

The Voice

VOLUME 9 ISSUE 5
February 7, 2001.
www.ausu.org/voice

A Bug in Your Ear . . .

Where's the Truth?
by b.e. hydromako



We are surrounded by the enemy everyday, but we do not notice. These insidious entities insult us, and *assault* us, both physically (although less common) and mentally (their primary means of attack); however, we are helpless. We can not recognize these things for what they are—even when they are right in our face, or in our ears! We are completely seduced by their lulling promises and slick appeal. These treacherous demons are advertisements, and they have us clenched firmly in their gaping maws.

We ought to ban these things: they are a form of duress and mental abuse. We do not tolerate other instances of this sort of anguish, and most of us (except certain governments and their covert organizations) feel that brainwashing is a crime because it forces people to believe things against their will. Indeed, we see that such tactics are wrong; yet, this is exactly how advertising operates on the individual.

Companies, along with the agencies they employ, do not flinch from flaunting their wares like whores in the street. Many ads appeal to our base instincts with an emphasis on the shadow side of the human nature. Fostering appetites like greed, lust, and envy, these prostitutes of the mind reel us in with sex appeal, the need to belong, and a sense of obligation. All of this is illusion. Ads take up our headspace with notions of how we ought to be, how we ought to dress, what kind of car to drive, and on and on—like we can't walk into a corner store and decide what kind of cola to buy without first having been bombarded by days (cumulative) of premeditated programming.

Think of all the money that could have gone to more important things if only the beer companies didn't feel the need to show us that the only way to have fun and "be" with sexy people is to buy their brand of brew. Think of all the young women with serious issues about their bodies because fashion ads are full of (often surgically altered) abnormally beautiful models, or all the balding men who feel that they are somehow subhuman due to their (naturally occurring) thinning hair. How many ads are partly responsible for moderate to serious emotional problems in our society? We can not be sure, but one thing we can be sure of is, regardless of what Ford Motors wants us to believe, enlightenment will never be found in buying one of their sports utility vehicles.

On the Flip Side....

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A Few Exercise Tips For Reducing Stress

By Melain D. Swift

Have chewed, tattered nails, empty bottles of Advil in your bathroom, or those lovely stress-induced, gray hairs on your head ever get you down? The battle against the stresses in daily life, including school, can be helped with exercise; in fact, numerous studies indicate that exercise is a fantastic way to keep stress from beating you. I have compiled a few exercise tips to help make your life a little more stress free, and as an added bonus you may develop more strength, stamina, and even shed some excess body fat—after all—the summer clothing



season is soon approaching!

Work out hard. The harder you work, the more endorphins you release into your system. You might want to schedule your hardest workouts for the most stressful days of your week. If you are going through an emotionally trying time, consider it an excellent opportunity to up the intensity of your normal routine.

Work out early. Exercise has a well-known residual feel-good effect probably due to endorphins that may linger in the system, and perhaps due to its "meditative" effects. This can help you avoid frustration during a hectic day, boost your metabolism, and clear the morning "fog" from your mind.

Hit those big muscle groups. The bigger the muscle group you're working, the greater the release of endorphins, and the more oxygen flow to your brain. On days of high stress consider spending more time with your squats and bench presses than on your biceps and triceps.

Illuminate your workout. Scads of research show that sunlight has a positive effect on mood. (Just ask anyone afflicted in midwinter with seasonal affective disorder). Go ahead and open the blinds in your gym, or if sunlight isn't readily available—flick on the overheads!

Turn on some good sounds. Music you enjoy whether it is Beethoven, punk rock, or Puff Daddy, can make your workout more enjoyable and stress alleviating.

Share the good energy. Another proven mood buster is having a regular workout partner with whom you can share the excitement of your progress. Don't rely on them too much though!

Do go changin'. The last thing you want to do is add to your stress with boring



workouts. Yes, boredom is stressful so keep things interesting by varying exercises. You should differ your routine ever four to six weeks, and if one day you want to skip the gym altogether—do something else—that's fine. **For those who are interested,** a little about my qualifications: I am a certified fitness trainer and certified specialist in weight management. I own and operate a personal training studio, and I am currently enrolled in AU's B.Sc. (Human Science) program as a prerequisite to chiropractic college. I intend to obtain a doctoral degree in chiropractic medicine and specialize in nutrition and sports medicine.

Wild Flowers, the Mountains and You!

Explore the beauty of flowering plants in a stunning mountain setting.



- Study wild and not-so-wild flowers and their non-flowering relatives like ferns and conifers.
- Take a closer look at asters and aspens, orchids and onions, sages and sedges, and many others.
- Learn how to use identification manuals and make a permanent collection of plants for your own reference.
- Enjoy walking in the mountains and learning about flowering plants while earning three university credits.

BIOL 321: Wild Flowers (plant taxonomy) is a home-study course with a compulsory 9-day field component. The course runs between **1 May and 31 August 2001** (no extensions) with the field workshop between **29 June and 8 July**. The field part of the course is held at a research station in the Kananaskis area of Alberta (half way between Calgary and Banff). The course professor is Dr. Lochan Bakshi who has many years of experience in this field of study. During the workshop, students will spend a considerable time in the field examining naturally growing plants in several habitats in the Rocky Mountains and also in their home locations.

Cost: tuition, books and hand lens is \$444 for residents of Alberta, \$514 for Canadians living outside of Alberta plus about \$350 for board and room

Pre-requisites: 6 credits in university-level biology

Contact: Dr. Robert Holmberg, Centre for Science, Athabasca University, Athabasca, Alberta, T9S 3A3 **Telephone:** (780) 675-6203 **Fax:** (780) 675-6186 **E-mail:** robert@athabascau.ca

We require a minimum of 12 students and enrollments are limited to 19 students, so enroll now!

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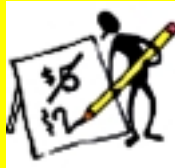
Athabasca University will mail Year 2000 Tuition and Education Tax Credits Certificates T2202A to all eligible students during the period of February 15th through 28th.



Even if you are not currently registered in a course you may be eligible for an income tax credit if any part of your AU course was taken in the 2000 calendar year. **For students to receive the T2202A without delay, Athabasca University requires notification of any outstanding address changes by January 31.** To update an address, students should email the AU Academic Records department at acrec@athabascau.ca or contact the nearest Athabasca University Learning Centre in Calgary or Edmonton, or the Registration Department at Athabasca.

Eligibility for the number of months of part-time or full-time status for purposes of claiming the appropriate Education Tax Credit will be automatically determined and reflected on the T2202A certificate.

According to income tax regulations, total eligible fees paid to any one institution must exceed \$100 in a calendar year in order to qualify for a Tuition fee tax credit. Canada Custom's and Revenue Agency's Interpretation Bulletin IT-516R covering the Tuition Tax Credit also



dictates that "The tuition tax credit for a particular taxation year can be based only on tuition fees paid for that year. Thus, for example, when the academic session covered by eligible tuition fees paid in a particular year extends from September of that year to April of the next year, the tuition tax credit for the fees is computed for each of those years as one-half of the fees multiplied by the lowest tax rate



percentage." Unlike most Universities which deliver courses by semesters which start on or about January 1st and end on or about December 31st annually, Athabasca University's flexibility in course delivery periods means that courses with start and contract dates that transcend the calendar year end will be impacted by this requirement. Where applicable, the eligible tuition fees

disclosed on your T2202A's will have already been calculated on a prorated basis according to the number of months attributable to each calendar year during which the courses are taken.

Tax time is a particularly hectic time at Athabasca University, as thousands of student tax receipts (T2202A's) are produced, printed and distributed by mail. Every effort will be made to have these receipts mailed as soon as possible. Students are kindly requested to withhold inquiries concerning delivery pending allowance of reasonable mailing time to facilitate receipt shortly after February 28th.



Money Talks

By Penny Kearns



Information is not wisdom. The alarming truth of our time is that anyone can boot up the Internet and have access to more information in an hour than Solomon could retrieve in his entire life. That gives the perception of great power and it is human to miss the intrinsic truth that no amount of information sums to wisdom. What is essential is that some professional experienced external force must step into this surge of data. The great misconception is that *you are what you know*. Investing wisely is a behavioral function. *You are what you do. People are moved too often by emotion and too little by wisdom.*

Step # 1 Do I need a structured financial plan?

A clear vision of the future and the discipline to stay the course are the keys to building wealth and success. Many people spend more time planning a vacation than they do taking personal fiscal responsibility. Take a moment to consider the current state of your financial affairs. Be honest. Are you as detailed in your finances as you would be if you were preparing a trip to Hawaii? In all other aspects of our life we spend time planning, discussing and seeking professional counsel. While your financial future is arguably one of the most important factors in your life, it is just as likely the one that you spend the least amount of time formulating. Consider this analysis from Stats Canada and take a second look at your future. **According to Statistics Canada, only 1% of the retiring Canadian population will be wealthy; 8% will be financially secure; 14% will continue to work, not because they want to but because they need to; 24% will be dead; and 53% will be dead broke – dependent on their meager government benefit cheques, relatives, friends or even charity for a minimum standard of living.**

That's 9% Who Are Successful and 91% Who Are Unsuccessful!

Step 2 – Do I need a wealth building coach?

Face it, with out the assistance of an excellent financial advisor, using up to date strategies, the average person will not make it. Most professional money managers do not control their own finances. They know that the logical, studied reasons they implement with their clients, will be, in their own situation, affected by emotion. We cannot influence our financial affairs with our feelings. We need a professional to help us stay on track. This will allow you the benefit of expertise in an area that may not be your own. To handle your personal finances is much like trying to undertake your own surgery. And making financial decisions without a plan is like having surgery without an examination. A good financial coach can systematically help you reach financial independence. Here are some suggestions for choosing a wealth building coach.

- Pick a financial coach that utilizes a strong network in the financial industry. No one person can know all the answers.
- Meet with your potential coach to understand their approach to handling a financial portfolio. Remember that you must be open in your discussion. A fiscal plan cannot be created without the availability of all of your information.
- Understand how your financial coach is paid.
- Ask your coach how he or she keeps current. Attendance at seminars and conferences is essential. The industry is always changing.
- Pick someone with whom you are comfortable. Trust is fundamental to a successful association.

Step 3 – Make the call

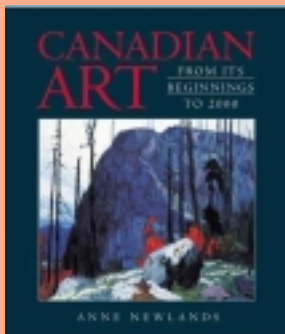
It has been said that reaching financial independence is like a game of chess and your opponent is time. If you hesitate before moving, or neglect to move promptly, your men will be wiped off the board by time. You are playing against a partner who will not tolerate indecision! Previously you may have had a logical excuse for not having a strategy in place, but that defense is now extinct. Today you have the information to take the next step. The reward is worthy of your effort.

Do You want to write for The Voice?

Fill on our online application at www.ausu.org or contact Tammy Moore at 1-800-788-9041 ext 2905 on Fridays between 8:30 and 4:30 MST. You can also email voice@ausu.org.

Canadian Art Anne Newlands Review by Desiree Petersen

This is a visually stunning book. Anne Newlands has chosen the works of 300 Canadian artists, spanning from the 1600's to present day. Richly traditional works are juxtaposed with the ultimate in modern expression. Each page offers a work of the artist, plus a brief monograph of the work and the artist's biography. The monograph is a prosaic departure for the reader, not only to examine the work through fresh eyes, but to understand the proposed intent of the artist.



The depth of expression is breathtaking, and the range and talent of Canadian artists is humbling. A wide variety of mediums is represented, from sculpture to painting to photography to textiles. Readers will find the familiar works of Emily Carr and Cornelius Krieghoff as well as the nouveau embodiments of Faye Heavyshield and David Rabinowitch.

Canadian Art is a book richly Canadian, fully extending our cultural range. It is a book of instruction, discovery, and enjoyment. This is a book that we should make a gift of to ourselves.

Enlightening Information

SUMMER POSITIONS AVAILABLE FOR BILINGUAL STUDENTS

Roseau Hall, the official residence and workplace of the Governor General, is looking for bilingual students with a background in history, political or social sciences, communications, Canadian studies, or education. Applications will be accepted through the Federal Student Work Experience Program (FSWEP) at www.jobs.gc.ca Forms will also be available through any Canada Employment Centre for Stu

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The Voice

The Voice is the newspaper of the Athabasca University Students' Union. Ideas, suggestions, and submissions are welcomed. The Editor retains the right to edit any submissions for length and content. The views expressed in this newspaper are not necessarily those of the Athabasca University Students' Union.

Advertising

All Advertising will comply with the Advertising policy Established by AUSU. The Editor reserves the right to refuse advertisements which do not comply with this policy. Please direct inquiries to AUSU offices and request a copy of our Rate Card and Publication dates.

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