

Find out how some of Humber's Earth Week events went
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Student businesses get seed fund boost

New Venture fund has music startups among 2015 winners

Jennifer Berry
NEWS REPORTER

Student entrepreneurs and HumberLaunch's New Venture Seed Fund program are making beautiful music together. But becoming one

of the nine student business startups that secured up to \$10,000 in grant funding this year from the HumberLaunch program doesn't happen without a lot of hard work and resourcefulness.

Recent Humber Bachelor of Music graduate Jordan Circosta, 23, is a part of Headquarters Collective (formerly Headquarters Cooperative), the five-member Toronto

grassroots music promotions company that's getting a boost with \$10,000 in New Venture Seed Fund winnings.

What started five years ago as a group of musicians "dirt poor and just out of high school" splitting a jam space in a condemned building, collaborating and sharing resources, has flourished into a legitimate not-for-profit business promoting bands and or-

ganizing shows at venues like Toronto's The Smiling Buddha and The Garrison.

"We were pooling our resources to try to give each other a leg up, so if there was something one band had that another one didn't, they were able to borrow that thing or use that connection," said Circosta.

Circosta credits Humber with propelling the operation towards success.

"Humber was extremely supportive, even down to the music program itself, which gives us a lot of support when it comes to teaching you about the business side of music."

It's no coincidence that more than one of this year's winners are music students, a program Circosta says breeds an entrepreneurial spirit largely out of necessity.

"Being a musician solely is

a tough way to make money but there are other avenues to make money outside of that," said Circosta.

Organizing shows was one way that a young Circosta realized he could make a little extra cash back in high school, although financial success is not the end objective of Headquarters Collective.

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Rexdale Lab works local challenges

Eric Wickham
NEWS REPORTER

Rexdale isn't perfect. Just like any neighbourhood in Toronto it has its own set of unique challenges.

Youth violence and disengagement, affordable housing, transit, schools that meet the needs of families are among pressing issues Rexdale faces.

There are several organizations trying to fix these problems, but redundancy is possible when there isn't proper communication between these groups.

The Rexdale Lab is a collective of community organizers seeking to address ongoing challenges in the district.

"The Rexdale Lab is a group of residents and service providers trying to build a stronger community," said Nigel Bariffé, a teacher at Greenholme Junior Middle School who joined Rexdale Lab in the fall of 2014.

Salomeh Ahmadi is the de facto organizer for the Lab. She also works for Rexdale's Pathways to Education.

Pathways to Education is an agency that provides academic support for secondary school students in Rexdale.

Ahmadi said she wants the Rexdale Lab to take an alternative approach to community building. She said she wants members to experiment and try things that haven't been done before.

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NICOLE WILLIAMS

Madeline Pishori, 2nd year Fashion Arts student, won top prize of \$12,000 from Humber LaunchPad for her food planning startup, Intake. See page 5.

Basketball camp tryouts at Humber

Ali Amad
SPORTS REPORTER

Canada Basketball's best and brightest women's prospects converged at Humber College last week ahead of the FIBA World Championships this summer.

The assessment camp held at Humber's gym facilities from March 27 to April 1 welcomed the top Junior (under-19) and Cadette (under-16) women's players in the country, with players flying in from as far as Newfoundland and Labrador, and

British Columbia.

Fifteen-year old cadette Amy Mazutinec's proud parents came on their first trip to Toronto from the tiny town of Stirling, Alta., to support their daughter.

"We don't get much access to her and they keep them

locked in pretty tight, but she texts us at the end of every night," said father Darren. "She's tired, she's learning a lot, and it's been a good experience."

Mazutinec says the Canada Basketball camps have helped elevate her game every day.

"In Stirling, I'm the biggest girl so I could do silly

things and get away with it, but they're precise on every action you do here and that helps me a lot," she said.

Dartmouth, N.S., native and junior Daneesha Provo also came a long way to attend the camp, but unfortunately got injured during the first day of drills.

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CHRISTY FARR

Josh Williamson (left) and Josh McKnight dive into free wings night at Lakeshore campus on March 30. Humber Students' Federation event was a sell-out.

Free wings night brings on appreciative student lineups

Christy Farr

LAKESHORE/ORANGEVILLE REPORTER

Students at Lakeshore campus shivered while waiting in line to be treated to free wings on Monday at the Humber College Student Centre.

Students chanted "We want wings!" to keep warm and to distract them from the long wait while security checked bags and I.D.s at the front door for the 19-plus event.

The building had been turned into a fully functioning pub and restaurant with tables while large projection screens aired a Raptors' game.

Second-year Package Design student, Josh Willemsen, said he has never attended an HSF event before, but the free wings were too good to pass up.

"Makes me feel special, never heard of any other schools doing this," he said.

Humber Students' Federation Vice President of Student Life at Lakeshore campus, Dylan Rudder, said pub nights at Lakeshore campus have been done before but never offering free wings.

Low student turn out has been an issue for student life events at Lakeshore campus so Rudder came up with this first-

time free wings pub night.

"Numbers wise and alcohol sales haven't been the best so that's why we added the wings," he said.

The event was sold out within three days of offering tickets online which came even before HSF started promoting it, said Vice President of student life North campus Ahmed Tahir.

Two hundred tickets were sold out and 3,000 pounds of wings ordered, with more wings on call should there be a demand for it, said Tahir.

Restaurant chain Wacky Wings supplied the six flavours of wings for the event with LinX Lounge on staff to serve alcohol.

But it wasn't a typical pub night with a dance floor and the dim lights but rather a relaxed place for students to come out and socialize.

"As vice president of student life I get to come up with crazy ideas. I like to personally with my friends go out to places like wacky wings, eat wings play pool," Rudder said.

"I wanted to try to replicate that feel I get when I go out with my friends, trying to bring together a sense of community on campus," he said.

The success of the event motivated Tahir to bring something similar to North

campus next year.

"There's a misconception that you need to have a dance floor, (but) students don't always want that. Students are really enjoying it, watching the game, totally enjoying it. I think it's something we will do again at North campus," he said.

Second year, Public Relations student Josh McKnight appreciated the free dinner because as a college student he is on a budget.

"It's fantastic, I think for college students it's a good thought that they might want some free food," said McKnight.

Humber Veggie Club buffet this year a forlorn affair

Katie Pedersen

DIVERSITY REPORTER

A long table of wraps, salads and spring rolls sits on a table in an empty room. It's halfway through the Humber Veggie Club's meet-up and of the 100 people in the club, no one has showed up yet. The pizza is cold.

The event was supposed to be for people from the club to support each other, talk about vegetarianism and perhaps get their friends involved over some good veggie food.

"Last event we got food from outside campus," said Andre Cordoba, president of the Veggie Club at Humber. "That was challenging because Chartwells has a contract with Humber — they're the only ones allowed to serve food on campus."

Cordoba said that a lot more people came out last time.

"People loved it. It was supposed to be a couple hours event and we finished (the

food) in 40 minutes," he said.

Cordoba said he wanted these events to be about creating awareness about vegan (no eggs, fish or dairy, as well as no meat) and vegetarianism and show people that they still enjoy food despite the restrictions. He said there are many vegetarian proteins that imitate the taste and texture of meats.

"Usually what people say is, 'I would do it but I love meat.' Now with (vegetarian meat) there's no excuse — it tastes like that, the texture's like that, and there's protein in it as well," he said.

He said the problem with serving campus food at these events is that, like most food caterers and restaurants, Chartwells doesn't specialize in vegetarian dishes.

"There's usually just one option. You get the vegetarian burrito and it's basically just a burrito without the meat. It's the same for every other

restaurant," said Cordoba. "Vegetarianism is not just the dish without the meat."

Don Henriques, Manager of Campus Services, said the school offers some alternatives in the salad bar and in the On-The-Go pre-packaged food items but admits the campus options are limited.

"I certainly understand what they're saying. For some of the brands...their focus is not on a protein alternative, they just focus on the non-meat options that they currently have," said Henriques. "It's something we would need to work with the brands on."

Bianca Gaibor, 18, is a law clerk student at Humber who has found it difficult to restrict her diet.

"All within a year I was vegetarian, then I went raw vegan, then I went vegetarian again and then I went pescatarian (no meat except fish)," she said.

She restricted her diet for religious, moral and health reasons



KATIE PEDERSEN

Bianca Gaibor, 18, finds sticking to vegan diet difficult due to perceived lack of variety.

but struggled to stick to it — particularly when she was raw vegan.

"That was very, very challenging," she said. "It's expensive, it's hard to go out, it's hard to eat around your family because there's so many restrictions."

"I never ate at school," she said. Henriques said that accom-

modating dietary restrictions is an issue of communication.

"Our challenge is to offer the types of vegetarian options that students are looking for.

"We need to find a tool to reach out to students and get immediate feedback," he said.

First-year students get Tropical Escape

Christiana Chan

GENERAL ASSIGNMENT REPORTER

The first year of college can be a difficult time. New people and heavy course loads can be scary in the big city.

Humber College has a program to help first-year students feel more at ease with such big changes.

"We try and help students socially integrate, but we also try and tie in academic pieces to make them successful too," said Rebeca Mahadeo, the First Year Experience program coordinator at Humber's North campus.

The FYE program is designed to help connect students with peer mentors who give help to first-years who are struggling academically.



We help ease the transition by letting students know that they can do it and we can help..."

Rebeca Mahadeo
PROGRAM COORDINATOR

The program also hosts social events to help bring students of all years together.

FYE held a Tropical Escape party last week in the President's Boardroom on North campus.

The event had everything from snacks and limbo to a photo booth and live drummers. The Tropical Escape party is one of the many events that FYE organizes during the school year.

The program is good for Humber because the transition period is hard for college students, whether or not students are coming straight from high school or if they took a year off, said Mahadeo.

It was a different transition from working to going to college, said Katherine Clarmo, a first-year student at Humber.

"We help ease the transition by letting students know that they can do it and we can help you through it and we are here for you," said Mahadeo.

Humber is always accepting applicants who are interested in becoming a peer mentor.

"It's a great opportunity, it's a lot of fun and you get to meet lots of people," said Marina Alves, the senior peer mentor at Humber

REXDALE

Lab seeks to 'increase participation and empowerment'

continued from cover

She said her group is made up of representatives from Pathways to Education, community organizers and residents of Rexdale.

According to Ahmadi, members of the Rexdale Lab have other full-time jobs, but make time for monthly meetings and events.

She said the goal of the Rexdale Lab is to "increase participation and empowerment" in the community.

One of the ways it plans to do that is by hosting the "100 in 1 day" event in Toronto. This event promotes civic engagement.

Bariffe said he jumped at the chance to involve himself with this project when he was contacted.

"When Salomeh gave me the call it was a no brainer," he said.

Sabra Desai is Humber's link to the Rexdale Lab. She is the manager of Community Partnership Development for

Humber College.

She said that in the Rexdale Lab's March meeting, they worked on solidifying their vision, mission and mandate.

Desai said she began working at Humber as a faculty of the Social and Community Service programs.

"I love people, I love to see change, what drives me is bringing people together," she said.

Bariffe said with smaller and smaller budgets, in-

creased cooperation between organizations becomes more important.

"We have a strategy to work together," he said.

Bariffe said a major issue the Rexdale Lab seeks to address is youth disengagement. He said that if young people don't vote, then policy makers would be less inclined to address the problems young people face.

"A broader emphasis needs to be on civic engagement," he said.

All Humber students encouraged to apply to Seed Fund

continued from cover

Circosta said the goal is to inspire change in the community.

"We're trying to be a support system for bands where they can trust in our transparency," he said. "The objective is to stimulate as much growth in this independent music sector as possible."

Circosta ascribes HumberLaunch not only with giving students access to grants, but providing assistance in applying for them, from writing business plans to preparing pitches for the LaunchPad competition, where Headquarters earned an additional \$3,000 earlier this month.

In addition to internal funding opportunities, HumberLaunch's services range from networking events and budgeting assistance, to mentorship and a physical space on both the North and Lakeshore campuses where students can work.

Students also have access to one-hour free branding and legal sessions from outside partners.

Like many fellow Humber students, Bachelor of Music student Daniel Sykora is weeks from graduating. But unlike many, Sykora, a composer, arranger, and bassist, is already poised for success with his business creating original musical scores for film and video games, DSyk.Music.

Like Headquarters Collective, DSyk.Music has secured \$10,000 from the New Venture Seed Fund. Sykora, 21, also added \$4,000 to his business' coffers, cash awarded in



JENNIFER BERRY

Humber grad Jordan Circosta's business Headquarters Collective won a grant from New Venture Seed Fund.

the LaunchPad competition.

Circosta and Sykora agree the process of transforming the idea of a business into a reality can be intimidating, especially building a business plan without a business background. But Circosta explained enthusiastically that going through the process of creating an exhaustive plan helped Headquarters harness their ideas.

"Our understanding of the business developed so much over the course of the months spent writing the plan that it

was almost a very different business by the time it was written than it was in our heads when we first started," said Circosta.

Sykora was daunted but determined.

"I said to myself 'Ok, this is what I have to do, I'm going to do it somehow,'" he said. "Of course, I had no idea how to do any of it."

Humber Business school instructor and entrepreneurship advocate Tony Gifford pointed out that most of the skills needed by entrepreneurs

are not necessarily unique.

"An awful lot of it is about how you lead people, how you lead through teams, how you galvanize people around your vision, and make them a part of it," said Gifford.

HumberLaunch program manager and business school faculty member Cheryl Mitchell emphasizes that students from all programs and pathways are welcome at HumberLaunch and encourages all budding entrepreneurs to take advantage of their services.

Earth Week brings attention to Humber's environmental needs

Participants say events like Earth Hour still valuable

Jessica Tedesco

GENERAL ASSIGNMENT REPORTER

Humber North campus launched Earth Week hosted by Humber Sustainability, and participants say events such as this are useful is discussing the issues plaguing the planet.

Monday started off with interactive discussions on the important role of honeybees in the food chain, followed by a farmers' market, a campus clean up and ending with a scavenger hunt on Thursday.

Amanda Shaw with Humber Sustainability said the events are a reminder that creating a greener campus is a collective effort.

"We want to make a difference in our community by leading by example," she said. "By making our campus greener and making it more energy efficient we can show others around us, other educational institutions, that it's possible for them as well."

Shaw said there is a variety of small lifestyle changes students that can have a big impact.

"Everyday things that people can do that are super easy is you can reduce your waste or bring reusable containers and mugs on campus," she said. "Using public transport or carpooling will also make a huge impact on your carbon footprint."

Earth Week at Humber is an early kick-off to Earth Day, which takes place this year on April 22. Leading off the week's events was Earth Hour, where a number of people around the world managed without electricity for an hour last Saturday evening.

Antonella Raconelli, an Environmental Science graduate from York University, said although the action of Earth Hour may seem small, the impact can still be significant.

"Small changes won't be enough but it's something that will be helpful step-by-step in the long run," she said. "It is imperative we begin to reduce our carbon footprint. The way we abuse the environment will have lasting harmful effects."

Raconelli said the most critical aspect of Earth Day is encouraging awareness of our position in relation to the environment.

"It allows more people to reflect on the way we treat the earth and understand the impact this will have," she said. "By more people becoming aware of the issues at hand we can then prepare for future problems."

"I participated in Earth Day last year and I would do it again because, why not?" said Melanie Sosing, a first-year Accounting student at Humber North campus. "It may be small but it doesn't hurt."

Shaw also emphasizes the impact any action can have.

"You may have noticed that we have our recycling campaigns up around school – we have our three-coloured recycling bins," said Shaw. "Since we have implemented that we saw that our waste diversion increased from 42 per cent to 53 per cent in three years."

"That amount increased is the amount of waste that isn't going into a landfill and actually being diverted to its proper facilities," said Shaw.

"Little changes like that show that it is possible to make a huge impact," she said.

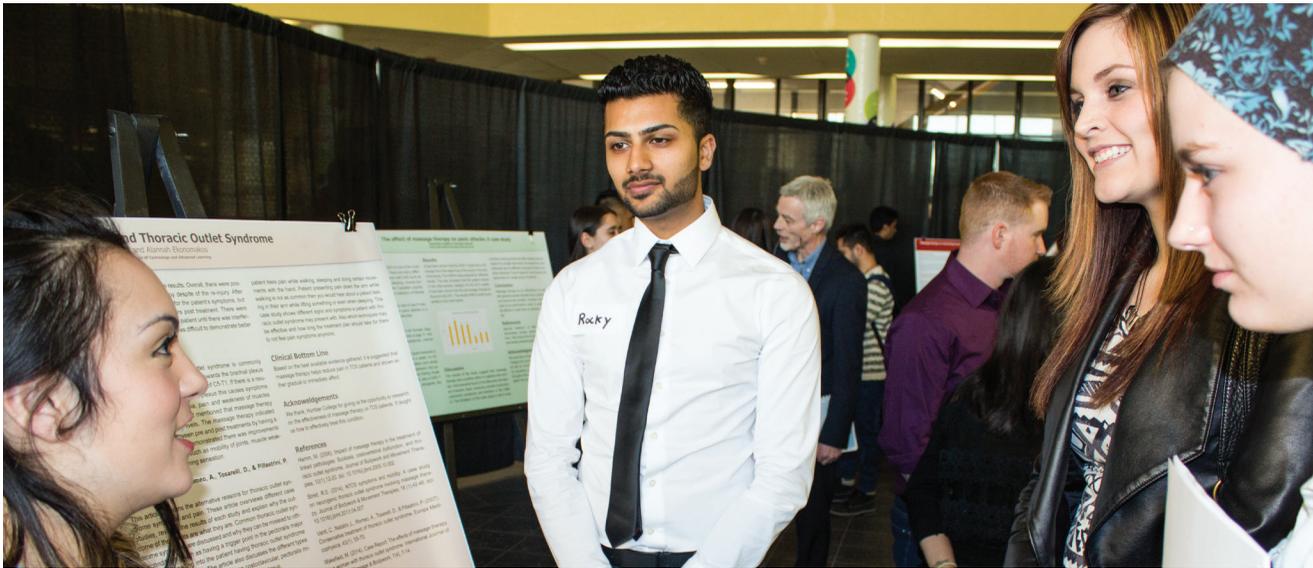
Humber Sustainability is an initiative that while reducing the carbon footprint of campus also seeks to change the mindset of the more than 27,000 full-time students that can bring a changed view into their future careers and lifestyles.

Although one school's effort may not seem like enough, each action has a role in increasing this effort in the future, said Vanessa Fallone, first-year post-graduate human resources student at Humber Lakeshore campus.

"It gives recognition and makes you aware for that one hour about the environment. Earth Day brings attention to an important cause," Fallone said.

Shaw recommends students to follow Sustainability on Twitter, Facebook or visit the website at <http://www.humber.ca/sustainability/> where Humber's 2014-2019 Sustainability Plan is now available.

"The purpose is to educate Humber College about sustainability and to make it a greener place to teach and learn," said Shaw. "Our goal is to preserve our future by focusing on the social, ecological and economic impact of our collective decisions as a community."



MATTHEW PARISELLI

Final year students in Humber's Massage Therapy program presented their year's research findings at Massage Therapy Research Night, held at Humber North campus on March 30. Projects presented had case studies, campus implementation.

Massage Therapy Research Night allows students to highlight healing innovations

Matthew Pariselli

GENERAL ASSIGNMENT REPORTER

Mickailynn Drimmie enters the concourse at Humber North and a visual of herself presenting her own research amidst a group of strangers darts into her mind.

She knows at this time next year the spotlight will be on her during Massage Therapy Research Night.

Drimmie is a 21-year-old in her second year of the college's Massage Therapy program. She's here tonight to listen to, support, and learn from the third-year students taking part in this year's event.

Massage Therapy Research Night, held on gives the third-year students in the program a platform to communicate the work they've achieved over the last year. It was held on March 30, and was the fourth annual event.

The projects they've com-

pleted are extremely involved and require them to develop a case study and then implement it on campus in the student clinic.

In their final semester, the students produce a written report on their research findings and also create a poster and oral presentation.

"It's a wonderful opportunity for them to showcase the work that they've done and for us to raise some awareness of the role of research in the profession of massage therapy," said Amanda Baskwill, the Massage Therapy program coordinator.

Marcel Zardo and Catherine Dawe, both 21, are presenting the findings of their joint project.

"Our research study was over an 11-week period," said Zardo. "We looked at someone with very mild anxiety and how massage therapy had an effect on their symptoms

and daily activities, and how massage improved their overall feelings about themselves."

Dawe said she and Zardo wanted to show that massage therapy is a viable option to treat someone with anxiety.

"A lot of the research that we did come across was mostly use of medication and we just wanted to see if there was a more holistic approach," Dawe said.

Zardo said anxiety levels reduced by 66.6 per cent between the first and last week of their study.

Like Dawe, Kyle Morris hopes the findings he uncovered contribute to future research and propel people into similar projects.

Morris, 24, explored massage therapy's effects on recovering muscle tissue after physical exertion. It was a critically appraised topic, which means he surveyed several existing research re-

ports to build his project.

"My information summarizes a ton of different articles, and it's all concise, so everybody can get the best information we have and go on with that," he said.

The gains for the students presenting are far-reaching.

"Just being able to feel confident, regardless of who the individual is that's coming up to you and asking questions about what you do...is hugely impactful and beneficial for them," said Baskwill.

As for Drimmie, she's thankful for the opportunity to engage with the students presenting their work.

"The third years are here to provide some insight as to what to expect with these research projects," she said. "They've been giving me tips here and there, providing some data collection processes, and that should be helpful in the coming year."

Security cameras in prison toilets raise difficult questions

Veronica Appia

CRIME/SECURITY REPORTER

A man commits a crime and is caught on camera.

He is also naked.

Though police officers may have had the authority to record the video on a hidden camera, that doesn't mean a judge will always permit them to use the video as evidence in court, said Glenn Hanna, a former RCMP officer and professor of Justice Studies at the University of Guelph-Humber.

But when it comes to video surveillance in jail, Ontario police officers are not willing to flush their safety concerns down the toilet, in order to grant the accused privacy.

Prisoners being held in custody are recorded at all times for safety purposes, but the question that has arisen for many Ontario police services is: when inmates go to the washroom, how much of the video surveillance should be shown and to whom?

An impaired driving case heard in Burlington court last September is forcing law enforcers to rethink and re-vamp their video surveillance methods.

Aislyn Griffin argued last September that being filmed while using the toilet in an OPP Burlington detachment holding cell violated her right "to be secure against unreasonable search and seizure" under Section 8 of the Canadian Charter of Rights and Freedoms.

Her appeal of the conviction was heard and dismissed in January, but that doesn't

mean Griffin's concerns are not igniting change.

As a result of Griffin's case, OPP was ordered to post a sign informing people held in custody that they are being filmed and that they can request a blanket to cover themselves when using the facilities.

Hanna acknowledges that in response to this case, police services around Ontario continue to implement different privacy methods, including pixelating videos and providing a smock for the accused to wear while using the toilet.

He says while these are fairly reasonable solutions, these methods call other issues into question and can aid prisoners in harming themselves or others.

"We're sitting here in a comfortable office talking but someone in a cell is going to have drugs or a weapon in their rectum," he said. "It's tough because most of the video surveillance has been done on the recommendation of coroners' inquests where people have died in custody in cells and there wasn't sufficient observation."

Henri Berube, a co-ordinator of Humber College's Police Foundations Program and a former Peel Region police officer said, on the surface, it sounds proper and humane to give people privacy, but the challenge stems from what inmates will do with that privacy.

"The human mind is an incredible thing and boy, people can find ways of hurting themselves," he said.

Queen's Park security to be given firearms

Jeremy Appel

CITY HALL/QUEEN'S PARK REPORTER

Special constables and security guards at Queen's Park may soon be packing heat.

Speaker Dave Levac announced the enhancement of the security presence at Ontario legislature, including some unspecified arming of guards and officers, the Toronto Star and Sun reported last week.

Rick DeFacendis, co-ordinator of Humber's Police Foundations program, says

this is a reasonable measure in light of last year's parliament shooting in Ottawa.

The Ottawa shooting "left a lot of government institutions wondering what they can do to bolster their security and keep people who work in these buildings and our elected representatives safe," DeFacendis said.

Niagara West - Glanbrook MPP and former PC leader Tim Hudak says this change of procedure should have happened long ago but is increasingly necessary in light

of recent assaults on democratic institutions.

"Certainly the security risks in 2015, as we saw with the attack on parliament, are entirely different than when I was first elected in 1995," Hudak said.

"Quite frankly, I think the vast majority of Ontarians would be shocked that the officers at the legislative assembly are not currently armed," he said.

The OPP already provides party leaders with enhanced security during election campaigns, Hudak said.

"I think it's time now we extend similar protection, not simply to all members of the assembly, but the general public as well," he said.



I think the vast majority of Ontarians would be shocked that the officers at the Legislative Assembly are not armed.

Tim Hudak
FORMER ONTARIO PC LEADER

"It's better late than never," said Hudak.

DeFacendis advocates "a two-pronged approach" to dealing with these types of security issues.

"We have to be able to provide the folks who guard our democratic institutions the

tools they need to keep people safe, while at the same time addressing root causes of crime," said DeFacendis, citing mental illness in particular.

He said another major issue is the lack of oversight against abuses for special constables and private security, particularly compared to cops.

Special constables are generally not armed, nor are they "subjected to the same oversight and activity as sworn police officers," DeFacendis said.

Paul Copeland, as a lawyer with the Toronto Police Accountability Coalition, is generally opposed to giving officers more authority.

But he says arming the guards and constables at Queen's Park is not a big deal in the grand scheme of things.

"I don't know if having a couple of the constables at Queen's Park armed makes a hell of a lot of difference, as long as their training is equivalent to that of a police officer," Copeland said.

He suggests Ontarians ought to be more concerned with security excesses like Bill C-51, the Harper government's new anti-terror legislation.

"I'm much more worried about CSIS and what they're going to do than some special constable at Queen's Park," Copeland said.

Goth designer Holmes is true to her passions

Marino Greco
BIZ/TECH REPORTER

Conventional approaches to designing products for the general public are being challenged by a new generation of Humber alumni.

Carrie Holmes, 24, is a graduate of Humber College's Bachelor of Commerce-Fashion Management program and the founder of BlakBlak, an online retailer specializing in goth apparel.

Part of what inspired Holmes to start her company was the lack of representation she encountered in her youth.

"At the time I was just getting into the alternative scene. I grew up in Guelph, which is a smaller town. There weren't a lot of clothing options out there and it was really frustrating," Holmes said.

A fashion class in high school propelled her into Humber College where she found encouragement for her ideas while simultaneously encountering resistance from the traditional business crowd.

"My business isn't really a traditional thing. I felt like I spent a lot of time convincing people goth is still a thing," she said.

Though the push to make products that are accessible to all is tempting, it can also be an impediment.

Holmes found inspiration from CEO's and fashion designers who specialized in goth clothing and decided to take a different approach to her business.

Instead of focusing on simple, ready-to-wear pieces she has decided to focus on more elaborate, individual pieces.



Take constructive criticism, but in the end you have to do things for yourself because we're all going to die one day."

Carrie Holmes
FOUNDER, BLAKBLAK

"I'm kind of trying to focus less on the business side. Not ignore it, but not let it control me as much," said Holmes. "I found when I was in business school I was overly concerned with making things marketable."

Paul Griffin, associate dean of marketing at Humber's business school, sees the value in having an unconventional idea.

"Her products and ideas have appeal for her community," said Griffin. "If an idea



MARINO GRECO

Carrie Holmes is a graduate of Humber's Fashion Management program and founder of BlakBlak, an online retailer of Goth clothing. Holmes pursued a niche rather than a mass market.

has merit that idea should be pursued. It may not have wide appeal, but that's okay.

"At least you know who your market is and you can market to them," said Griffin.

Griffin also cites how communication and seeking advice from experts specific to your field can assist in marketing unique products, as was the case with Holmes.

"It can feel like an obstacle if you feel like you don't get any traction with the people you're communicating with," he said.

Nicholas Coleman, another Humber graduate with a Bachelor of Arts in Industrial Design, was taught to create a widely marketable product, but is noticing an increased appetite for niche designs.

"There's a general rule with design: form follows function. When designing a product it has to appeal to a certain number of people, but people are targeting niches more," Coleman said.

Like Holmes, he notes how people value exclusivity.

"People want to have per-

sonal experiences," he said.

Holmes talks about how the push to make something marketable was not beneficial to her creative process, but also notes how some thrive off of that pressure. Ultimately, she wants people breaking into the industry to be true to themselves.

"You have to do things the way that you want them to be done," Holmes said. "I mean, listen to people, take constructive criticism, but in the end you have to do things for yourself because we're all going to die one day."

Alert App notifies of emergency

Ryan Durgy
BIZ/TECH REPORTER

Students who want to stay alert about safety concerns on campus have to do so proactively by signing up for the Humber Alert service.

Rob Kilfoyle, director of Public Safety and Emergency Management, said Humber Alert, alerts students about evacuations, school closures and more.

"It's a program that allows us to send emergency communications and notifications to anyone who's signed up on the system," Kilfoyle said.

Messages can be sent out through the system via text message, email, or a phone call to your house, business, or cell phone.

Kilfoyle said students have to sign up to receive alerts by accessing the Humber Alert portal page via the public safety website.

"There's a privacy implication," Kilfoyle said. "You're basically giving us your information and so we want you to, with your knowledge and consent, consent to the fact that you're providing us with personal information."

Reagan Cuthbert is a fourth year Justice student at the University of Guelph-Humber and works as a community service representative with the Campus Walk program under the Department of Public Safety.

"They are very good at letting the student body and faculty know what to do in that situation," Cuthbert said.

Kilfoyle said the agreement with the company that manages the app doesn't state the server has to be up most of the time; however, the server must be up to a certain standard and it will always be accessible and the delivery of messages is almost guaranteed.

Kilfoyle is hoping that by September the Humber Alert system will be linked to Humber's official Facebook and Twitter accounts to be able to reach more people.

Kilfoyle also said the department is working on getting the Humber TV network and computer monitors connected to the system so that alerts would appear right on those screens.

Jamie Voisin, second year Radio Broadcasting student, noted that students all give their email addresses to the school so receiving alerts "should just be standard."

Healthy eating plan is top LaunchPad win

Humber grant for entrepreneurs also goes to trio of students for apartment search app

Nicole Williams
BIZ/TECH REPORTER

Hearts are pounding. The stage is set. There's only five minutes to make the case.

The Humber LaunchPad, an annual Dragon's Den-style competition where student entrepreneurs pitch their business ideas, announced the winners of a collective \$40,000 prize in a competition that concluded March 21 on North campus.

Humber student and alumni entrepreneurs took to the stage in front of a panel of judges and had just five minutes to convince them that their business was deserving of funding.

Madeline Pishori, a second year Fashion Arts stu-

dent, won the grand prize of \$12,000 with her product, Intake.

Intake is a personal assistant brand multi-meal intake plan.

"Essentially, it's a start-up kit that contains all the necessary dry ingredients, guidance and recipes, including breakfast, lunch and dinner to have a nutritional day. It's a perfect first step to eating healthy," said Pishori.

Pishori said her success in the LaunchPad was thanks to diligent preparation and the marketability of her product.

"There's a strong market for healthy eating lifestyles, and they saw my enthusiasm, so I think that's why they really liked it," said Pishori.

Second place winners Savio Wong, Rostyslav Rulov and Hossein Gahamsar, all third year Business Marketing students, won \$10,000 for their business Rent4Students.



There's a strong market for healthy eating lifestyles, and they saw my enthusiasm, so I think that's why they really liked it

Madeline Pishori
FOUNDER, INTAKE

The website, and soon to be app, is a database for Humber College students to search for reliable off-campus residence.

As international students themselves, Wong and his

partners found it difficult to find reliable living accommodations.

Hossein was living in a place infested with cockroaches and couldn't get a refund on his rent from the landlord. Ross was spending \$300 on services to find apartments. It was situations like this that inspired Rent4students, said Wong.

With the app, renters who want to list an apartment or room on the app will be verified through us. We go to the apartments, take photos of the living situation, as well as the area," said Wong.

Students who use the app will not only find much more trustworthy rental listings, but can limit searches to preferences like what kind of dining options are available in the area.

The business is expected to launch by September.

EDITORIAL

Decision to bomb Syria dooms us to repeat history

Thanks to a parliamentary vote earlier this week, Canada is expanding its mission against ISIS in Iraq and will now bomb targets in Syria.

The merits of this action will not be discussed here. Frankly, ISIS is a savage organization forcing its poisonous misinterpretation of a religion onto a population that, by and large, is unable (or unwilling) to fight back. It is necessary to stop their march of insanity across the Middle East.

The question that arises now is one of — what's next? The government of Prime Minister Stephen Harper has not really specified an

end game in ISIS-occupied territories in Iraq and Syria — something that he has been excoriated for, and rightly so, by opposition leaders.

We need look no further than Libya for the folly of bombing a nation and then leaving them to their own devices. Western forces undertook a concerted bombing campaign to help rebels remove long-time dictator Muammar Gaddafi from power. Then, we basically up and left. Now, Libya is a quagmire, riven by internal divisions (including, and not limited to, ISIS) and potentially destabilizing its neighbours Tunisia and Egypt, both

of whom have had some measure of stability as a result of the Arab Spring.

And, indeed, Iraq is a good example of the folly of packing it in and leaving. U.S. President Barack Obama unwisely yielded to public pressure and took most U.S. troops out of the nation, against the advice of even his own defense staff. Basically, without a stabilizing presence in the region (the Iraqi army, such as it is, was completely inadequate for any sort of combat), ISIS was allowed to rise to the forefront.

Many foreign policy experts around the world have repeated the

need not to follow the example of Libya. Once ISIS is driven back to behind the rock from whence they came, it would be a tragic mistake to pack it in and leave. Humanitarian aid is necessary, but also military trainers to ensure a stabilized presence in Iraq (the issue of Syria, and the fact that we may or may not be supporting a murdering despot like Bashar al-Assad, is a matter for another day).

Philosopher George Santayana once wrote, "Those that cannot remember the past are doomed to repeat it." Let's hope that this isn't the case, once again, in the Middle East.

Social media sparks narcissistic generation



Julianne Fox
A&E EDITOR

Our generation is narcissistic. We are constantly updating our online personal profiles, taking selfies and filling in an invisible audience on the goings on of our lives. Living life through a screen causes a barrier between us and our experiences. True meaning is lost.

More than 55 per cent of Canadians owned a smartphone in 2014, and we can assume that number will rise in 2015. Although smartphone companies have clearly benefited from evolving technology, humans have not.

Many devices are not only being used now as a means of entertainment to fill downtime. People are stuck to screens constantly, making human interaction dissipate.

Many people at concerts almost need the event caught on camera. They have their eyes mainly on their screens rather than the stage. This creates a disconnect between the actual spectator and the performance. Maybe it is for online bragging rights or simple proof that they attended, but overall, it is a competition.

When a specific summer music festival occurs, my wall on Facebook and timeline on Instagram become

drowned in photos and videos that look almost the same along with similar captions and hashtags.

This competition people have with each other during live events over social media is narcissistic because they want to be considered the best. Popularity is highly valued on Instagram, and I personally know individuals that strive to become Instagram famous.

Ultimately, people need to enjoy moments for what they really are. It should not matter how others respond to your experiences. When I see a photo my friend has posted, I am likely to scroll past, along with many others taking little notice. One's need for approval should not be based on how many likes they receive. This should not influence self-esteem.

People are relying too much on technology. We are losing our ability to grow individually, and

focus too much on what we see others doing. Narcissistic values are rubbing off on others by content sharing over social media.

This phenomenon could be carried over in a more significant way for future generations. Children are being introduced and beginning to own expensive handheld high-tech devices. I have seen parents pass an iPad to their child sitting in a stroller on the subway. This is such a lazy way to distract a child.

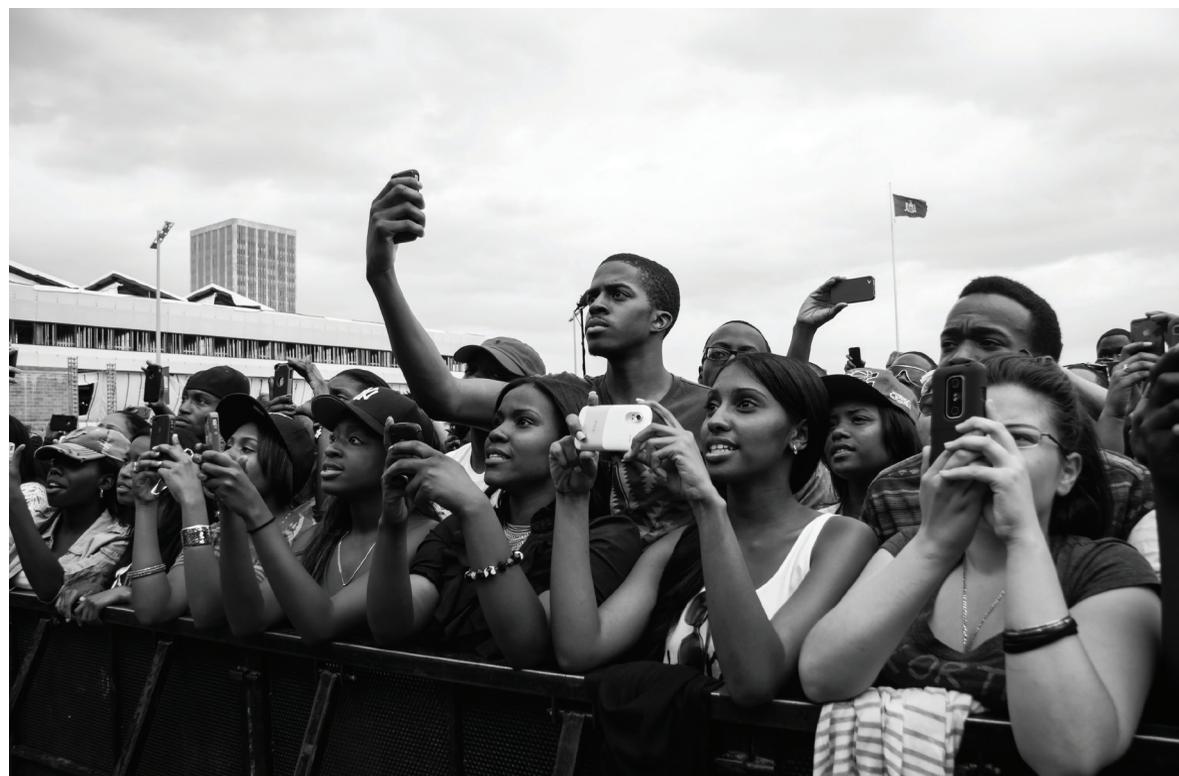
By entertaining children with devices built for individual consumption, parents create an environment where their child becomes isolated and focused on a device made for one set of eyes. This sense of isolation could lead to lack of social skills and therefore a kind of self-absorption, possibly leading to narcissistic behaviours.

Dr. Jenny Radesky, a clinical instructor in Developmental Behav-

ioral Pediatrics at Boston University, said in an interview with the (London) *Telegraph* that mobile devices are beginning to be used more frequently at younger ages. When these devices are used during childhood they "could interfere with development of empathy, social and problem solving skills that are typically obtained by exploring, unstructured play, and interacting with friends."

To stop what is already happening in our current generation, families need to develop quality family time by spending it unplugged.

The increased use of handheld devices at younger ages is creating a wall that separates us from experiencing what is right in front of us and adds a level of self-absorption that makes narcissistic behaviours acceptable. It is only going to become more difficult for us to find a real and solid sense of self.



LEON FISHMAN / FLICKR CREATIVE COMMONS

People need to enjoy moments for what they are. It shouldn't matter how others respond to your experiences.

HUMBER
Et Cetera

Humber Et Cetera serves to inform the Humber community and give its readers well rounded coverage on the things that matter to them.

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Whole Foods: High costs, ugly politics of healthy eating



Aresell Joseph
GENERAL ASSIGNMENT REPORTER

The air conditioning had stopped functioning on the two trains to West 14 Street in New York City and Mom, Karell, and I sat there with sweat drip-

ping from our faces as we sipped Poland Spring water on our way to Whole Foods at Union Square. I envisioned myself there drinking a cold bottle of ZICO Coconut Water. My size 10 leather Aldo sandals dug into my feet, creating a dull ache whenever I moved my legs.

“Let’s go nah,” said my Mom, in a thick Grenadian accent. We were on 14 Street. We exited the train and walked down the street. I saw the store logo for Burlington Coat Factory. We were close to Whole Foods. This got me thinking about the politics and costs of healthy food in North America.

We weren’t rich women travelling from Brooklyn to Manhattan in search of expensive, chemical-free food. We wanted to eat healthier and we were meeting family members at Union Square for some retail therapy.

From watching the news and subway ads, our understanding was

that Whole Foods sold organic, chemical-free products. So imagine our surprise when we discovered Whole Food’s owner John Mackey was selling unlabeled food that contained genetic modified organisms (GMO).

On March 2013, the grassroots organization, Organic Consumers Association, said Whole Foods had agreed to start labeling GMO foods in Canadian and U.S. stores by 2018. Monsanto, a transnational company known for its genetically engineered foods, distributes to Whole Foods.

Whole Foods did not make any moves to inform their customers of this arrangement until they were urged to by their consumers, food activists and the OCA.

Mackey’s company has faced other controversies. He was accused of selling household items with alleged carcinogenic properties,

specifically 1,4-Dioxane, a chemical stabilizer for solvents transported in aluminum containers.

It’s scary to think that a place selling organic food would mislead their customers in this manner. The fact that Mackey and his team won’t change their labels until 2018 seems ridiculous. How many people might be exposed to cancer-causing agents during that time period?

Yet even though people have been deceived by Whole Foods products, the store’s popularity in North America keeps growing because so many people do want to eat healthier. Our impulse to be better and healthier human beings overshadows the negative information we hear about a store or product.

Whole Foods’ prices are high and the company’s promise to sell foods and household items which are all organic and chemical-free,

has been broken. They should label their GMO foods and put a warning tag on items with 1,4 Dioxane or any other chemical associated with ill effects on human health. Meanwhile, the Organic Consumers Association has said 1,4 Dioxane is used in cosmetics as well as household and personal care products and the group has petitioned Whole Foods to stop distributing products with this additive.

People who want to eat healthier should not face a cost of healthy food that so greatly outweighs the cost of unhealthy food. Whole Foods and other companies should do their part to make available lower price, organic, gluten-free foods, while continuing with high-end gourmet product lines to target customers who can afford such costlier products. People should not have to decide between paying rent and buying healthy food.

Torontonians’ inferiority complex: We’ll never be ‘The Six’



Brendan Quinn
BIZTECH EDITOR

When you go to any other part of Canada, especially the West coast, and tell people you’re from Toronto, you get the look.

Eyes roll back ever so slightly, and the mouth dips in a subtle smirk. Half of the time people even say it straight to your face: “Oh, the centre of the universe eh?” as they laugh it off. At a meeting for new staff at my very first job in Vancouver, this exact line was dropped and all the local employees exchanged glances that implied they all *knew* for a fact that this is how Torontonians see their city.

Toronto is the biggest city in the country. Anything important and relevant happens here. That *must* be why they roll their eyes. Surely

they know Toronto is the bee’s knees and are just jealous of all the national, sometimes international attention and recognition the city gets compared to anywhere else in the country. Right?

No. What they’re rolling their eyes at is a mental state that seems endemic and specific to Toronto. This place has the biggest inferiority complex of any major city I’ve ever been to. Torontonians are so desperate for relevance they’ve become incapable of seeing the city for what it is. It’s true that Toronto is a pretty rad place. There’s nice restaurants, a decent museum or two and a legitimately world class music scene. But it’s not a London, or a New York, or a Tokyo, no matter how hard its population tries to rationalize and justify the idea that it is.

Nobody outside Toronto sees it as anything but a big, by-the-books and completely unremarkable city.

And they don’t care that Toronto isn’t remarkable. They’re not judging Toronto against the other cities. The only people doing this are the ones that live here.

Nobody from outside Canada is running around badmouthing Toronto and the people who live here. Most tourists have nothing but nice things to say about the city and its people—but they aren’t raving about its uniqueness or telling friends they’ve finally crossed Toronto off their bucket list. The only people concerned with elevating To-

ronto to the level of San Francisco or Paris are its residents. Everyone else is fine to take it at face value.

If Torontonians were confident in the knowledge that their city was the very best they wouldn’t need to constantly talk about it. This feeling of inadequacy, kept suppressed deep down, blossoms into the drive to make the city seem bigger and more important than it really is. They’re terrified to admit any flaw or hint of mediocrity.

It’s not like that in other places. Half the people I’ve met from New York City hate the place and aren’t afraid to tell you why. If you bring up anything similar in front of Toronto locals, be prepared to get mobbed as they step over each other to tell you the various reasons why this place is incredible and one-of-a-kind. The entire city—make that the GTA—seems to wait in fear for the moment that someone realizes, out loud, that Toronto is pretty unremarkable so they can bust out their smartphone and scroll their favoured BuzzFeed articles, beginning with “Top Ten Reasons Toronto Rocks” and proselytize the qualities that make Toronto the coolest and most exceptional city on the planet.

My sister was this way until she traveled overseas. For years she would hear me mention some cool historical landmark I saw

in a European city, or a cool bar, or an amazing museum and proceed to tell me why the Toronto equivalent is just as good, or better. Once she finally left the city to broaden her horizons in other countries, her tone changed. She now knows that things can be bigger, better, more important or well renowned in other places, but she still loves this place and will always call it home, proudly. Toronto is a safe, decent place to live and work. Our murder rate is low, we don’t have a huge poverty problem and there’s little social strife. It might even be a better place to live than half the other cities listed in this article. But it will never be on the level of a New York or a London because it can’t be.

Historically speaking that’s impossible without a time machine. It’s not on the sea and thus will never be really viable as a port or centre for shipping and commerce, and unless the entire North American finance world and entertainment industry decide to move here it never will be. We don’t have Wall Street, we don’t have Broadway. We don’t have Google, Amazon, or Microsoft making their headquarters here.

We don’t have an Abbey Road, a Champs Elysee, or a French Quarter. There isn’t a Dubai Tower, a Colosseum or a Golden Gate bridge.

There’s

no South Beach, there’s no mountains, there’s no Nile River. If you took the C.N. Tower out, half the population wouldn’t be able to recognize their own skyline.

But that’s totally OK. It’s possible to live happily in a place without constantly comparing it to other, more glamorous locations.

This defensiveness comes through pretty clearly when Toronto’s inferiority complex takes a break from a pretense of superiority and just devolves to being apologetic about itself. British comedian and actor John Cleese sums it up perfectly in his autobiography *So, Anyway...* when he says “I found Toronto an immensely likeable city, spacious and gentle and slightly dignified, but in a low-key, friendly way. The only people who didn’t seem to think much of it were its inhabitants, who could hardly wait for you to ask directions, because that gave them the perfect opportunity to apologize for it. What they were apologizing for I never understood. I think they felt uninteresting, compared with America.”

If Torontonians would take a short break from trying to give the city a nickname that will stick—nobody outside of a small section will ever refer to Toronto as “The Six”, sorry Drake—they’ll realize that it doesn’t have to be like those important big cities.



Pirate's Bed a dream for Winstanley's son

Charlotte Morritt-Jacobs

A&E REPORTER

Often when creating a picture book, authors and illustrators need only go to the creative minds of their own children to receive top-notch feedback.

On March 29 fans of all ages gathered at Another Story Bookshop on Roncesvalles Avenue to celebrate the launch of the picture book *The Pirate's Bed*, written by Humber faculty Nicola Winstanley and illustrated by Matt James.

Dozens of children in costume crowded the quaint shop eager to share their love of pirates and hear Winstanley read her storybook.

Winstanley, coordinator of the Media Foundation program, began by relating that the story's inspiration sprang from an experience she had with her three-year-old son who would not stay in his bed.

"In desperation I started telling him that his bed was a pirate bed and that maybe if he slept in his own bed he would have pirate dreams," she said.

Winstanley said that like some of her other children's books, told the

idea to her son and wrote it down, but didn't come back to it until a few months later, when she finally began molding the story.

Winstanley considers herself a teacher first and a author second as getting published takes a long time.

While the writing process does not take long for Winstanley, the publishing process took close to seven years, she said.

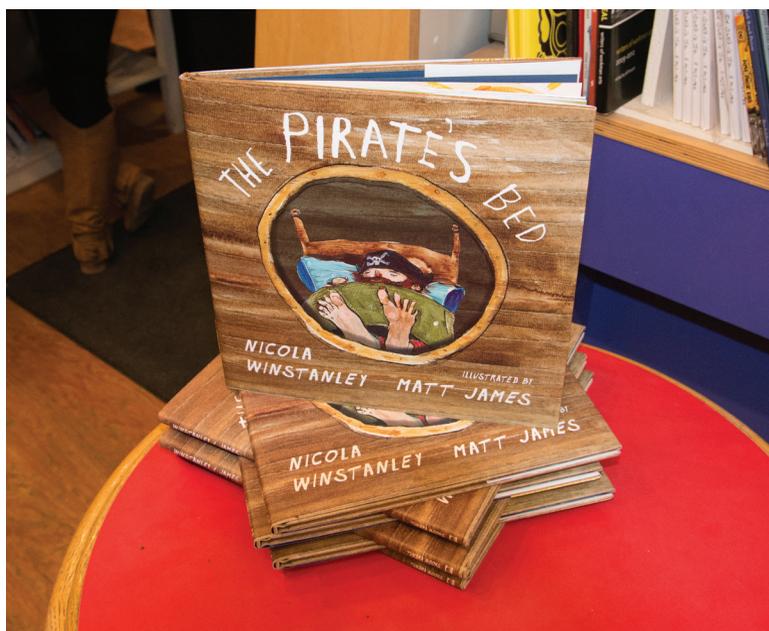
"I learned that many factors are out of your control when it comes to getting published. I submit stuff regularly and my publisher often rejects them saying, 'that's not for us right now' or 'we don't do books for younger kids right now.' There are so few publishers in Canada and it is very competitive," Winstanley said.

Winstanley's words were matched by local illustrator James.

James referenced the challenge of creating action with a main character who is fixed with no dialogue.

Similar to Winstanley, James said that he turned to his son for inspiration.

"With my older son I would say that I just steal his ideas. He was the one who asked if the bed was going



CHARLOTTE MORRITT-JACOBS

Fans of all ages came together at Another Story Bookshop to celebrate the launch of *The Pirate's bed*, created by Humber alumni.

to have eyes or a mouth," he said.

James said he appreciates the energy children bring to creating art.

"I love making art with both of my kids. If you ask a grown up do you want to make some art, half of them will say, 'Oh I can't draw,' but kids never say that," he said.

Both contributors of *The Pirate's Bed* showed the importance of involving children at all stages of a story's production.

As Winstanley and James read, older audience members took note of the key

role children played in making the story and the book launch itself a success.

Brittney Rose, Media Foundations alumna, said that she enjoyed the interaction between Nicola and her readers, in an age where kids would rather play with an iPad than read a book.

"The reading itself was amazing. All the little kids took a seat on the ground and listened to every word, laughing at all of the pirate jokes."

The *Pirate's Bed* in hardcopy can be purchased at Another Story.

Beatboxing takes Jaeger to top of Humber talent show

Corey Brehaut

A&E REPORTER

Humber's Got Talent was held March 27 at the North campus Student Centre.

Performers ranged from singers to dancers and a stand-up comedian. Four open-mic nights were held at North and Lakeshore campuses to determine the finalists.

"It was a very, very awesome show," said Vice President of Student Life at the North campus Ahmed Tahir.

"I thought it was really talented people who came out," he said.

Beatboxer and Design Foundation student, Adam Dimla, who goes by the stage name Jaeger, took home first place and \$600.

"It was a bit of a shock. It was unbelievable, I've never won anything before. To win that, I was speechless most of the time," said Dimla.

He has been beatboxing -- a form of vocal percussion -- for three and a half years and taught himself in his spare time with YouTube videos.

Dimla has performed at multiple events at Western University, in London and Toronto. This summer he plans on performing in the two-on-two competition at Unity Festival and the Canadian beatbox championships in November.

"Every time I've seen him per-

form from the open mic night to his first performance at Humber's Got Talent, then his final performance he's gotten better. He pulls something else out of his sleeve and is so cool," said Tahir.

Second place and \$300 went to second-year Broadcasting student Dylan D'Alessandro.

D'Alessandro has been singing for three and a half years and is also self-taught.

He also plays piano, bass ukulele and writes music. He is currently working on an EP with producer Roy Hamilton III, who has worked with Michael Jackson and Britney Spears.

Jashawn Smith, stage name Kwiz The Floacist, came in third and won a \$50 gift certificate. She sings original songs and does not like to call herself a rapper.

A "floacist" is somebody who listens to the beat and goes with its flow, she said. She has been singing for 10 years and started recording when she was 17 or 18.

"It was an amazing competition and an amazing show," she said.

"There was a lot of great talent so I was really blessed to be able to perform with so many talented people from both campuses," Smith said. "I got to meet with some really cool people and possibly do some future collaborations and work on some projects together."



COREY BREHAUT

First place winner of Humber's Got Talent Adam Dimla a.k.a. Jaeger performs a freestyle beatbox in the concourse this past Monday.

LIFE

Support for survivor Sebastian

Katie Jones

A&E REPORTER

Sebastian Yanquevech played with Lego, got his face painted and ran around with his younger brother.

It is what every normal eight-year-old does. But he's also an eight-year-old survivor.

Inspired by Sebastian's plight, Humber College students held a fundraiser in the cafeteria at North campus to raise money for brain tumor research.

The March 31 event came after the Good Deeds club organized a Free Hugs day on March 11 in support of Sebastian, who underwent brain surgery on March 5 to remove a tumor that was causing him seizures.

Nadine Weis, Sebastian's mother, attended the event with Sebastian and his five-year-old brother Julian.

"It's overwhelming, the happiness it's brought to my family and to my kids. The strength that you feel in this little area is overflowing," said Weis.

"It is beautiful," she said.

The fundraiser had a variety of activities throughout the day personally organized by Mobeen Sheikh, president of the Good Deeds club. Sheikh says the idea came after the Good Deeds Club gave Sebastian his card and collage from Free Hugs day.

He said meeting Sebastian after his surgery was a surreal moment for him and the club members.

"When I was at his house it was a lot of fun. I was not expecting Sebastian to be walking around because it was a day or two after the surgery. But he was running around," said Sheikh.

"When we left his house it was so amazing, all of the club members were looking at each other thinking, did this really happen? It was a great feeling."

The fundraiser included a bake sale, selling cupcakes, cookies and banana bread baked by 15 Humber students over a four-day period. There were stations for face and canvas painting, a Lego station and temporary tattoos.

Victoria Hammond, a second-year Humber student, joined the event as a volunteer.

"School is a great place to spread the word around. For me, I am in Cosmetic Management so I am doing the face painting. And then there is the Culinary program people who are decorating stuff for the bake sale," said Hammond.

Weis says she is making a scrapbook and documenting what happened at the fundraiser. She said her son's recovery is going well.

"His recovery is absolutely amazing. I am so glad I brought my other son and they're having fun together. He is five-and-a-half and he just told me (he) can't believe this is all for Sebastian. So he gets it," she said.



SARAH TRUMBLEY

Rob Heidenreich, co-founder of Saha International Cuisine with his supply of international sauces and marinades, was a vendor at HSF farmers' market.

Earth Day games seek to teach

HSF holds water tasting, recycling tests to promote sustainability to Humber

Sarah Trumbley

LIFE REPORTER

Humber students learned about sustainability with the Humber Students' Federation this past week at the North and Lakeshore Campuses.

HSF president-elect and current Vice President of Student Life at North campus, Ahmed Tahir said the student government's Earth Day was organized to make people aware.

The Humber Sustainability Department hosted a number of events during Earth Week and HSF took one day to hold its own event to en-

gage students in sustainability, said Odin von Doom, Vice President of Student Affairs at HSF Lakeshore.

Students were invited to participate in activities including a recycling sorting game, a water taste challenge, a waste basketball game, and a graffiti wall, said von Doom. Students were also offered free lunch bags and hot chocolate.

"The idea of all of these mini game stations is to train people about sustainability and how to be sustainable," he said.

Tahir said they tried to make it an interactive experience for the students instead of just throwing information at them.

"We're trying to engage students in a way that we think works," he said.

Tahir said if HSF could teach some students what to recycle, and get them to start recycling, it would help the school in turn.

There was also a farmers' market last week offering all-natural and environmentally friendly products.

The farmers' market offers a lot of different items that people can't get anywhere else, said Tahir. Von Doom said the benefit of buying from a farmers' market is products are purchased directly from the grower.

"You have all kinds of fuel, transport and packaging waste that has been eliminated," he said.

One of the vendors set up at the farmers' market, Saha International Cuisine, offered students free samples of their international sauces

and marinades.

Chef and co-founder of Saha, Rob Heidenreich said their products are made with all natural ingredients. They carry their products in 20 stores around Toronto and the GTA and can be purchased online.

Von Doom said a lot of people don't realize how much they contribute to land fill, so HSF Earth Week activities encouraged students to look at the larger picture.

"We want to encourage every individual to play their part, to learn a little bit more, do a bit better, and adopt more sustainable behaviours," he said.

Humber also organized a scavenger hunt and a campus clean up throughout the week to promote Earth Week, said von Doom.

Bee hives on campus roofs

Allie Langohr

LIFE REPORTER

Humber College students will be seeing a lot more black and yellow in the coming months.

Humber North and Lakeshore campuses will each be getting three new beehives that will be kept on the rooftops. There are already seven beehives kept in the Arboretum at North campus.

The project is expected to begin once the weather is consistently warm, probably around May or June, said lead beekeeper at Humber North, Fran Freeman.

Freeman helped kick off Earth Week at Humber as she gave a lecture about why bees matter in the Main Concourse Monday afternoon.

In addition to the information booth Freeman ran with Humber beekeeper

John Coffman, there were booths selling local honey and beeswax products, including candles and skin products.

Bees survive better in the city than in the countryside, mostly due to stricter laws that prevent the use of pesticides and GMOs (genetically modified organisms) in the city, said Freeman. They also have better access to water sources and diverse plant life, she said.

The rooftop provides a safe space for the bees. A controlled ecosystem can be created where the bees can flourish. As many as 60,000 bees can live in a single hive, said Coffman.

Having the bees on the rooftop will also ensure minimal contact with the students.

"It's a little more inaccessible to students and the public," said Coffman. "You'll be able to see them out-

side the window, but they won't be interfering with people."

This is for the bees' safety as much as for the staff and students. In fact, both Freeman and Coffman stress people shouldn't be worried about being stung.



They are what make our food system a secure one and if the bees disappeared we'd all be in trouble."

Fran Freeman

BEEKEEPER AT HUMBER NORTH

"Honeybees are gentle, unless they are disturbed unnecessarily," said Coffman. If a student does get stung, it will more likely be by a

wasp than a honeybee, he said.

Bees are pollinators, which means they are responsible for helping crops and plants grow and thrive, said Freeman.

"They are what make our food system a secure one," she said. "If the bees disappeared we'd all be in trouble."

Second-year Visual and Digital Arts student Salvador Celestial recognizes the importance of bees and is happy Humber is doing its part to help them flourish.

"I think it's really cool. There's a shortage of bees around the world. People, without knowing, kill bees, and they're a huge part of the ecosystem."

For Coffman, the new hives will be another opportunity to spend time with the creatures he loves.

"When you open that hive and hear their hum and see them fly, you know what they're doing," he said. "The way they operate, it's a miracle."

Personal branding is key to sell unique self

Shaun Fitl

LIFE REPORTER

The Business School Placement Centre hosted a personal branding seminar on March 26 at the Humber Lakeshore campus.

Guest speaker Nellie Vieira said the key word in personal branding is "personal" and "who it is uniquely that you are" is the true importance.

She is the creator of "true to the core", a consulting system that develops personal and negotiating skills, and is also founder and president of Forrest & Associates Inc., a brand development company.

Vieira was invited to speak because she is an "internationally recognized negotiation expert" who runs a "Toronto-based organization specializing in communication and behaviour skills development that effects positive relationship management," said manager of the Placement Centre, Antoniette Di Marco, in an e-mail statement.

"Talent is not about what you got on your last exam, it's about how you apply the knowledge you've received," said Vieira.

"Personal branding allows a person to actually identify with not just competencies and qualifications but the uniqueness they can offer," she said.

A true personal branding means the person has brought their qualifications and competencies to life in a way that differentiates them from other people with the same, said Vieira.

"Nellie has successfully blended philosophy and psychology with competencies and proven techniques to assist her vast professional client portfolio," said Di Marco.

As a professional speaker, consultant, trainer and coach, Vieira is passionate about results at every aspect of interface requiring person-to-person interaction, she said.

"Going into the work world, the attempt is often to mold yourself or address what you're going to be with an idea of what your employer expects you to be," said Vieira.

She said the main goal is not simply modeling oneself to what employers desire; it is more important to discover who the individual is as a person and to market that as a "true to the core" quality.

"A company wants to know that you're willing to think outside the box and personal branding identifies that you're willing to push the boundaries," she said.

"An organization wants to be able to say it has progressive thinking and is constantly improving," she said.

"We're no longer looking for compliance, we're looking for innovation."

HOROSCOPES by LUCY SKY



JAN. 20 – FEB. 19
Break through your mental barrier and go for the gold this week. You won't regret it.



FEB. 20 – MAR. 20
Being predictable is easy, but try to shake things up a bit in the coming week.



MAR. 21 – APR. 20
Don't think too much; overthinking the events of this week will just take away from the whole experience.



APR. 21 – MAY 20
Keep up the pace, you've been ahead of the game and it's going to pay off, big.



MAY 21 – JUN. 20
Who set such a high premium on fitting into the norm? Think outside the box.



JUN. 21 – JUL. 22
The sun is shining bright on your life lately and it's just going to get brighter and brighter.



JUL. 23 – AUG. 22
Keep your head high, the days to come may be a bit tough, but you'll come out stronger.



AUG. 23 – SEPT. 21
Like the 80's song says, love is a battlefield. So strap in and get ready to put up a fight for what you want.



SEPT. 22 – OCT. 22
Get out of the clouds. It's nice to dream, but you'll be needed down here this week.



OCT. 23 – NOV. 21
Don't let your starry eyes surpass your better judgement. There's an offer you'll have to pass up this week, even if you don't want to.



NOV. 22 – DEC. 20
Life has been throwing you some curve balls, but you've been hitting them straight out of the field. Keep it up!



DEC. 21 – JAN. 19
You're on the home stretch! Get ready to reap the rewards of your hard work.

QUOTED: IS OUR GENERATION NARCISSISTIC?

"Yes, because in today's society, people are more concerned about their own problems and not about others as much as they should."

"A large majority is narcissistic, but not everybody. It has a lot to do with selfies and sharing posts on social media so that everyone can see what's happening in their life."

"Yes. Sometimes people take pictures of themselves and those selfies make them think they look good"



Tatevik Galstyan, 32
Film and Television, 2nd year



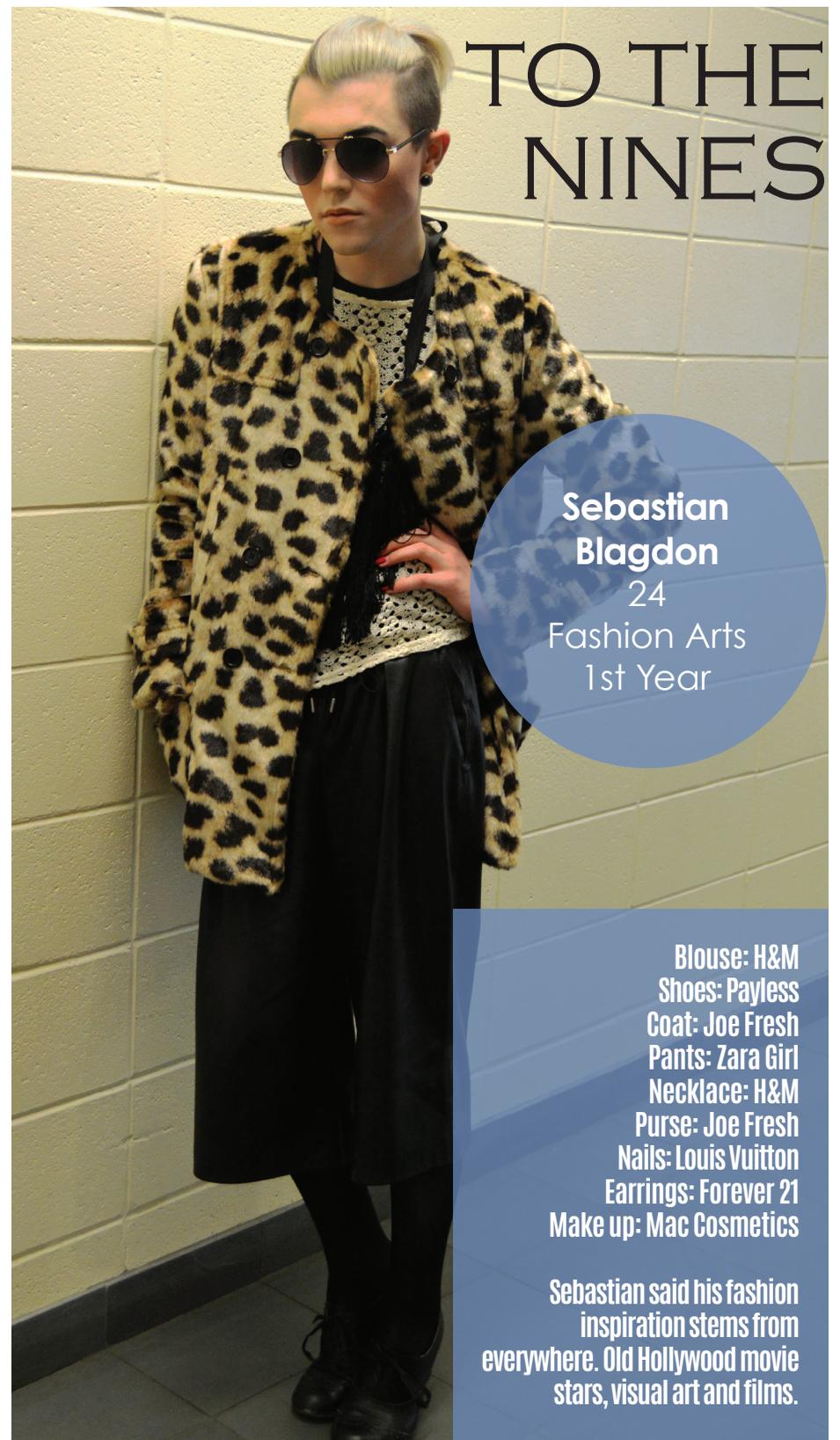
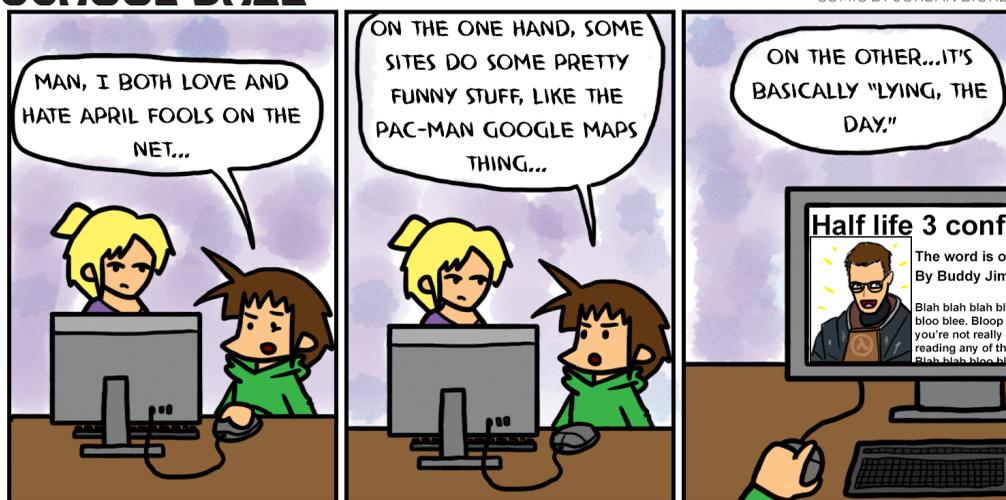
Tyler Nicol, 20
Web Design, 1st year



Joshua Dumlao, 19
Architectural Technology, 2nd year

SCHOOL DAZE

COMIC BY JORDAN BIORDI



TO THE NINES

Sebastian Blagdon
24
Fashion Arts
1st Year

- Blouse: H&M
- Shoes: Payless
- Coat: Joe Fresh
- Pants: Zara Girl
- Necklace: H&M
- Purse: Joe Fresh
- Nails: Louis Vuitton
- Earrings: Forever 21
- Make up: Mac Cosmetics

Sebastian said his fashion inspiration stems from everywhere. Old Hollywood movie stars, visual art and films.

Isaacs: sports star, pianist, valedictorian

Katherine Green
SPORTS REPORTER

Volleyball star. Jazz pianist. Singing sensation.

There are two sides to every coin, but when it comes to fifth-year volleyball player Matthew Isaacs there seems to be three; and likely more.

This Hawks' athletic powerhouse is Humber's own jack-of-all-trades. The entire athletic community honoured the young man who excels at it all at this year's awards banquet held on Thursday.

Isaacs will end his time at Humber by addressing his teammates, fellow varsity athletes, and the coaches and staff that shaped his volleyball career as the 2014-15 Athletics Valedictorian.

Head coach Wayne Wilkins recruited Isaacs to play for Humber five years ago. Wilkins' confidence in the then 18-year-old novice who had an "intrinsic fire" and exceptional athletic ability has clearly paid off.

"He is athletic, has a great jump, and long arms. His vision and ability to see the play as it develops has been a strength for him," said Wilkins.

Isaacs' long list of athletic accomplishments and accolades made him a strong candidate for this year's golden award.

He has garnered two first



KATHERINE GREEN

Isaacs has studied jazz piano focusing on a Neo-Soul style that fuses smooth jazz with contemporary rhythm and blues.

team all-star awards and a second team nod since being named rookie of the year in 2010. The 6'4 middle hitter has also been a vital component of a team that captured two provincial golds, a provincial silver, a national fourth place finish, and a national bronze medal during his time at Humber.

The on-court success expe-

rienced by Isaacs is matched by his wealth of talent off the court. His musical prowess and beloved character traits add extra dimension that propelled Isaacs to the top of the short list.

Isaacs has mastered the ability to surprise peers and colleagues at every turn.

His passion for smooth rhythm and blues fuelled the

exceptional affinity for the piano, but even his music teacher Paul Grecco was taken aback by the 18-year-old unintentionally revealed his third gift.

The towering young athlete has a voice, too.

"One day we were working on the piano and I didn't realize at first he was singing," said Grecco. "He started to sing a

tune and do a little vocal thing and I remember thinking how great of a voice he had. It was such a surprise."

Grecco speaks to the privilege of instructing Isaacs; the work never being laborious.

"We used to have a great laugh," he said. "It was very enjoyable time to work on the piano hard for an hour, but while still cracking jokes."

These sentiments are shared at Humber Athletics.

"I struggle with the question of how to describe someone in one word, but with Isaacs I don't," Wilkins said. "The one word that comes to mind when I think about Matt Isaacs is authentic. What you see is what you get."

Isaacs' passions are not contending with one another, but grant him two different avenues to perform.

The awards night program is the most appropriate indication of his wealth of talent. Isaacs was the house entertainment for the evening, singing Motown oldies to the accompaniment of teammate John Obi's guitar, for all the arriving attendees. Later in the evening he closed the ceremony by accepting the Valedictorian award and delivering his speech.

It is no surprise this animated character eagerly awaits his moment on stage, another opportunity to perform and flex yet another muscle.

"This is my first speech ever. But interestingly enough I've always wanted to get into motivational speaking. I'm not nervous, just excited," said Isaacs.

"I'm sure it's been done before, but I want to compare myself to a Hawk. It's now my time to leave the nest and let my rookies take their journey."

Canada Basketball at Humber to assess young female talent

Continued from page 1

"We were doing sprints and on the last one, I pushed it too hard and I guess I moved the wrong way and pulled my hamstring," she said.

Provo's still soaking up all the experience and coaching on offer in the camp though.

"I love the whole atmosphere here and the support I get from Canada Basketball," she said.

Mazutinec agrees.

"Everyone always pats you on the back and congratulates you and motivates you to push yourself," said Mazutinec, who aspires to play in the NCAA and the Olympics.

Provo has already played in the NCAA with the Clemson Tigers this season and sees Canada's under-19 team as the next stepping-stone towards a pro career.

Canada Basketball performance manager Mike MacKay, supports the coaching staff and looks after the technical direction of the camp.

"The main objective is development," he said.

MacKay says Canada Basketball looks at four pillars when analyzing talent: physical, mental, social-emotional, and finally, the ability to play the game itself.

"On the physical of course, tall and long is good but you also look for that athlete who has good stamina, who's got strength, good speed and power. On the social-emotional, we look at their leadership ability," said MacKay.

"On the mental side, can you handle adversity? And basketball, it's the one we can grow the most," he said.

Cadettes' co-head coach

Jodi Gram emphasizes those four pillars.

"At the youngest age group (under-16), it's all about identifying talent across the country and bringing them together at a really high level," she said. "It's here that we start to teach consistent principles and help build way more depth and breadth in their talent so we can put together our final team."

Intensive drills focused on offensive tactics and concepts of play help clean up minor issues in the Cadettes' game.

"Because we're throwing a lot of information at them, we want people willing to take feedback, who want to show growth, who have a passion for the game," Gram said.

And the key to make all this work is a great training environment.

"Humber is an amazing



ALI AMAD

Canada's cadettes cool down after a day at the assessment camp held at Humber last week.

partner," said Gram.

"The facilities are great, we have three full courts that are FIBA regulation which is phenomenal," she said. "We're able to use score clocks on all of them, the support staff is always gracious and super helpful. The food's amazing

as well, so we are very lucky to have them supporting our training facilities and I think it's going to help us."

Duaine Bowles, head of Humber varsity operations, says Humber has enjoyed a long and productive partnership with Canada Basketball.

"We have some of the best facilities in college sports, especially when you add in therapy and the HPC (High Performance Centre) we have available for Canada Basketball," Bowles said. "It's a pretty good deal for them and it's also a pretty good deal for us."

HAWKS BASKETBALL

Women's season capped with All-Stars

Andy Redding
SPORTS REPORTER

The OCAA all-star game was the happy conclusion to a busy month for the Humber women's basketball team.

Durham College hosted the 2015 OCAA women's basketball all-star game and skills challenge this past weekend, where the best of the best converged to showcase their talents.

The Humber Hawks, fresh off an OCAA Championship, and a trip to Vancouver Island for the national championship, were well represented at the event, seeing four different players take part.

"It's been a very hectic few weeks, but it has been one of the most rewarding few weeks of my life," said Humber third-year shooting guard Natalie Hagopian. "I am so glad to have had the opportunity to win gold in provincials and compete in nationals. The all-star weekend was just the cherry on top."

Fourth year Humber players Mary Asare and Llyandra Kerr were both chosen to play for the West Region all-star team, which defeated the Eastern all-stars 77-68.

"It was a great honour to play in the all star game," said Asare. "Especially since Ajay (Humber's head coach) was coaching and I had the opportunity to play with my teammate."



COURTESY OF SCOTT DENNIS

Hawks Mary Asare (far left) and Llyandra Kerr (second left) line up with the rest of the West Region all-star team prior to the OCAA all-star game on March 28.

Prior to the all-star game, Humber's Natalie Hagopian and Ceejay Nofuente competed in the skills competition.

Hagopian, who shot 28.7 per cent from beyond the arc this season, was honoured to be asked to compete in the three-point competition amongst the top shooters in

the league, she said.

"I worked hard all season to improve my shooting and I'm glad it paid off and I got recognized for it," said Hagopian.

Second-year point guard Ceejay Nofuente, who led the Hawks with five assists per game this year, showed off her ball-handling skills for Hum-

ber in the Skills Challenge.

Although happy to be competing in the event after undergoing ACL surgery a year ago, Nofuente is already looking forward to improving her performance next year, she said.

"It was a great experience," Nofuente said. "But I'm really

hoping to do better in it next year."

With the all-star game and the season in the rear-view, Humber players are already looking towards offseason training to help them defend the OCAA Championship in the upcoming season, Hagopian said.

"The offseason is the most important part of our season," said Hagopian. "Our offseason training will be one of the reasons for our success next year just as it was this year."

If Humber can repeat its success from this season, they may need another cherry to put on top of it next year.

Men's basketball wins for West in high-scoring All-Star game

Mathew Hartley
SPORTS REPORTER

OCAA basketball came to an end this year as the men's All-Star game was held at Durham College on Saturday.

The best players in the league this season showed their skills in a more relaxed but still competitive environment.

Humber's Gibson Eduful was delighted to represent the blue and gold in the NBA skills competition that was won by Lambton Lions' Brandon Padgett.

"It was a great experience, I got to meet new people and see their players in a different light," Eduful said.

The customary All-Star Game allows the players to combine their skills with the

league's top talent, an opportunity Hawks' Chad Bewley relishes.

Bewley was quick to notice Fanshawe's Chris Stanhope and Redeemer's John Waldu during warmups.

"John's IQ is so high, he sees things developing before they do. He got me the ball way before I realized I was open," said Bewley.

"Stanhope is a younger guy with all the potential in the world. He's a legit Mr. Versatility and the best part, he's unselfish," Bewley said.

The All-Star Game tipped-off in the afternoon and the West, to which Humber belongs, immediately began to put on an offensive show, pulling out an early 20-point lead.

The second half would help

“It was a great experience, I got to meet new people and see their players in a different light

Gibson Eduful
HUMBER POINT GUARD

the East as the West finished strong and posted an NBA-like score, winning 120-91.

The high scoring game came as no surprise to most, especially with OCAA Defensive player of the year Tyrone Dickon absent from the games for personal reasons.

The Hawks' star power forward finished the season with



MATHEW HARTLEY

Humber's Gibson Eduful chosen to represent the Hawks in the NBA Skills competition during the closing CCAA National Championships at Mohawk College in Hamilton, March 21.

over 40 defensive blocks and said he would have normally jumped at the chance to play in the game.

"It would have been great.

I've actually never been in it before," Dickson said.

The Hawks enter the offseason as national champs and Eduful can't wait for the

next campaign to begin.

"I'm very excited to defend our title, it'll be fun to play with my boys again," said Eduful.