience greeted Clarkson's comments with roaring applause.

Clarkson went more offhand at the question period after the lecture.

She gave her take on Grindr, Canadian culture and the Internet as the audience switched between applause and uproarious laughter.

She maintained political change ought to be accomplished in person – the internet should never take precedence over becoming active in one's own community.

Online dating served as a prime example of Canadian culture for Clarkson, who used to

avidly read the dating pages of former Toronto paper *The Grid*. She described typical interests of subscribers to the paper's dating service as "liking hot yoga, strawberry milkshakes and being a vegan."

After couples were paired up and met through the service, they published ratings of how their date had been, with no indication of the couple's race, age or gender until seeing a photo.

Adding great depth to a seemingly simple anecdote, the former Governor General soon switched a tale of online dating to a meaning of what it means to be Canadian.

"You look at the picture and it's completely different than you thought," she said. "In no other country would you see something so diverse,



Adrienne Clarkson signed books after her talk. ••• Photo by Eleanor Davidson

so mixed. Only in Canada."

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Dal grads create social media lead generation tool

Founders credit Dal commerce co-op program for success

Sabina Wex

Assistant News Editor

When Jeremy Poriah and Michael Koral went on Facebook, they noticed that many of their friends were posting statuses asking for service recommendations.

As experienced web developers and programmers, they built an algorithm that would search through Facebook and Twitter feeds to find relevant postings about job opportunities.

This algorithm became their newest business: Needls.

The first three months of Needls gained them clients from the web development and programming fields.

"If this will work for website programmers and web designers," says Poriah, "what other businesses could this work for?"

Needls started attracting clients from fields such as real estate, auto insurance and the plumbing industry.

There are 10 to 30 keywords

they have for each field, so that the algorithm can immediately identify posts related to their businesses. But Poriah credits Needls' success to its ability to only show the business owner posts that are relevant for employment opportunities.

"Is this someone who's just having a general conversation about real estate," he said, "or is this someone who has intent, is looking for a recommendation or looking for a realtor?"

Once a relevant post is found, an email or text is to the

business owner so that she can immediately follow-up on the potential business opportunity.

Poriah and Koral, along with their co-founder Justin Hartzman, met at Camp Kadimah in Lunenburg County. They both came from Ontario to Dal for the commerce co-op program. Koral graduated in 2005; Poriah 2007.

Since they were children, Poriah and Koral loved computers. They've started two Toronto-based businesses together with Hartzman: All You Can Eat (AYCE) Internet, for website design and consulting, and WeSellYourSite, for website brokerages.

The alpha version of Needls has launched, but isn't yet open to the general public. Poriah and Koral say they hope that Needls will be available to everyone by the end of October.

After the alpha launch, Poriah says that over 80 per cent of the users they spoke with said they received rele-

vant leads for their businesses.

"The most important thing to us is product," says Poriah. "Number one, build a great product, help other people in business. And from there, the money will come."

Both Poriah and Koral credit their education at Dal to contributing to the skills they have to create successful businesses.

"Do I remember all the different statistics or strategy courses, the financial courses, the actual text itself? No," says Poriah. "But it taught me how to think, how to learn those things, to feed that knowledge and apply it to what I'm doing now."

Koral says the best time to start a business is immediately after finishing an undergraduate degree.

"Don't just go for the money," he says, "but if you can find something that you're passionate about, you're going to do even better with it and also enjoy the overall process."

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Koriah, Poral and Hartzman bring jobs to Needls users . ••• Photo supplied



Gender gap in Dal Engineering unchanged for 20 years

A look at the disproportionate gender differences in Dalhousie's Engineering Program

Michelle Presse
Arts Contributor

As a little girl, Alyson Petsche wasn't one for dress-up, tea time or creating imaginary lives for Barbies in pink-roofed homes.

This caused her to be known as a tomboy, but she didn't think about it like that. "I never wanted to play with dollhouses – I just wanted to build them," says Alyson, whose passion for taking things apart and recreating them began before kindergarten.

In previously male-dominated fields such as medicine and law, Canada has seen a dramatic change in the amount of women becoming health care professionals and lawyers. However, engineering has yet to see that change.

"My mom always shopped for me in the boys' aisle, because that's where the science-y things were. It never occurred to me that science toys weren't meant for girls. I just liked bug catchers and telescopes."

In Canadian universities, the average enrollment for women in engineering sits at just 18 per cent.

Alyson, a third-year mechanical student at Dalhousie University, is part of this small statistic. Looking back, she realizes that even the word engineer was completely foreign to her until a friend mentioned it. When she did, she fell in love. It seemed like everything she wanted in a career – trades and academics rolled into one.

She also remembers teachers in high school and even elementary mentioning the word engineering in science and math classes, which she always excelled in. But they were never looking in her direction.

They were looking at the boys. "Growing up, girls aren't exposed to things like designing and building the way their brothers are," she says.

Jane Thorburn, assistant dean of engineering and assistant professor in the civil department at Dal, is disappointed.

She believes having a low number of female engineering professors and working engineers means

that girls aren't being encouraged to become engineers themselves.

According to Jane, the engineering department has only had a female enrollment of 20 per cent, a number that hasn't changed over the past 10 years.

As an employee of the school for over 21 years, she's still waiting for that number to rise. In over two decades, it has yet to happen.

"I'm worried," Jane admits. "We haven't had a decrease, but we also haven't had an increase. We're stuck."

While the low number is a clear indication that engineering will continue to be a male-dominated field longer than Jane hoped, she sees a bit of a silver lining. She says that the lack of female students in the department has caused them to work harder than their male classmates.

"It's a sad motivation, but the women in engineering at Dal tend to have higher GPAs than our male students. It's great that they're succeeding so well academically, but I think a lot of it comes from feeling like they have to prove themselves."

Jane knows the feeling all too well.

She studied civil engineering at the University of New Brunswick, where she spent the era of bell bottoms and Led Zeppelin reading books like *Design of Structural Elements* and *The Mechanics of Soils and Foundations*.

While Jane's family was supportive of her decision, there was a lack of support in the school, where the percentage of female enrollment in engineering stood at just 3.6 per cent nationwide.

"I remember it being a big deal to other students that women were studying engineering, not realizing that by the time 2014 rolled around, it still would be," says Jane. "I hoped there would be more change by now. I'm still waiting."

According to the Ontario Society of Professional Engineers, only seven per cent of working engineers in Canada are women.

By the end of Alyson's second year, she has taken 12 engineering courses. So far, only one of her professors has been female.



Dal's faculty of engineering is far behind national averages for female enrolment . ••• Photo by Alice Hebb

According to Jane, having just seven per cent of female engineer's in the country means much more than just an imbalanced gender scale in the lunchroom – it means that a very small number of women are helping to make the changes the world wants and needs to see.

When Alyson first came to university, she never thought about being a minority until she entered the classroom.

"You can't hide from being a girl. Sitting in class, all you have to do is look around to see the gap. It's been that way since day one, and even though it's not always easy, it's helped create a sense of community among girls in the whole department."

Monika Palinkas, a bubbly, Serbian-born athlete, has a slightly different story.

The chemical engineering student is in her third year at Queen's University, where the female enrollment in engineering is just over 30 per cent. That's more than 10 per cent higher than the

national average.

She thinks the reason Queen's has a higher rate than other schools is because of the non-competitive and teamwork-oriented nature that exists within the department.

"It's almost impossible for the average student to get through their engineering degree on their own," says Monika. "There's a great deal of teamwork involved almost constantly, and the amount of spirit in the school, particularly in math and science, is amazing."

While she's proud of Queen's for being recognized as the leading school in female engineers in Canada, she acknowledges that the number isn't near where it should be. Despite the disappointing statistics, she's optimistic that things will change, saying that women have come a long way in terms of education and the work force.

"The shift of females receiving post-secondary education is a fairly new one. In the past, white

males were the only people present in schools, and that's completely changed where they've become the minority."

She also believes that the solution to the problem starts with a social change in how parents treat their daughters and how teachers treat their students.

"What we're exposed to at a young age shapes our future interests and abilities," says Monika. "We're starting to see some change."

Part of this change includes Lego's introduction of "female-friendly" colours in order to encourage girls to build things. While Alyson doesn't necessarily think they're taking the best approach, as long as she sees more girls in engineering, she won't complain.

On the topic of positive thinking, Alyson points out the advantages in a lack of female engineers. For example, professors are more likely to remember who you are.

She also jokes about having more options when it comes to

dating, saying, “The odds are good, but the goods are odd.” But even the big advantages don’t outweigh the disadvantages.

“When it comes to the industry,” Alyson says, “some companies actually need to hire a certain percentage of girls, ultimately meaning that women are more likely to get hired than men. A part of me thinks, ‘Great, an advantage!’ but an even bigger part of me thinks, ‘Why?’ I want to get a job based on my abilities, not my gender.”


Over the past couple of years, Alyson has found that her male classmates have what she believes to be preconceived expectations of women in the program, which comes to light during lab work.

She is almost always asked to write the report when being placed in a group rather than to do hands on work with everyone else.

“I don’t think it’s intentional

to make me or other girls in the program do the writing, but I feel like the guys I’m paired up with assume writing is the role girls want in group projects, and it’s not,” she says. “But it’s hard to say no when you’re the only girl out of four other guys and they all look at you and ask if you’ll do it.”

While Alyson sometimes gets teased for being a girl in a class full of boys, she always laughs the jokes off. She hopes one day, there won’t be anything funny about it.

Until then, she’s keeping her head and GPA high. 



Dal-created Breast Cancer fundraiser celebrates 10 years

A Toast to the Coast has raised over \$70,000 since 2004

Michael Reardon
News Contributor

Described as a “fabulous ‘pink’ evening” by one event-goer, this year’s A Toast to the Coast fundraising event focused on supporting breast cancer awareness and research while having fun.

Celebrating its tenth anniversary this year, the fundraiser has raised over \$70,000 to date in support of a future without breast cancer.

Taking place in the middle of Breast Cancer Awareness Month, A Toast to the Coast is a formal event featuring dinner, live music and auctions with all the proceeds going to the Canadian Breast Cancer Foundation – Atlantic

Region.

A Toast to the Coast was envisioned and created by a group of Dalhousie MBA students ten years ago, and continues to be organized by volunteers from the university to this day.

While hosting A Toast to the Coast has become a tradition for the respective year’s MBA and Faculty of Management classes, volunteers often have a personal connection to the cause.

“I decided to volunteer with A Toast to the Coast, not only because it’s a great opportunity, but because breast cancer has touched a number of people in my life,” says Lucy Hulford, a Master

of Public Administration student and Co-Chair of Communications for the event.

“A lot of hope and inspiration can be found in events like A Toast to the Coast, and being able to contribute in any way possible is so valuable to me.”

The work of volunteers, donors and sponsors culminated on Oct. 17, when black suits and dresses came out in force to show their support for the cause.

The keynote address was delivered by Debbie Pottie, a breast cancer survivor and member of Bosom Buddies of Nova Scotia, an organization devoted to providing support and care for those



Volunteers pose at the Toast to the Coast fundraiser. ••• Photo supplied

New LinkedIn university rankings measure Dal grads' employment

Sabina Wex

Assistant News Editor

The social networking website LinkedIn lists accounting professionals, finance professionals, investment bankers, marketers and software developers as the most desirable jobs in Canada. Dalhousie doesn't place high in LinkedIn's rankings for Canadian undergraduate universities.

LinkedIn analyzes data from its users to determine which universities produce graduates who work in the most 'desirable' jobs.

"We define a desirable job to be a job at a desirable company for the relevant profession," reads the blog post by LinkedIn developer Navneet Kapur. "For each university and profession, we then calculate the percentage of relevant graduates who have obtained desirable jobs."

LinkedIn did not respond to the *Gazette's* request for more information about how the company decides what jobs are considered desirable.

Dal ranks as the 9th-best university for finance professionals, 13th for accounting professionals and 20th for software developers. The university isn't featured on the lists for investment bankers or marketers.

Second-year political science student Carli Gardner is considering minoring in business. She doesn't like the Dal business class she's taken, so she may apply to the University of Western Ontario's Richard Ivey School of Business for her final two years.

But as she's taken business classes, Gardner said that she's discovered that she doesn't like the field.

My more pragmatic side is like, 'You should stay in business because you need a job,' " she said. "Writing political philosophy

papers isn't going to put food on the table."

Dal was recently placed as number 235 on the Quacquarelli Symonds (QS) World University Rankings. When Dalhousie appears in rankings like these, the university is required to send in its own data for the rankings.

The QS World University Rankings evaluate schools based on criteria like their faculties, the employer reputation and the faculty-student ratio.

"If Dalhousie graduates are not on LinkedIn then they don't 'count' towards the university's ranking," says Janet Bryson, Dalhousie's senior communications advisor.

"While these new rankings are worth watching, at this point the methodology used is not sufficiently robust or transparent to include them as a key ranking for Dalhousie's participation."

According to LinkedIn, Dal grads are most likely to work in education or healthcare services and operations.

Another feature of LinkedIn, LinkedIn Education, helps prospective students find schools that produce graduates in their desired field. Dal isn't listed among the 30 universities with programs in business, management or marketing.

First-year computer science and business management student Richard Hugessen says he was surprised to hear that his university, Wilfred Laurier, ranked in the top three schools to produce investment bankers and marketers.

Hugessen says he didn't come to Laurier for the reputation, but for the education.

"I'd like to think that I'd be equally employable if I went to whatever school," he says, "and that it should be my skills that differen-



Perfecting your LinkedIn profile doesn't necessarily lead to job offers. ••• Photo by Alice Hebb


tiate me."

Anita Hovey, a social media consultant for Twirp Communications, says LinkedIn is more useful for head-hunting and previewing a job candidate. Job offers can occur from LinkedIn searches, but she said she doesn't know of anyone who has received one.

"I can't imagine that somebody

is going to look at it and say, 'Oh, they went to Dalhousie. Dalhousie doesn't have a very good reputation on here, I'm not going to hire them,' " she says. "I don't think we're there yet."

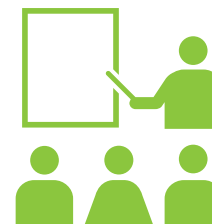
Gardner is still concerned about what jobs LinkedIn rates as desirable.

"It seems like everybody's turning toward business these days," she says. "That business is going to solve the mysteries of the world. Business is going to give us the meaning to life. Like, really, is it? We're placing so much importance on business and I don't even know what it's getting us." 



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Open Access for all

Shared information will make the world a better, brighter place.

Ashwin Ramakrishnan

Opinions Contributor

Copyright owners and authors are usually more interested in preserving their rights than sharing their knowledge for free, but a global event happening this week called “Open Access Week” aims to change these attitudes.

The main purpose of the event is to promote free access to online information. More than 40 per cent of people in the world use the Internet, and the web has helped people gain more knowledge in various fields as it has grown in the past two decades. Simply, it has become the primary source through which people find and share information.

Free online sharing is very useful to students and young people. A student who is doing research will benefit a great deal if they are given free access to see a research paper made by peers.

Unfortunately, there are only a few useful academic sites that permit users to view their content for free – many sites still ask users to subscribe and pay to access information.

Wikipedia is one of the few sites where in people can learn about almost anything without paying anything and that is why Wikipedia is rightly called the information source. Today, more than 20,000,000 people use Wikipedia. It may not be a perfect academic source, but it is still an amazing example of the information-spreading power of open access.

There are other sites like Twitter that provide instant updates about the very latest information happening around the globe. People who tweet about new inventions and ideas, and by using these social media sites, people get to know the latest informa-

tion. People don't need to wait for the newspaper to inform them of the latest news; if they get free access to visit the proper websites, they can get information instantly.

The main advantage of free access is it helps a person in broadening the horizon of his mind. A person will be exposed to new ideas he wouldn't have encountered just by reading books. People from all over the world get to know about new innovations and ideas. If we voluntarily remove the barriers to information exchange and learning where possible, we will speed up the creation of newer ideas and even better inventions.

It's not only about scientific ideas or academic knowledge, either – people also need to share news and reviews of the products available in the market. For example, there can be a blog of a designer wherein he can tell you about the new fashion trends. Instead of asking a shopkeeper, you can know the opinion of a fashion expert.

This applies to every field. Blogs are one of the best ways to give information to others. Experts should consider providing information to the public instead of keeping it to themselves. What's the use of a blog if others can't read or give their opinions? The expert's advice could help people everywhere make better choices, and open debate with others can help the expert refine their ideas. The Internet has become the best way to express a strong opinion just by sitting at home. If you had something you felt strongly about, what better way to let people know than via the Internet?

Technology has come a long way, and the best thing to do with it is to use it efficiently. We need to spread knowledge and infor-

mation whenever practical, not keep it within ourselves or within small, gated communities. The Internet is one of the best ways

to spread such information. It not only increases the personal knowledge of the individuals who access it, but, cumulatively, it also

creates social awareness and a more informed world.👤



Open Access Week aims to break from traditional paid resources. ••• Gideon Burton / Flickr

From the Archives

Selling Stereotypes

John Hillman
Opinions Editor

This week, the Gazette published an article on gender stereotypes in children's advertising. We are no strangers to this subject: we've reported on the negative effects of gender stereotyping in the media in the past—and we've been guilty of running more than a few stereotypical ads ourselves over the years. The following are a few snapshots of our highs and lows.



**“Stop sulking, producer tells women at debate” Reem Meshal – Volume, 120, Issue 10
– November 19, 1987**

Addressing the issue of women in the media, Ron Crocker, Executive Producer at CBC, urged women to “stop sulking” and use what power they have gained to advance their own causes.

The debate held at Henson College featured a panel of four prominent members of the media. The panel, consisting of two males (Crocker and Doug MacKay, editor of the Daily News) and two females (Sharon Fraser, editor of Atlantic Insight, and Judy Steed, features writer for the Globe and Mail), was predictably divided along lines of gender.

Stereotyping and role-casting of women in the media are rampant, said Steed and Fraser. Citing the case of a young woman murdered in Ontario, Fraser expressed indignation that the story gave undue emphasis to the girl's attire, a pink angora sweater and tight jeans. In reply to Fraser, one producer said the story had “sex appeal.”

In a tasteless and grotesque fashion spread in the Globe and Mail, a woman was depicted lying dead in a tub wearing a red silk dress as a man washed blood off his hands nearby. Steed said the spread glamorized violence against women, not sex appeal.

In addition to questioning equal opportunity in the workplace, Fraser and Steed reiterated the lack of responsible media coverage of women's issues. Their complaints centred on the exclusion of women in the chronicling of day-to-day news (...)

Taking offence to Crocker's advice for women to “stop sulking”, Steed said he implied the legitimate complaints of women are somehow petty. As for the accusation that she covers too many women's issues, she said, “I've never had anyone tell me I was doing too many stories on men.”

“Sexism Sells” – Volume 109, Issue 9 – November 4, 1976

To attract customers to their stores, owners should “reinforce the stereotypical roles of both men and women in their advertising”, a speaker at a workshop on retail advertising told a recent gathering of retail executives.

In “successful advertising,” according to the speaker, advertising executive William Huckabee, “men act and women appear.”

Attention
MEN GRADUATING
in 1967

Metropolitan Life
INSURANCE COMPANY

will be at the
PLACEMENT OFFICE
FRIDAY, NOVEMBER 25

TO RECRUIT ARTS AND COMMERCE
STUDENTS INTERESTED IN CAREERS
IN
ACTUARIAL SCIENCE
ADMINISTRATIVE MANAGEMENT
SALES AND SALES MANAGEMENT

“La Goddess’ ads are sexist” – Marie LeBlanc – Volume 123, Issue 10 –

November 15th, 1990

Word has that the Ontario NDP is planning to take strong measures against sexism in media advertising.

In response to criticism that the Ontario government is intentionally allowing breweries to promote their beer with sexist advertising, the Globe and Mail newspaper has reported that breweries are anxiously awaiting the Ontario New Democratic Party’s view.

For several years now beer advertisers have been criticised for their sexist commercials. This led to advertisers being “put on notice” by the Canadian Radio and Television Commission this year. In a circular on alcoholic beverage advertising, Canada’s broadcasting regulatory body stated, “Some broadcasters have expressed concern about what is perceived as a growing trend to portray sexuality in broadcast advertising.”

This note from the CRTC was initiated by a request from the Canadian Broadcasting Corporation, which considers itself much stricter on issues of sexism than the privately owned networks.

It is not uncommon to find the CBC asking for changes in beer commercials on the basis of female exploitation, even after it has passed CRTC regulations. Proof of their commitment is CBC’s statement earlier this year that it would not air certain Labatt’s commercials without some changes.

One of the controversial spots in question depicts a young man planning a “chance meeting” with a woman in a crowded bar. He goes on to explain this anticipated encounter as if it were a football play, complete with a playback and play-by-play announcer.

In defence of their ad, the Labatt’s advertising manager for the Atlantic region stated, “In developing this commercial it was our intent to avoid a sexist ending.” This is why the woman at the end of the commercial says “I’ll think about it.” They feel this clearly states the woman’s rights.

Moosehead breweries, who had been running commercials people with swimsuit clad beauties for over a year, pulled them in December of last year. The timing coincided with the Montreal Massacre, and with heightened sensitivity to sexism and violence directed at women.

The removal of the commercial was said to be because, “Moosehead did not want to contribute to anything of that sort.”

Commercials such as the Labatt’s ones depicting women as “La Babe”, though perhaps not as overtly sexist and offensive as many other things, are regarded as promoting negative stereotypes of women.

"Pimp & Ho Masquerade Ball" ... Volume 136, Issue 7 – October 16, 2003



“Kitten” advertisement ... Volume 92, Issue 17 -- March 2, 1960



The Advertisements That Time Forgot

A feminist journey into the forgotten wilds of Saturday-afternoon YTV programming.

Shannon Slade

Opinions Contributor

I was watching 'The Dog Who Saved Halloween' on YTV last Saturday afternoon—as one does—and the experience was a little like stumbling into a strange wormhole back to my childhood. There have been a lot of societal changes since I was a child, particularly in regards to gender norms and sexuality. As an adult I have seen many examples of society slowly beginning to openly embrace boys who like traditionally feminine things and vice versa. Having lived through these changes, watching YTV again for the first time in years was interesting to say the least.

The commercials were so steeped in gender stereotypes that I felt like I was watching an extended parody by Trey Parker and Matt Stone.

One ad that stood out in particular was Barbie's 'Anything is

Possible' campaign. According to Barbie, what is possible for young girls appears to consist mainly of shopping, baking, and fashion.

Now, don't get me wrong, I'm a gal who happens to love baking and I have no issue with girls who enjoy fashion or shopping. I generally think we should enjoy whatever makes us happy and not worry too much about being a stereotype of our gender. What I do have an issue with is the fact that marketing for children has not changed at all in the past 20 years.

The commercials which feature only girls have several universal traits: everything is drenched in pink, the animals have giant eyes, and the toys are focused on fashion, motherhood, and baking. I went to Mattel's online shopping website to look into the 'Anything is Possible' campaign and see if maybe they did have dolls in the line that were not so stereotypical. In the Barbie career section,

I found Cake Baker, Ice Skater, Nurse, and Actress. To be fair, I also found Teacher, Soccer Player and Tennis Star.

Let me be clear, there is nothing wrong with any of these careers, and kids should be free to dream about whatever future interests them. It is a little odd though that Mattel only seemed to promote dolls for careers that have been perceived as acceptably "feminine" for generations now.

At the bottom of the page, in the small print describing the line, they indicated that there was a 'geek-chic' Computer Engineer Barbie. My hopes raised a little—it wasn't part of the main ad campaign, or featured on the page at all, but it least it existed. When I clicked on the link though, I got a page that said "Sorry, we couldn't find that". Helpfully, the site offered a suggestion for what I might like instead: Ballerina Barbie.

As for the commercials which

featured only boys, they were all very adrenaline filled, with fast cars, muscular super heroes, and weapon-toting warriors, all backed up by bitchin' 90's electric guitar riffs. Once again, there is nothing wrong with any of this, but the last time I checked, girls liked that stuff too. (You can't tell me I'm the only girl who ever jumped off a sofa emulating Raphael the Ninja Turtle. So cool. So rude.)

As I've previously stated, there's nothing wrong with boys wanting Transformers, or girls begging their parents for EZ Bake ovens—people should be free to like whatever they want without worrying about playing into their own gender stereotypes. We just need to inject a little diversity into the marketing. Show a boy baking cupcakes with the girls, or a face-painted girl going Rambo with one of those awesome Nerf Mini-guns. Children should be taught that there is no shame in enjoying something that traditionally is associated with the opposite sex. Many parents are already down with this message, but the media

plays a huge role in our impressions of what is normal, especially when we are young.

It's true that as adults we are faced with a similar barrage of ads, but it's even more important for children to be exposed to diversity. They are living through their formative years, and they are going to internalize these messages. As a bisexual, video game obsessed girl who bakes and refuses to pluck her eyebrows, something as seemingly minor as a more diverse slate of Mattel ads might have helped me feel a little less freakish growing up.

And no, despite the 600-word feminist tangent, I haven't forgotten the most important takeaway from my experience Saturday afternoon—The Dog Who Saved Halloween is everything you think it is. I give it two thumbs up. 🍻



The Nova Scotia Public Interest Research Group is a levied society through the DSU and KSU that provides funding, resources, education and research for events, campaigns and projects relating to social and environmental justice.

NSPIRG strives to be accountable to its membership and its partners. Our Fall opt-out is Oct 20-31, Monday-Friday, 11am-2pm. Visit our website or Facebook for more details.

Please contact us with any questions regarding our opt out, policies, governance and allocation of funds.
(902) 494-6662 // info@nspirg.ca // nspirg.ca // room 314 Dal SUB



Appropriate or appropriated?

Sorry to call you out, but your costume is probably offending someone.

John Hillman
Opinions Editor

It's a week until Halloween, and if you're putting together a costume, you're going to want to set aside some time to think about cultural appropriation.

Last year, the DSU's Equity & Accessibility Office operated a table outside the Grawood the night of the Halloween party, stopping attendees whose costumes they deemed offensive, and asking them to change into one of the preapproved costumes that they had on hand.

Obviously no one wants to suffer the embarrassment of getting called out for insensitivity, but cultural appropriation can be a complex issue. Thankfully, last year, one of the coordinators of the E&A office provided students with a helpful set of guidelines to check in with before settling on a costume:

1. Is my costume supposed to be funny? Is the humour based on making fun of real people, human traits or cultures?

2. Does my costume represent a culture that is not my own?

3. Does my costume reduce cultural differences to jokes or stereotypes?

4. Does my costume perpetuate stereotypes, misinformation, or historical and cultural inaccuracies?

The rules may seem simple, but their implications reverberate to the core of the holiday.

Take my costume hunt, for example. At first, I figured I was safe. I'm a lazy Halloweeners, and I've dressed up as a vampire every year for a solid decade now. Nothing offensive there, right?

Think again. Check out the

second question on the E&A checklist:

"Does my costume represent a culture that is not my own?"

Our modern understanding of vampires comes from Bram Stoker, who appropriated the hell out of Eastern European folklore when crafting Dracula. These folklore beliefs are alive and well – a year ago, the town council of Zaroze, Serbia issued a public health alert about a possible vampire on the loose. Less than a decade ago, a group of villagers in Marotinu de Sus, Romania dug up suspected vampire Petre Toma, drove stakes through his body, sprinkled him with garlic, and fed the ashes of his burnt heart to his supposed victim.

Obviously, the vampire continues to play a hugely powerful cultural role in many parts of Eastern Europe. I don't have any Eastern European heritage, and I haven't lived the experience of

drinking heart ashes or holding religious rituals to ward off vampire attacks, so popping in a set of fangs for fun one night a year seems a little insensitive in retrospect.

Sadly, the fearsome vampire took a sensitivity stake to the heart. Realizing this, I set out on a quest for a new, culturally sensitive costume.

I love J.K. Rowling, and I bear a striking resemblance to Severus Snape, but anything Harry Potter-related was out. While not quite as culturally offensive as dressing up as the hideous "Wicked Witch of the West" stereotype, there are tens of thousands of Wiccans (and other Pagans) in Canada who face real discrimination on a daily basis. Hollywood has appropriated, dumbed-down, and repackaged their deeply-held beliefs as horror and fantasy for decades now, making it nearly impossible for them to express their identity publicly without fear of ridicule or hostility. Probably not a great idea for me to perpetuate the suffering.

The list of classic (re: easy) costumes doesn't get any better after witches and vampires. Zombies? Appropriated from Haitian folklore. Hobos? Only if you think it's fun to play 'dress up' as one of the most disadvantaged subcultures in our society. Slathering on make-up, stuffing some balloons under your sweater and going out as a woman? If you're a cis guy, odds are good that there isn't enough space in this paper to list the offenses you've committed.

The easier options exhausted, I turned to superheroes – they had to be safe, right?

I grew up absolutely obsessed with Dragon Ball, but as a Japanese cultural icon drawing its inspiration from Chinese folklore and various Eastern religions/philosophies, that cast of characters was a non-starter. Marvel's Thor seemed like he had potential for a time – I'm plenty pale and tall – but then I remembered that I know at least five Haligonians who practice Ásatrú (Germanic neo-paganism), and some of them might be a touch offended if I dressed up as

the spandex-wearing Hollywood knockoff of one of their holiest deities.

Ultimately, I realized that the only way to be one hundred percent certain that my costume was culturally sensitive was to hit the books and do some serious research into the cultural practices of my own ancestors. It took some digging, but I eventually found an article by Dr. Bettina Arnold, an anthropology professor at the University of Milwaukee, entitled Halloween Customs in the Celtic World.

A sense of hope flooded over me. What better way to culture-proof my costume than to draw inspiration from the ancient practices of my own ancestors – practices that likely originated centuries (if not millennia) before the British peoples ever even encountered another modern culture to exploit or appropriate. Finally, I had my answer:

"In Scotland, Halloween was a night of mischief and confusion. The spirits of the dead were impersonated by young men with... blackened faces, dressed in white or disguises of straw."

Bingo. It's supposed to be scary, not funny, it's an ancient practice from the culture of my ancestors, it doesn't reduce cultural differences to jokes or stereotypes, and it doesn't perpetuate any misconceptions or cultural inaccuracies. Four for four.

So there you have it – if you come from a Celtic background, and you want to ensure perfect costume compliance with the sensitivity guidelines set by our friends at the E&A office, then blackening your face and throwing on a straw kilt appears to be your safest bet. ☺

The Gazette accepts no responsibility for viral meme mockery, Tumblr condemnation, Daily Show segments, or old-fashioned mob justice that may result from such compliance with E&A guidelines.



Hope you have an alternate to Thor. ••• istoethetv / Flickr



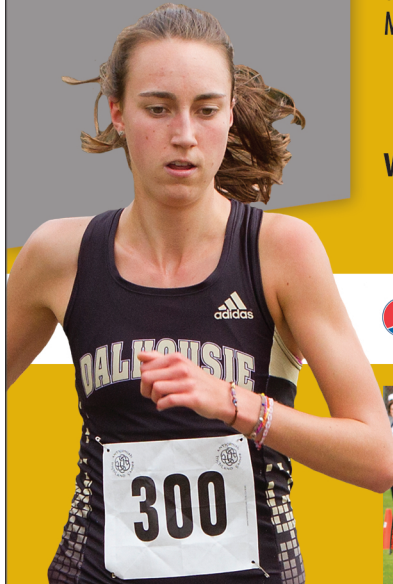
CATCH THE ACTION!

SATURDAY, OCTOBER 25

Come cheer on the Tigers at Point Pleasant Park
for the **Subway AUS Cross Country Championships**

Women start at 12:00pm,
Men start at 12:45pm

WWW.DALTIGERS.CA



THE LOADED LADLE...

...is a non-profit, open cooperative of students and community members dedicated to providing affordable, diverse, and fresh food to as many people as possible. We aim to tackle the unjust global food system by providing a local alternative. We serve three delicious vegan meals per week in the Dal Student Union Building (1 p.m. on Tuesdays, Wednesdays, and Thursdays!).

DO YOU WANT TO OPT-OUT?

Every fall and winter, we hold an 'opt-out period' where students can request that we refund their \$3 levy - however, students who choose to refund their levy can no longer access Ladle services. This year, the Ladle's fall opt-out period will be held from October 27-31. During this time, you can ask us to refund your fall semester's levy, or your fall and winter semesters's levies. Opt-out dates and locations are: Monday, 12 - 4 p.m., Carleton Campus; Tuesday-Thursday, 1230-230, Ladle serving space in the SUB; Friday, 12-4 pm., Sexton Campus.

BE AFRAID. BE VERY AFRAID.



 **DALHOUSIE
UNIVERSITY**
dal.ca/think

\$463.95

The cost of:

- **1 ticket for noise**
which can be issued to each occupant of that residence
- **1 ticket for possessing open alcohol**
(illegal possession) to anyone carrying alcohol that's not in the original sealed packaging
- **1 ticket for underage drinking**
you must be 19 years old in Nova Scotia

If you're arrested for public intoxication, you'll get a **\$130.45** ticket AND a stay in the drunk tank.

Halifax Police will be on and around campus enforcing these bylaws and you will be ticketed.

Have fun on Halloween but **be respectful to your neighbours**. Whether they're families with young children, elderly couples, or people who do shift work, they deserve not to be unreasonably disturbed. Don't be that student who takes away from all the great work we've done to make Dalhousie such a great place in our community.



Nocturne diaries

Spending a night among the sights and stars

Meagan Wiederman
Arts Contributor

The Halifax-Dartmouth night-time arts festival, Nocturne, has started just an hour ago. By now the darkness of Spring Garden Road pools many people in a wriggling crowd. Accompanied by my two friends, I navigate the mass until the road ends at Barrington.

7:13 p.m.

To the left, a crowd packs itself into the field by the church: a show is to begin, as is evident from the stage at the bottom of the field and the lights sprinkling the hill with colour, intended to build anticipation and excitement. The church, St. Matthew's, itself is also open, a silent film blares inside --- *One Week*. Stilt walkers stand outside, passing balloons to children.

7:32 p.m.

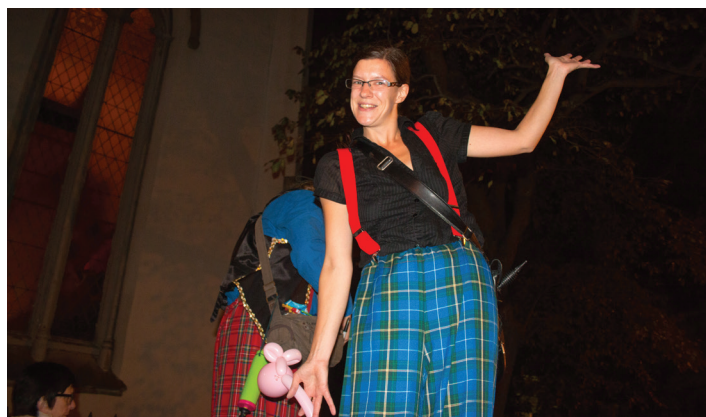
The show has started: a fire act by Incendia Motus, including dancing, fire eating and fire breathing. It was refreshing to see how naturally the performers acted, and it is evident not every show is precisely alike as each performer genuinely reacts to the audience.

7:36 p.m.

We fail to get into the Halifax circus performance in the basement of the church, but plan to return later. Farther down Barrington Street we wander into the Argyle Fine Arts show, showcasing their collections "Familiar Strangers" and "Paper Trial," which respectively play on shadows and cartoon depiction. I am especially fond of the detail in both the light covers and the water colour depictions from each collection.

7:57 p.m.

Farther down Barrington (allured by the scent of hotdogs wafting



Photos by Alex Maxwell

from the square) we enter Aperture Studies Photography Gallery, for their show on local Halifax photographers. Many of the models are depicted on the silks, performing grand acrobatics. I however, gravitate to the collection of close-up depictions of sombre-looking women while my friends admire the Batman themed collection. Afterwards, we set out for Stand on One Foot and Spin, the aerial live performance set by Studio in Essence.

8:32 p.m.

A long line trails out of the studio, but I've been told it's worth the wait.

8:49 p.m.

Seated on the floor of the studio, we watch short performances on the aerial hoop, pole, and finally aerial pole occurring over the next hour. Indeed, it was worth the wait. The atmosphere is lively and the crowd is well earned by the studio.

10:06 p.m.

We make our way to the waterfront for the Alchemist on the Waterfront display. And while the demonstration is slow and monotonous, the glass creations being formed are astounding.

10:15 p.m.

The harbour is lovely at night; it is surprisingly dark by now, but the weather holds. The HMCS Sackville from the Star Wars on the Waterfront set, particularly is quite a sight; spotlight in the night. Although, I could do without the blaring horn which I fear might send one of those children off the top of the wave. It's almost ironic next to the Still Life sign, which reads "Stop Stand and Be Still."

10:42 p.m.

We rest at the beach pong station, mildly confused in the huge crowd. The screen off the sanded area shows a classic (albeit a tad slow) pong board, while the players dash about on the sand, with ping pong balls lighting up bright green as the game proceeds. It is quite a clever way to meld the game with reality, even if those sensors look heavy.

11:04 p.m.

After having earlier failed to get into the circus, we make our second attempt. This time we strategically watch the fire show from the wall of the church. As the crowd parts, we enter the Halifax circus and take our seats, only to be amazed with student perfor-



mances of the detached yo-yo, aerial hoop, two person pin juggling and hat tricks (not the kind received in sports, but rather spinning, throwing, and catching many hats).

11:38 p.m.

As we exit we see the finale of the final fire show for the night. How fitting to begin and end this experience here. But of course, this was only my Nocturne. ☺

The New Burger on the Block

Krave Burger opens on Spring Garden Road

Gabby Peyton
Arts Contributor

Krave Burger is the newest addition to the Spring Garden stretch of restaurants and pubs. It opened last month where Onyx once stood and is serving up classic-style burgers with interesting toppings.

The 60-seat restaurant is ultra-modern with red, white and black

decor. Signs in the restaurant read, "Live Local. Eat Local. Love Local." Propeller Brewery makes Krave's exclusive lager, served on tap (\$5.49/glass) and the patties are made with locally sourced beef. They love local.

The Smoking Goat (\$8.99) is one of the burgers on the menu. With peppercorn goat cheese and local smoked bacon, you can't lose.

The beef patty is the perfect thickness. It's just thick enough to be juicy and meaty, but thin enough to lay flat on the bun to allow even topping distribution.

Krave Burger lets you to add a variety of complimentary toppings to their burgers, an awesome feature for those of us who hate relish but love basil mayo.


The french fries are hot and crispy. You can choose to have the

'Best of Both' and eat half fries and half onion rings for a few extra bucks (\$3.99).

The Pulled Pork Mac and Cheese (\$8.99) screams to be eaten with its creamy cheese sauce and side of coleslaw. Sadly, there wasn't enough pulled pork in the dish --- the saving grace was the fresh coleslaw.

Eating alone isn't lonely at Krave. There are seats for people

who want to access Wi-Fi, watch TV or plug in their phones to charge. There are even USB plugs along the walls for those who always need to be wired.

Overall, Krave Burger is good: the burgers and fries are tasty. The mac and cheese is average, but don't let that stop you. With combos costing just over \$10 the proof is in the patty. 

Halloween Hali-Style

Celebrate your surroundings

Chloe Edwards
Arts Contributor

At a loss for what to dress up as this Halloween? Kitten ears and eyeliner just not cutting it this year? Why not make it a Hali-wen and dress up as a homage to your beautiful city. Here are a few suggestions we thought of to get your Haligonian groove on:


1. Forever a classic: grab some boxes and fashion yourself a Halifax Metro Transit Bus costume. Make sure to tell everyone exactly what time you're showing up at the party and then be 30 minutes late.

2. Student Debt: simply dress normal, since you have no money for something you're only going to wear once, spill beer on, then leave at the bottom of your closet for the next two years.

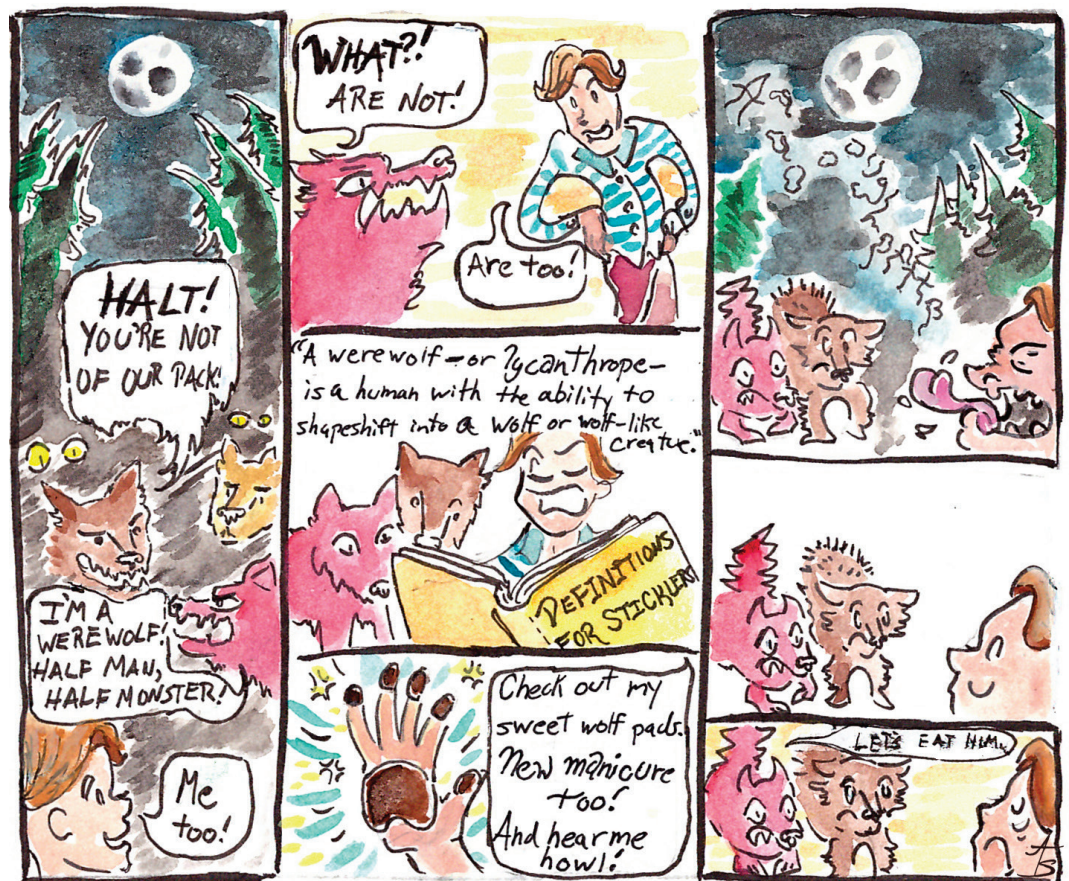
3. Crank up the sex appeal and be a lobster. Lobsters are iconically Nova Scotian and they're red, and red means HOT! Slather yourself in butter for extra points.

4. If dressing up as something scary during Halloween is more your thing, why not go as your tab at the end of the night from Stillwell. Haunting!

5. Dress up as a frequent customer of The Dome! Downside: if you actually end up at The Dome everyone might give you slack for not wearing a costume.

6. Looking for a couple's costume? Grab a friend and go as Halifax and Dartmouth: Both dress as homeless people, but one of you carries an iPhone and sports some fancy loafers. Optional: connect yourself with a bridge. 

Old Heart by Amber Solberg



CONTRIBUTOR MEETINGS

Mondays, 6:30pm
Rm 312, The SUB



Making Waves along the Grease Coast

Wolf Minds Collective's Grease Coast Lifestyle Clothing line secures retail space at Plan B

Mat Wilush
Arts Contributor

Parody art is a delicate balancing act – play it too safe and the entire point is moot, but jab too deep and you risk coming off as a defamer or fire starter. Sometimes it's the simplest way to break the mould – take something ubiquitous and turn it on its head. And after the dust settles, what's left could be something entirely of its own. This is the case of Grease Coast Lifestyle.

The limited-run clothing line, produced by Halifax's Wolf Minds Collective, is a spin on the popular East Coast Lifestyle brand. The signature anchor is turned on its head, sided by neo-gothic runes and glyphs. Until last week, any Grease Coast swag had to be procured from a member of the Collective, who would hand-deliver the goods. Now, Grease Coast Lifestyle clothing will be available for purchase at GOTTINGEN's Plan B Merchant Coop.

Cory Veino, one of Wolf Minds Collective's founding members, says they "started talking about how [East Coast Lifestyle clothing] represents such a small part of the East Coast – it started off as a joke, really. I drunkenly went home one night, after playing a game where you had to take a drink every time you saw one [East Coast Lifestyle item]. I postered the design as a joke, but I got a huge amount of feedback from it."

The Wolf Minds Collective is an arts group based out of Halifax that has expanded to Montreal. According to Veino, the group "is for local artists to have an outlet for their work. We try to work with students, just to break the barrier between graduating and finding a job. We try to get people involved right away. The whole idea behind the 'Wolf Mind' is pack mentality – working together to achieve a common goal."

Grease Coast Lifestyle clothing is the Collective's first foray into

clothing design, and the line has garnered tons of under-the-radar cred since its debut last September. Demands for the clothing often outran the supply and the Collective has been distributing through a wait-list.

However, as one would assume, the proliferation of Grease Coast products on Halifax's streets has attracted the attention of East Coast Lifestyle representatives.

Veino stated that these altercations have been mostly informal, he has made every effort to ensure that he and his Collective are protected from any sort of legal repercussion. Luckily for them in July 2012, Bill C-11, or the Copyright Modernization Act, was passed into legislature. The Bill states that, "Fair dealing for the purpose of research, private study, education, parody or satire does not infringe copyright." As a parody project, Grease Coast Lifestyle products are safe and clean.

"A lot of people think that I have a huge vendetta about those guys," Veino says, "but that isn't the case. I have a huge amount of respect for them."

The opening of their Plan B retail space marks a decidedly different route for the Collective to work through. Whereas before the Grease Coast Lifestyle project was fluid and transitory, with a concrete base of operations, the Collective is able to really flesh out their brand.


"Once the first run is sold out, we're going to be dropping a look book that has like 14 different designs in it," Veino says. "We might do a vote to see which one gets printed."

"Then we've got this whole new logo – it doesn't even look like the same logo anymore. It's still got that same flavour that people would still recognize, but we're looking to stray into a more original thing."

This transition from parody to stand-alone concept makes for a unique product and business

model. In this way, Wolf Mind Collective differs entirely from the East Coast Lifestyle team. Grease Coast Lifestyle is DIY-minded and grounded at a local level.

"We're trying to keep it very at-its-roots – we aren't looking to sell through any major stores or anything," says Veino.

Whereas East Coast Lifestyle has begun its cross-Canada marketing campaign, Grease Coast Lifestyle is wholly Halifax-focused: it is a trend that has no meaning anywhere but here. 



The Grease Coast Lifestyle. ••• Photo supplied



Women's soccer clinch top six finish after undefeated weekend

Hudder, Parkinson, Yates add tallies against Axewomen, Panthers

Graeme Benjamin
Sports Editor

The Tigers are on a roll, winning three of their last four and not losing since facing Cape Breton at home on Sept. 27. The Tigers currently sit fourth in the Atlantic University Sport (AUS) standings with a 6-3-2 record.

"It seems like right now it's starting to coming together," said head coach Jack Hutchison after the team's 2-0 victory over the UPEI Panthers.

Dal faced the undefeated Acadia Axewomen on Oct. 17. The last time the teams faced each other, neither were able to find the back of the net and the game ended in a 0-0 draw.

This time around, the Tigers played much stronger. Tigers' first-year striker Jensen Hudder put away her third of the season in the 34th minute to put the Tigers up 1-0.

At halftime, the Tigers had nine shots to the Axewomen's three.

The black and gold kept the momentum going in the second with chances from Kristy McGregor-Bales and Victoria Parkinson. It looked the Tigers were poised to give Acadia their first loss of the season until Emily Nickerson tied the game for the Axewomen in the 87th minute, resulting in a 1-1 draw.

Dal shook off their late-game blunder and continued their dominant play the next day against the UPEI Panthers. Parkinson opened the scoring for the Tigers early off a strike from just outside the penalty box in

the seventh minute. McGregor-Bales and Sam MacDonald worked effectively on the Tigers' back end to shut down Panthers' top scorer Maria Scichilone and maintain their one goal lead throughout.

Michelle Yates, who was named Player of the Game, added her seventh of the year in the 83rd minute to put the game out of reach.

Before the Thanksgiving break, the Tigers dominated the Moncton Aigles Bleus on the road, winning 7-0. The following day they beat the Canadian Interuniversity Sport (CIS) 10th-ranked UNB Varsity Reds 1-0, giving UNB their first loss of the season.

Hutchison said the games were confidence boosters going into their homestand.

"The feeling of where you know the players are starting to believe in themselves and can play together, it shows that they want to play," said Hutchison. "And for me, that's what's really important."

The Tigers have two games remaining in the regular season. They take on the St. FX X-Women on Oct. 25 at Wickwire, followed by another match at home against the Memorial Seahawks the next day. Both start times are 1:00 p.m.

The X-Women have struggled as of late, tying the last place Aigles Bleus and losing to the Saint Mary's Huskies who previously did not have a win recorded.



Photo by Jennifer Gosnell

After their disappointing weekend, the X-Women have slipped to seventh place and are currently out of the playoff picture. The Seahawks, however, have effectively united after a slow start to their season. They currently sit third in the stand-

ings with a 7-3-1 record and have clinched a playoff spot.

The Tigers and the Seahawks would face each other in the first round of the playoffs if the season were to end today, so their last match of the season is destined to be gritty.

AUS Championships will be hosted at Dalhousie from Oct. 31-Nov. 2. All games can be viewed live at AUStv.ca.



Photo by Alex Maxwell

Women's basketball goes 2-1 in preseason tournament

Graeme Benjamin
Sports Editor

The Dalplex played host to the 30th annual Subway Centennial Tournament as the women's basketball team had one of their final chances to prepare for the regular season.

The Tigers started the tournament with a 63-43 win over UBC Okanagan. The game remained close through two quarters of play, with the Tigers only having a one-point lead at halftime. Dal's bench went to work in the second half, outscoring UBC's bench 17-8. The Tigers steadily increased their lead throughout, with four different Tigers receiving points to give the team a nine-point lead entering the

fourth. The bench continued to work effectively in the fourth to give the Tigers the win.

Rebecca Nuttall led the way for the Tigers with 13 points, while UBC's Shenelle Tamminen had a game-high 14.

Dal then suffered a close 56-54 loss that came down to the final seconds against Laval. The game was back and forth throughout, with the largest lead only coming from Laval near the end of the first half when they were up by 10. The game was tied 54-54 with 15 seconds remaining until Laval's Sarah-Jane Marois, who had a game-high 17 points, made a layup with six seconds remaining to give her team the victory.

The Tigers turned things

around in a big way in their final game against York University, winning 65-32. Tessa Stammerberger led the way with 13 points and Robbi Daley came off the bench to score 12. The team went 50.9 per cent from field goal range, making 28 of 55 attempts.

The Tigers placed second in the tournament, as Laval won all three of their games and placed first.

The Tigers have two more preseason games before they open the regular season on Nov. 7 at home against the UPEI Panthers. They travel to the University of Maine for games against Fort Kent on Oct. 25 and Presque Isle on Oct. 26.

Men's soccer draws two straight against Panthers, Axemen

Ashwin Ramakrishnan
Sports Contributor

Ten Tigers held a 1-1 draw at Wickwire field against the UPEI Panthers on Oct. 18. The Tigers started the game at sixth position in the Atlantic University Sport (AUS) men's soccer standings and needed a win to overtake the Panthers.

The Panthers, who settled for a 3-3 draw against UNB the previous evening, had majority possession in the first quarter, but didn't pose a great threat on goal.

The chances were few and far between for both teams, but the Tigers took control after effective communication at midfield.

The Tigers, who lost Zach Mbolekwa, James Nearing and co-captain Mark Hagen to injuries against the Acadia Axemen the night before, almost took a lead in the 26th minute through top scorer Bezick Evraire, but the shot was deflected for a corner.

The Tigers continued to play well and were ultimately rewarded in the 42nd minute from a bullet of a shot into the goal from skipper Tyler Lewars to give the home side a 1-0 lead just before halftime.

The Panthers kicked it into gear in the second creating several opportunities, but Tigers' netminder Jason Ross was up to the task. The Panthers finally levelled the game in the 61st minute through a nicely timed header by Jason Mallard from Jared Murphy's corner kick.

The balanced match took a turn in 64th minute after Tigers'

defender Ryan Lewars was sent off for his second yellow card after fouling one of the Panther's players and subsequently arguing the call with the referee.

As the fog descended on Wickwire, the intensity picked up and the Panthers continuously attacked the net. Jonathan Doucett stepped up and played strong defensively, preventing UPEI from taking advantage with the extra man. Both teams ultimately had to settle for a point, which was the second consecutive draw for both sides.

Third-year engineering student Robert Engert and Tiger defender was named Dal's player of the game. Mallard received the award for the Panthers.

"I am not satisfied with the result as this was a home game and we would have liked three points," said head coach Pat Nearing after the game.

Ryan Lewars will be suspended in the next game for his red card. Nearing also confirmed that Mbolekwa is ruled out for the rest of the season. Nearing and Hagen will be fit for next weekend's games.

Dal will play their last two matches of the season at home against the St. FX X-Men on Oct. 25 and the Memorial Seahawks on Oct. 26. Though the Tigers sit in sixth position, they technically are not in a playoff position as the Seahawks, who are below the Tigers in the standings, are guaranteed a playoff berth. Walking away with points is critical if the Tigers want to make the postseason.



Photo by Alex Maxwell



The Ticker (for the week ending Oct. 19)

Graeme Benjamin
Sports Editor

Women's hockey split opening weekend contests

Dalhousie started their season off on the right foot Oct. 17 on the road with a 5-2 victory over the Mount Allison Mounties.

The Tigers scored five unanswered goals after the Mounties jumped out to a 2-0 lead. Danielle Bourgeois opened the scoring for the Mounties in the second minute of the first, sliding one past Tigers goaltender Jeanne Morin for her first of the season. Regardless of the early slip, the Tigers still led in shots on goal by the end of the period 12-11.

Mounties' Mackenzie Lalonde put away her first of the year five and a half minutes into the second period to make the game 2-0.

Then, the Tigers took over. Dal's Jesse Rietveld, Maggie Beaton and Courtney Sheedy all recorded their first goals of the campaign to give the Tigers a 3-2 lead going into the third. Elizabeth MacArthur, who had a game-high three points, and Rietveld added insurance markers in the third to give the Tigers their first win of the season. Morin made 22 saves in her first win of the season.

The Tigers looked to keep the momentum going at the Halifax Forum on Oct. 19 in their first home game of the year against the St. Thomas Thommies. MacArthur opened the scoring for the Tigers off a feed from Kenzie MacPhee less than three minutes into the game. Thommies' Teah Anderson and Myfanwy Thomson capitalized on the power play in the second to give their team a one-goal lead entering the third.

After Anderson added her second of the game to make it 3-1, MacArthur scored her third of the year on the power play followed by a goal from Beaton to make it a tie game. However, St. Thomas' Lauren Henman scored the winner with just over five minutes to play to give the Thommies their second win of the season.

The Tigers look to reset and take on the Saint Mary's Huskies on Oct. 22, followed by the

St. FX X-Women on Oct. 24. Both the X-Women and the Huskies finished first and second in the AUS standings last year, respectively.

Men's hockey open campaign with three straight losses

There have been few bright spots in Dalhousie's men's hockey team's first three games of the season. After getting shut-out by the Acadia Axemen 4-0 on the road Oct. 9, the Tigers were unable to play sound defensively against the CIS second-ranked UNB Varsity Reds or the Moncton Aigles Bleus, losing 6-3 and 4-2, respectively.

The Tigers kept pace with the V-Reds in the first period, exchanging goals on two different occasions. Pierre Vandall and Mike Evelyn found the back of the net for the Tigers, while Cameron Brace and Matt Boudens were the goal scorers for the V-Reds.

The Tigers let things slip in the second, however, allowing four goals in six minutes, putting the game well out of reach. Tigers' netminder Wendell Vye kept his team in it, making 36 saves on the night.

It was much of the same in their game against Moncton. Again, the Tigers had a strong first period with goals from Fabian Walsh and Mitch O'Neill to give the Tigers a two-goal lead going into the second. But the Tigers got into penalty trouble, allowing Moncton's Alex Saulnier and Alex Emond to both score within three minutes to tie the game at two. Saulnier then scored what would become the game-winner in third off a feed from Mathieu Martin. Alex Emond put away the empty netter to give the Aigles Bleus their third consecutive win.

The Tigers look to achieve their first win of the season against the Saint Mary's Huskies on Oct. 22. They then play two days after that against the UPEI Panthers.

Men's and women's swim teams win Jack Scholz Invitational with ease

Both of Dalhousie's swim teams handily won the Jack Scholz Invitational on Oct. 18. The

men had a combined 305 points, while the women 278.5, which was 100 more than the second place Mounties.

On the women's side, Keisha Mills walked away with three medals. She won the 200 and 50-metre breaststroke, and placed second in the 400-metre medley. Other notable finishers on the women's side were Paige Crowell, Kaetlin Fenton, Alison Grant and Ann Johnsen who all took home gold medals. Crowell won the 400-metre medley and placed second in the 200-metre backstroke. Fenton placed first in the 800-metre freestyle and third in the 200-metre medley. Grant and Johnsen each had one podium finish, with Grant winning the 400-metre freestyle and Johnsen the 50-metre butterfly.

The men had five swimmers land on top of the podium: Sean Berrigan, Keenan Teghtsoonian, Gavin Dyke, Chris Reith and Kyle Watson.

Berrigan received two gold medals over the weekend, winning both the 100 and 50-metre backstroke. Teghtsoonian also

won two gold in the 200 and 400-metre medley. Dyke and Watson each won a freestyle event, with Dyke winning the 200-metre and Watson winning the 400. Reith rounded out the gold medals for the Tigers in the 1500-metre freestyle.

The swim team's next meet is on Nov.1 at the Amby Legere AUS Invitational at UNB.



CATCH THE ACTION!

SATURDAY, OCTOBER 25
Soccer vs. StFX, W 1pm, M 3:15pm, Wickwire Field

SUNDAY, OCTOBER 26
Soccer vs. MUN, W 1pm, M 3:15pm, Wickwire Field

webcasts are available at 





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STREETEER

by Daniel Boltinsky, Eleanor Davidson and Jesse Ward

What is your favourite money-related rap lyric?



"I can make a million and still not get enough of spending."

James Hall
2nd-year French



"I get money, I get money, that's what I hustle for."

Brandon Leverman
2nd-year Commerce



"More money, more bitches."

Kay Lang
4th-year Management



"Money over everything."

Mohammad Abedzadh
3rd-year Chemistry



"Only got twenty dollars in my pocket."

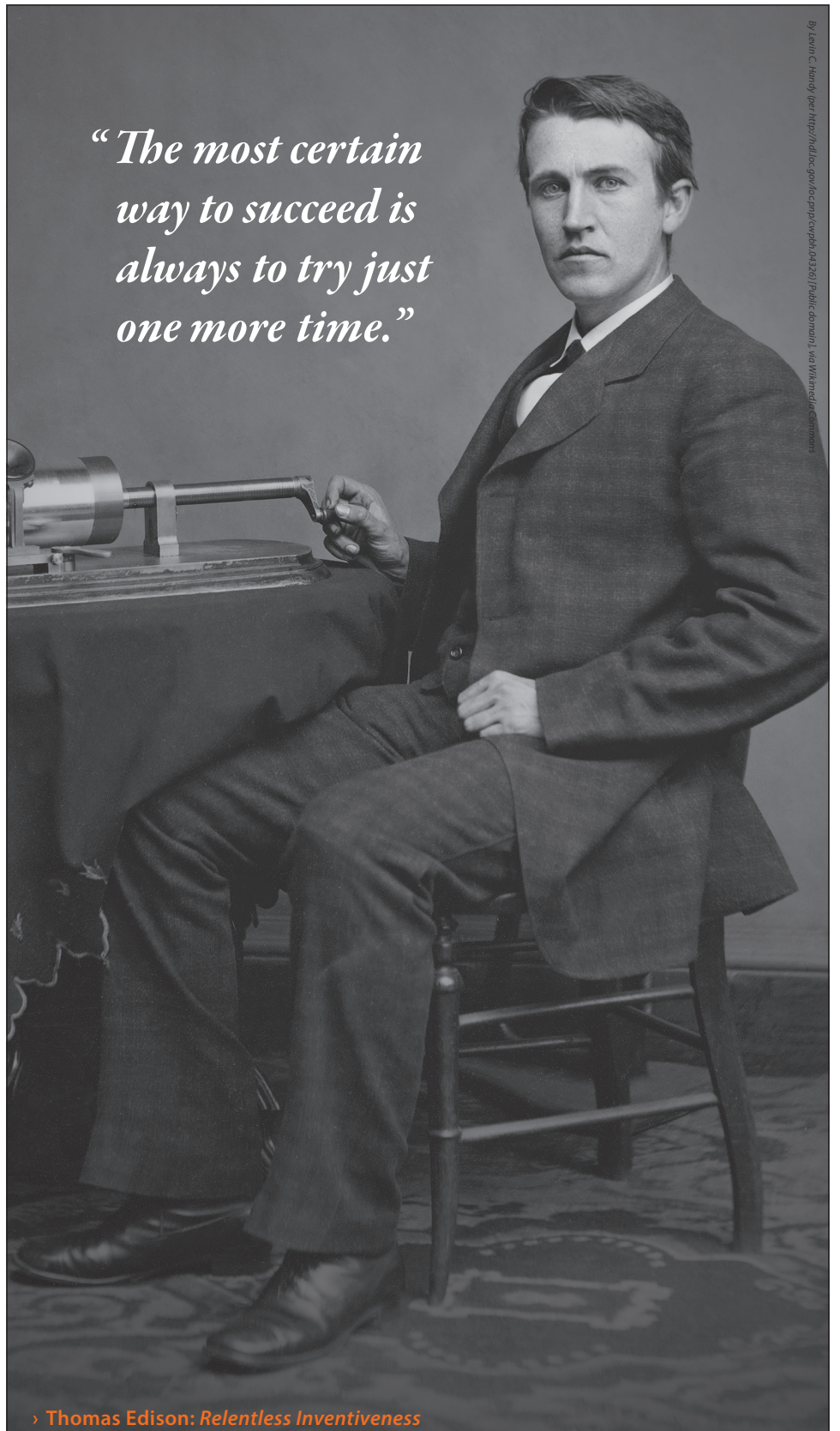
Seth Carson
2nd-year Commerce



"Get rich or die trying."

Julie Nguyen
3rd-year Management

"The most certain way to succeed is always to try just one more time."



› Thomas Edison: Relentless Inventiveness

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THE SEXTANT

THE OFFICIAL PAPER OF DALHOUSIE SEXTON CAMPUS

October 24, 2014

Dalhousie Formula SAE: Because race car

Aayoosh Sapra (Ind. '17) &
Isaac Zyto-Klassen (Eng. '19)
Dal FSAE members

Formula SAE is an automotive competition wherein students design, build, and test auto-cross style race cars. The goal is to build and promote a marketable auto-cross vehicle for amateur drivers. The competing teams are judged in various categories. In addition to the performance of the car, the teams are judged based on cost and manufacturability, as well as how they pitch their product to the judges. There are currently nine FSAE events held annually worldwide. FSAE Lincoln, FSAE Brazil, FSAE Italy, Formula Student UK, FSAE Australasia, and Student Formula Japan are some of the big names.

The Dalhousie FSAE team was created in 2007, competing at Formula SAE Michigan, and placed 53rd out of

80. Since then, the team has come a long way, steadily climbing the ranks to a top 20 finish at Formula Student UK in Silverstone this past summer, out of 97 teams from all across the globe!

The team is hard at work again this year, busy designing and, soon, constructing a car for this year's round of events. Thanks to the success in Silverstone, the group is excited and motivated to continue improving. In this endeavour we would like to welcome all students to take part throughout the year, especially as we approach competition time in the summer. We are always looking for individuals to help in any capacity, especially in the areas of engineering, ergonomics, sponsorship, marketing & branding, video compilation and editing.

The team plans on competing in at least three big formula SAE tournaments this year: Formula SAE Michigan (Michigan, USA) and Formula

Student (Silverstone, UK), as well as at least one of Formula North (Barrie, ON) and Formula SAE Lincoln (Nebraska, USA). Spearheaded by a team of officers and lead engineers, with a budget of about \$60,000 and a team of 26 to 40 students of varying contribution levels, the goal is to build on the success of the past several years. We would also like to be able to send more people to the competitions as it is not only an excellent learning experience, but also a great introduction to the professional world, and lots of fun!

That being said, the team warmly welcomes any contributions that can be made from the community as well. Whether financial or functional, any assistance by interested members of the Dalhousie or Halifax communities can be incredibly helpful and is greatly appreciated. There are also some fun social and informational events being planned that will be great to attend. More

information about event plans and general team information can be found on the "Dalhousie Formula SAE Team" Facebook page.

At this time, the team is actively seeking sponsorship for the upcoming year. A sponsorship package has been assembled by the business team which can be attained through the website or at any event held by the team. There will be fundraising and sponsorship opportunities throughout the year as well.

To stay up to date, follow the team on social media as DalFSAE (applicable for Facebook, Twitter, Instagram, and YouTube) or contact us through our website at www.dalfsae.com.

The new year brings with it a whole new set of challenges, both in innovation and design. Despite that, the students always step up to the plate motivated and energized. Why go the extra mile? Because race car.



The Dalhousie Formula SAE team for the 2013/2014 season, on the Halifax harbourfront



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