

# THE VOICE

Vol 27 Issue 28 2019-07-12

## **Minds We Meet**

Interviewing Students Like You!

## **Together and Apart**

Excerpts from a Travellers' Notebook

## **My Desk, My Planet**

Sometimes it's the Little Things

*Plus:*

*Stay Healthy This Summer*

*Giving 110% Smiles & Laughter*

*and much more!*



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# LETTERS TO THE EDITOR



**We love to hear from you!**  
**Send your questions and comments to [voicemagazine.org](http://voicemagazine.org),**  
**and please indicate if we may publish your letter!**

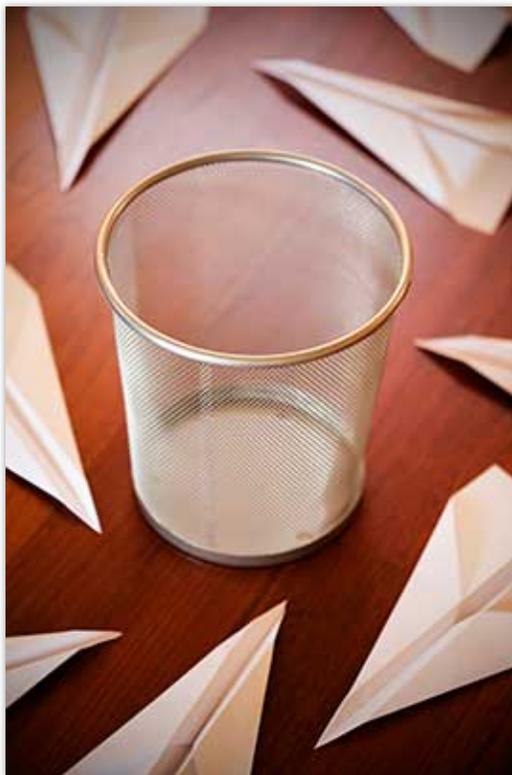
**Hey! Did you know the Voice Magazine has a [Facebook page](#)?**

No kidding! We also do the [twitter](#) thing once in a while if you're into that.

## Editorial

### Creative Riding

Karl Low



Summer issues tend to be either very interesting or very dull. This is because a lot of the things that usually drive *The Voice Magazine* writers, if not the writers themselves, are absent. Convocation is over, the university itself slows down as so many people take summer holidays that many committees don't meet, so changes are few, even AUSU will often find it's too hard to get everybody together for a meeting, what with vacation schedules. On top of that, most of the visiting students, who take one-off courses to supplement their traditional studies, are done and off to find summer jobs.

And it's often harder to get yourself worked up enough about something to write about it when the day is warm, the sun bright, and the plants and flowers in bloom and inviting.

Which means that sometimes the issues are prosaic, as some writers will seek to just dash something off so that they can get back to better things in the outdoors. Meanwhile others find it harder to drum up excitement for the learning journey when the journey of outdoors beckons.

Sometimes, though, it leads to an interesting issue, as writers may push themselves further afield in search of inspiration, and I think this issue is one of those. Why else would you find a poem in praise of, of all things, a desk? Or a piece that seems intensely personal, almost private, even as it invites us in to experience a mood, a time of reminiscence, of the author?

However, as much as I've enjoyed the oddities that comprise this issue, right now it seems my mind is taken up with the issue of the Calgary Stampede, having just suffered its third death this year. I find it difficult to understand the people who choose to defend the chuckwagon races. Sure, some find the races entertaining, with the excitement of intense competition and the unpredictability of the event, and sure, the animals are definitely treated well any time they're not actually in the race, but really, what does that matter?

Why on earth do we continue to host an event where it's almost assured that at least one of the participants in it will be killed. There have been only four years in the past 30 where an animal has not died in an event during the Calgary Stampede. Imagine any sporting event where you could almost guarantee that at least one person involved would die every single time the event was hosted. Would this be tolerated? Would it be celebrated as the Calgary Stampede is?

I'm not against having events with animals involved. But certainly we can find an event with a lower mortality rate that will get people excited. Or is it that chance of death that makes it popular? It's an ugly thing to think about, but it can't be ignored. Where else, after all, can you now go with a good chance of seeing something die that you won't be chastised for enjoying it? Maybe that's why it continues to be popular. Which is yet another reason why it should be stopped.

Anyway, enjoy the read, hopefully it'll take your mind off this.

A handwritten signature in black ink that reads "Karl". The signature is stylized with a large, sweeping 'K' and a cursive 'L'.

# MINDS WE MEET



*Katherine Huston is twenty-eight years old currently living in Calgary, Alberta. She is enrolled in the Bachelor of Arts, English Major program and plans to eventually apply to Law School. This is her story.*

**Hey! Could you give us a little bit of information about yourself? Who are you? Where do you live, where do you come from?**

My name is Katherine, I am twenty-eight years old, I work full time and I am a full-time university student at Athabasca University. I reside in Calgary, Alberta and have lived here most of my adult life!

**What program are you enrolled in?**

I am currently enrolled in the Bachelor of Arts program with a major in English.

**Do you like the Bachelor of Arts program?**

I enjoy all the novels I get to read; they are great works of Canadian literature, though I dislike the amount of reading!

**Describe the path that led you to AU. What was it that made you realize you wanted to go back to school, and what pushed you into the program you have signed up for?**

My last job led me to AU. I worked as a Paralegal at a Law Firm and seeing the strong female lawyers around me made me want to pursue a degree in Law. I do have a paralegal diploma, but I always thought to myself “why can’t I be like these women?” so that is when I decided to go back to school to pursue my dream career. I decided to enroll in the B.A. English Major degree because this degree will only benefit my law career.

**What do you do like to do when you’re not studying?**

My favourite thing to do when I am not studying is walking. Yes, walking. I really enjoy getting outside and getting a tea and walking down to the river. It is so peaceful and relaxing, and it really brings me back to a centred place.

**What are your plans for this education once you finish?**

My plans for the rest of my education is to continue with my degree at AU, write my LSATs and go to Law School!

**Who in your life had the greatest influence on your desire to learn?**

Oh wow, this is a hard one to answer. I would have to say my boyfriend and my mother. My boyfriend always makes a point of encouraging me, pushing me and reminding me that the late

nights, the busy schedule and the sacrifice will be worth it in the end. Nights where I am so overwhelmed and am on the border of tears, he ever so sweetly kisses my forehead, bring me my favourite lavender tea, and talk me off the “cliff” I feel that I am on. As for my mother, she is one of a kind. She helps me read notes and will even offer to type up my essays. She often will ask “is there anything I can do” (most of the time I think she is happy when I say no) but just knowing she has offered really puts me at ease. She has been one of the biggest supporters of my education, that is ever on going. She often tells me that this degree is a “joint” degree.

**Describe your experience with online learning so far. What do you like? Dislike?**

My experience at AU and with online learning has been a mostly positive one. I have really enjoyed the student email and the student mobile app. It allows me to connect with fellow students to bounce ideas off each other and to ask questions. The only thing that I dislike is the constant updates to the online website. It has often frozen in the middle of an assignment or quit on me during a practice exam, which is very annoying.

**Have you ever wavered about continuing your schooling? What caused it and what got you through it?**

Honestly, this just happened to me not too long ago, in January. I was at the point where my work hours were changing, and school was ending in a month. I felt behind and so overwhelmed. At that point I felt beyond burnt out and all I wanted to do was quit and go back to working as a paralegal. Then I remembered why I went back to school; I found this old “dreams” list I had made when I first started school and that was my little push I needed. I also booked two vacations, one in March and one in October, that way I had something to look forward to.

**Do you have any advice for anyone who is feeling overwhelmed and thinking of giving up the school?**

Keep going! No matter what life throws at you, keep going. It is worth it, trust me.

**What’s your most memorable AU course so far, and why?**

My most memorable course so far has been the English for Business course I took a few semesters ago. It was memorable because it fit into my job and the textbook was in colour, so it made studying more fun!

**What have you given up to go to AU that you regret the most? Was it worth it?**

Oh, this is an easy question! Partying! It’s true! Though, I don’t miss it and, bonus, my bank account loves me.

**How do you find communications with your course tutors?**

Wow, I hope this wont effect my grade. The tutor I had last semester was not “on the ball” with emails. I emailed asking if I could get pointers and I am still currently waiting for a response.

**What’s your pet peeve if you have one?**

Not giving pointers. If I submit an assignment or ask questions on how I can improve, the polite thing to do is answer with something. My other pet peeve has nothing to do with school, it’s a dirty kitchen.

**What famous person, past or present, would you like to have lunch with, and why?**

Karl Lagerfeld. He recently passed away. He was the most incredible human when it came to the fashion industry in our day and age, aside from Coco Chanel herself. I would want to dine with him to just observe him and how he handles himself, from mannerisms to how he looks at the world around him. He was controversial because of the comments he made, but I liked him because he was so brutally honest.

**Describe one thing that distinguishes you from most other people.**

I would say the one thing that makes me different is my positive outlook on almost everything. I always wake up and go to bed with a smile on my face. I always look at the positive in situations. As for a few things people do not know about me would be, I am a neat freak; I organize everything. I'm going on a vacation soon and I have laminated itineraries with corresponding colour coded maps! I'm also allergic to almost everything! I am a red head, and I am allergic to a lot of things, even down to Band-Aids.

**You are allergic to almost everything? Could you explain a bit about what you're allergic to and what your experience has been? Were you always allergic to a lot of things?**

Being a red head, I have always been super sensitive. This has been a lot of trial and error over the years. It is something I have learnt to live with, and I have learnt to read my body well, so I know exactly what is wrong and how to calm it down.

**What is the most valuable lesson you have learned in life?**

You are stronger than you think. I have been in my fair share of situations and I have always had to (to some degree) rely on myself to get out of the situations. So, give yourself some credit!

**Have you travelled? Where has life taken you so far?**

I have done the travelling. I went to Vegas a few times. I moved to British Columbia and then to Toronto. I have travelled to Arizona, Idaho and Montana. I'm going to BC in a few weeks, then Mexico in October. So yes, I love travelling!

**Out of all the places you have travelled, which was your favourite and why? What are some must-see spots in your favourite destinations?**

I love Vegas! I do not go for gambling and drinking; I go for shopping and food! If you go you MUST eat at Gordon Ramsay's Burger! It will change your life!

**What (non-AU) book are you reading now?**

I'm currently reading *On the Farm* it's a book from the Robert Pickton case. It outlines the entire case and his back story. I find it very interesting.

*Brittany Daigle is 22 years old and completing her BSc in Computing Science & Information Systems with AU from Toronto, Ontario.*

**Unearthing classic articles from previous issues of The Voice Magazine.**

We weren't expecting to find much in the Voice Magazine's vault for [Kebab Day](#), July 12. But we were wrong! And now we're hungry!

**Dining under the stars.** Writer Heather Fraser offers up tips for newbie campers, including menu suggestions—and cooking tips. "It might sound good in theory, but don't plan to cook everything over the fire." [The Learning Curve—Camping Tips for City Folk](#), June 20, 2008.

**Turn the heat up to cool down.** Bill Pollett extols the virtues of cooking with spicy capsicum to counter summer's heat. "Picture a lush garden salad, chilies and poblanos and bell peppers glittering like exotic jewels, accompanied by a carafe of white wine." [Put Some Heat in Your Kitchen](#), July 14, 2004.

## My Desk, My Planet

Wanda Waterman



*(Note: This poem was conceived shortly after a move, when my husband couldn't understand why the first piece of furniture I needed was a desk. I found one I loved on Kijiji but the mister didn't want to travel to that part of the city to pick it up, and so the seller very kindly brought the desk to me.)*

*A writer's desk is her planet, I'd mewed,  
Hands on my hips; that's how I'd sparked the feud.*

*Thus my defense: No place to write—  
It leaves the pen a vagabond: sad plight!  
To come to one's own desk is to find healing,  
And desklessness leaves such an empty feeling.*

*The sellist was a cellist  
(Late romantic to Shostakovitch but nolatervitch).  
I couldn't come and get it, so he brought it—  
Pristine, *noix noire*, gracefully bowed legs and a little drawer,  
All neatly disassembled in the plush trunk of his car.*

*It's not so big, he said; my sister used it to compose.  
(A desk already haunted by clefs, notes, arpeggios!)*  
*It's exactly the size for the things I'll place upon it, answered I.*  
*And so it is – just big enough for flowers, lamps, and pie,  
Quite big enough for pictures by Chagall,  
For mindmaps and for steaming bowls of *dahl*,  
For poems, for journaling, reviews,  
For songs, for memes, for interviews,  
For music, film, Earl Grey,  
For finger sandwiches, for night and day.  
There's space enough for butterflies to land.  
It's very large my planet, and quite grand.*

*Wanda also writes the blog [The Mindful Bard: The Care and Feeding of the Creative Self](#).*



## Porkpie Hat Together and Apart

Darjeeling Jones

### Excerpts from a Travellers' Notebook



Like all our fellow travelers, our journey is too long, our journey is too brief. We are immortal and god-like, filling up the universe; we are tiny and fragile, our lives as flickering and insubstantial as sparks from a campfire. We carry our burdens across barren lands beneath what must be a thousand years of waxing and waning moons. And yet, we have barely taken a step or two across the dunes of time, and our footprints are erased by some capricious wind. My friend, our journey is completely unique, exactly the same as everybody else's.

On the west coast, we follow coastal nomads along the silk roads of the soul. We collect seashells, tattoos, experiences, heartbreak, and addictions. We drink warm beer, we play in punk bands, we engage in important rituals and unsafe practises. On Haida Gwaii we watch an albino raven eating three black beetles, brilliant as opals. On Saltspring Island we fill rusted buckets with blackberries and clams. In Victoria's Chinatown, we stand in a doorway, sharing a kiss and eating duck beneath a sky filled with paper lanterns and a lucky blue dragon. There is the smell of rain and sulphur smoke, shreds of firecracker casings falling like bright red snow. It seems so easy in that moment to swear we will never be apart.

In Vancouver, we collect degrees, paycheques, false friends, and laughable illusions about our own importance. We travel so far, so fast, by car, motorcycle, train, jet, bus, bicycle, and palanquin, dutifully sending home postcards with pictures of temples and elephants, planetariums and cathedrals. We undertake mortgages and affairs; we study finances and languages; we deepen our understanding of insincerity and betrayal.

As with all travelers, we lose many things along the way. There is so much stuff to keep track of, and we are always so distracted. The world of full of shiny things falling down upon, filling our pockets, blinding us like a blizzard of sequins. Later on—much too late—we realize how little some of the things we manage to hold onto are really worth, and how valuable are many of the things we've lost.

In Yellowknife, on the night we part, the aurora borealis is filling the sky with wonder, and an Irish bar band is playing a drunken version of "Like a Virgin." We eat our final meal in silence. I understand how much you hate me in this moment; perhaps it's the only thing we still have in common. Back in our hotel room, you fall asleep to the hum of the air conditioner and mosquitos, with Gabriel Garcia Marquez's 'One Hundred Years of Solitude' resting on your chest.

Many years later, and half a world away, you come to me once again, this time in a dream. Your face has regained the gentleness that I had stolen from you so long ago. You speak to me in yet another new language that you've learned, and even though I don't understand a word of it, I know exactly what you mean. You're drunk with beauty. You're calm, but you're excited. You

are telling me about some places you have been, and other places you have plans to go. You're going back to university, working on a master's thesis related to navigating by the harmonic resonances of the moon. You promise you will come back some day and teach the skill to me. That way, you say, we can both chart a course towards redemption, in opposite directions, together and apart.



## Fly on the Wall Try an Exploration Studybreak!

Jason Sullivan



### And Take Imaginary Chances

Kids often want to play outdoors this time of year and by doing so they set a great example for us as studious summer students. Why not follow their lead; but what to do in the great outdoors? Maybe hop in a canoe! And if a canoe isn't present, or it's out in the garage and the lake is a soul-taxing drive away, then maybe just plop a cardboard box down in the yard and go for an imaginary paddle. Swish swish...and while we're at it, maybe ponder some thoughts from Pierre and Margaret Trudeau on the canoe trip that is life itself.

### Background on the Foreshore

Pierre, that latter-day founding father of Canada, holds many enduring memories for baby boomers from across our great land. Pierre's dalliances include

- hobnobbing with Fidel Castro (along with his free-flowing hippie wife known informally as Maggie, but we'll get to her shortly)
- saying fuck you to an MP and then claiming his actual words were “fuddle duddle”
- flipping the bird to Westerners, beer glass in hand, from a train.

However, Pierre also wrote a delightfully insightful essay titled 'Ascetic in a Canoe'. It was an early reading in my very first AU course: ENG 255. The course was a primer for university writing at the undergraduate level and, while besides providing a guiding example in form and style, Pierre's essay led me to consider the literary nature of interacting with the beauty of the great outdoors.

Thematically, the great wild yonder is a traditional stand-in for the unknown unknowns in life, those foreboding realms that take courage to tangle, or splash, with. Intellectual rapids lined with brambles are what we face at AU; our private learning journey takes us through shadowy jungles of uncertainty and toward life-affirming triumph. While Pierre canoed with friends, much of his essay, like our studies, is about conquering internal challenges while ensconced in the solitary recesses of one's mind.

He begins by noting the ineffable draw toward adventure that is kin with our mental desire to better ourselves through learning: “I would not know how to instil a taste for adventure in those

who have not acquired it. (Anyway, who can ever prove the necessity for the gypsy life?) And yet there are people who suddenly tear themselves away from their comfortable existence and, using the energy of their bodies as an example to their brains, apply themselves to the discovery of unsuspected pleasures and places” (Trudeau, online). Whether it's an imaginary boat ride with kids in tow, or a real outback sojourn, or simply realizing our temerity in the face of difficult course material, we at AU have acquired that taste for discovery.

### Different Adventures, Different Tastes

We know that it matters where we study and under what conditions—just meeting our study requirements can be an adventure in itself. We may smile at beloved pestering from pets, kids, and spouses, but we know that the impact on our productivity of these distractions takes its toll. Distance education therefore has a unique means of production with its online content and individualized nature. Karl Marx famously said, as translated by a Hindu scholar (thus reminding us of the power of wisdom's pretence to universal applicability), that “social relations are closely bound up with productive forces. In acquiring new productive forces men change their mode of production; and in changing their mode of production, in changing the way of earning their living, they change all their social relations. The hand-mill gives you society with the feudal lord; the steam-mill society with the industrial capitalist” (Guha, online) The online readings and telephone tutor identify our status as distance students; we're isolated from a classroom yet brimming with inborn potential. Whoever we become through our studies we're the product of a particular mode of learning, one that's unique to AU.

Pierre, with inimitable certainty, states his case for material conditions creating mental realms: “Travel a thousand miles by train and you are a brute; pedal five hundred on a bicycle and you remain basically a bourgeois; paddle a hundred in a canoe and you are already a child of nature” (Trudeau, online)

In similar fashion, I'd say that AU is about becoming a child of the art of learning. In our imagination other folks float by in classrooms as their exuberant or soporific lecturers drone on. Meanwhile, we drift off into luxuriant waking daydreams only to be rudely roused by deadlines. A six-month contract date at AU seems like an eternity, but time compresses into a thick atmosphere of worry if too much procrastination occurs.

Often what's taken most from classroom courses at the university level is a bland sense of boredom; even brick and mortar courses I enjoyed greatly, like philosophy, were punctuated by a distinct ardour of the banal in terms of their classroom presentation. My cohort were largely criminal justice students. Philosophy for them was an elective; it was difficult to capture their crew-cut interest with it. They were great fellow students, though, just not too interested in, say, Kant's categorical imperative in regard to shooting down hijacked aircraft. For Kant, murder is murder, but our utilitarian ethos tends to assume that we have to weigh our actions in terms of costs and benefits. But a canoe trip, rife with potential moose attacks and bug bites on our

### AU-thentic Event Upcoming AU Related Events

#### AUGSA Annual General Meeting

Tues, July 16, 6:00 pm MDT

Online

Hosted by AUGSA

[www.augsa.com/news/augsa-annual-general-meeting-july-16-2019/](http://www.augsa.com/news/augsa-annual-general-meeting-july-16-2019/)

No pre-registration necessary; access meeting online through above link

*All events are free unless otherwise specified*

bottoms, serves to illustrate the value of engaging in something counter-intuitive. Play is fun too, after all, and so is roughhousing.

At AU, it's up to us to find the jewels of joy in each offering and make the course our own like an animal marking its territory. Sometimes in traditional school the professor and the material conjoin in a fascinating and eloquent dance. Realms of symbology irreducible to the asinine level of Da Vinci Code, or the turgid geometry of final answers, appeared for me during a course at Okanagan College titled 'Feminism and Film'. But that level of excitement was the exception, not the rule. At AU, the opposite is true especially if we remember that each offering is what we make of it. A couple other early AU courses that excited me were ARHI, WMST, and the forever life-changing SOCI 287.

Next week, stashing the canoe amidst some imaginary spruce roots, we'll look at Margaret Trudeau's way of experiencing dangerous enlightenment: interacting with the communist dictator Fidel Castro. "I enjoyed him," she said." (<https://ottawacitizen.com/news/local-news/margaret-trudeaus-cuban-memory-the-dictator-who-cuddled-her-baby>).

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*Jason Hazel-rah Sullivan is a Masters of Integrated Studies student who loves engaging in discourse while working in the sunny orchards and forests of the Okanagan.*



## The Study Dude

### Secrets of List-Making to Skyrocket your Success

Marie Well



Lists! Most of us do them all wrong. But not after today. I've discovered list-making secrets that will skyrocket your academic and career success. And, hey, these secrets can even make your biggest dreams a reality.

I recently went to a job interview. The interviewer expressed interest in me as a candidate, but I knew I lacked some of the required skills. I reassured myself, I have eleven days until they hire. So, I'd reverse engineer what I'd need to know in eleven days.

Wow, did I identify with stressed-out full-time students.

I aim to put in a 110% effort into my career. To perform at peak, I must maximize every minute. And that's where lists make sense to me. Some personalities hate lists. They instead love unstructured environments. And I love dearly someone with that personality type. But I, and perhaps you, need lists, timers, bells—namely, structure—for peak performance.

But lists don't quite work for me. And maybe not for you either. At least, not yet. "You may already know that to-do lists help you get things done, but did you know that most people who keep to-do lists don't actually accomplish their tasks?" (Taylor, 34%). Personally, I tend to discover a great to-do list app, use it for a week, and then stop using it altogether. If only they'd make an app that has voice recognition, I think to myself.

But after reading a book titled *Organize Your Day* by Dane Taylor, I've discovered why my lists don't work. Dane's got it figured out. So, here are Dane Taylor's tips to help list-making pull you up to peak productivity:

#### **List Tip #1—Know your goal.**

"You need to have a picture in your mind of what your personal goals are so that you know where all the tasks on your to-do list are leading" (p. 105 of 216, 46%). My goal is to give unconditional love to, first, my boyfriend; then, family and friends; and then the world. To shower all my loved ones with gifts, I need a high-paying career. I also need to give sweet words, quality time, gentle touches, and acts of service. As well, I aim to look, think, and sound as pleasant as possible—even while spending time by myself. But first, I want to start with a career-related to-do list.

#### **List Tip #2—Break your to-do lists into multiple lists, depending on the subject**

Put aside one to-do list for school, another for career, and yet another for family.

#### **List Tip #3—Don't list goals; break goals into verb-driven tasks instead.**

"When you list down the items for inclusion in your to-do list, you must know how to tell the difference between tasks, goals, and projects. Your to-do lists should only contain tasks and not projects or goals" (p. 82 of 216, 35%). A project of mine, for instance, is to design product documentation. Pretty ambiguous, hey? Instead, I should break it into verb-driven, detailed task(s). As an example, I could turn it into the starting task "watch video tutorial on how to add columns into an InDesign file." The word "watch" serves as the action. And the task is specific. But, to prevent feeling overwhelmed, make sure the task is doable within an hour (Taylor, 2016).

#### **List Tip #4—Prioritize your to-do list items.**

"A good way of prioritizing our tasks is by using the late Stephen Covey's quadrants that was popularized in his classic best-selling book *How to Win Friends and Influence People*. These quadrants are:

- I. Important and urgent tasks;
- II. Important but not urgent tasks;
- III. Unimportant but urgent tasks; and
- IV. Unimportant and not urgent tasks" (p. 84 of 216, 36%).

If using MS Word for your to do list, use a variant of the above coding system—one that adds colors and abbreviations "I" for "important" and "U" for "urgent": **IU, IU, IU, IU**. For any tasks that is neither important nor urgent (in other words, **IU**), toss it from your list. Today, I spent

time searching the Internet for an unimportant, non-urgent—but fun—topic. If I could rid my day of such triviality, I could focus on a winning mindset.

**List Tip #5—Don't clutter your to-do list; enter only three items a day.**

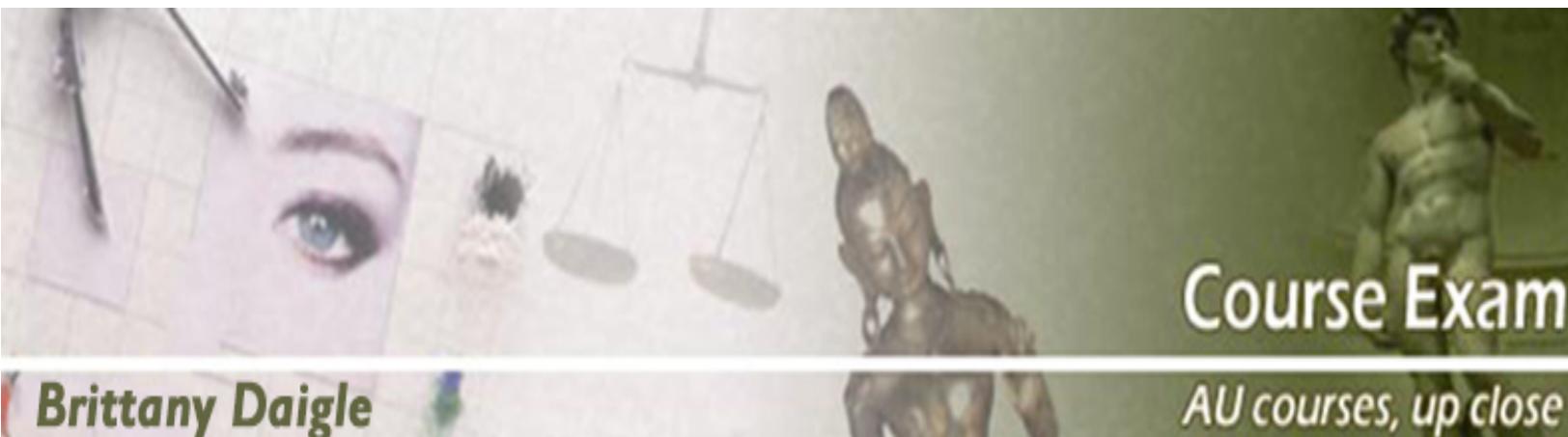
“It's very important to map your week ahead and to the extent possible, distribute the most important tasks among the days of the week in a way that there are only 3 major tasks in your daily list each day” (Taylor, 44%). Strangely, I feel like the hero when my to-do list overflows, but that can be demoralizing. You feel overwhelmed. So, hey, I'll try preening it to three items to achieve the winning mindset.

Now we can act on list-making tips to achieve peak performance. And what you've just read is **IU** (important and urgent): yes, you just read *The Voice Magazine*.

How's that for a winning mindset?

*References*

Taylor, Dane. (2016). *Organize Your Day: The Ultimate Productivity Bundle—Become Organized, Productive & Get Clear Focus*. E-book.



**Brittany Daigle**

**Course Exam**

*AU courses, up close*

**Course Exam**

**Brittany Daigle**

MKTG 396 (Introduction to Marketing) is a three-credit upper-level business and administrative studies course that introduces students to marketing concepts, frameworks, and institutions. Students will also examine the influence of recent developments in the Canadian economy and society on marketing activities and on the management of individual organizations. This course will help students understand the different steps of the marketing process and how successful profit and not-for-profit organizations build and maintain long and lasting, mutually profitable relationships with their customers. This course has no prerequisites and has a Challenge for Credit option if interested.

Introduction to Marketing is made up of fourteen lessons, with two assignments weighing twenty percent each, a midterm examination for thirty percent, and a final examination worth thirty percent. Throughout this course, students will learn about marketing channels, pricing, retailing and wholesaling, the global marketplace, branding, consumer and business buyer behaviour, sustainable marketing, ethics, and so much more.

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Students should note that your final mark in MKTG 396 will be based on your performance on two assignments and two examinations. To receive credit for MKTG 396, students must achieve a minimum overall grade of “D,” equivalent to fifty percent, and your grade on the final examination must be fifty percent or better. Any assignments that are not submitted will receive a grade of zero. You must complete both examinations. The final examination for this course must be taken online at an invigilated location. It is your responsibility to ensure a computer with an Internet connection and a current web browser is available for your use at the invigilation centre.

Shannon Steinke just finished her first year of the four-year Bachelor of Management program at Athabasca University. She briefly introduces herself, stating “I am currently a military member. The military is funding my schooling so I’m not technically working right now. I’m moving to North Bay from Barrie, Ontario next week. In my spare time I like to golf, curl, read, and play music.”

When asked what she likes and dislikes about the Bachelor of Management program, she states “I wish the program had more Human Resources focused courses and less financial courses. I love the flexibility of online learning and I like managing my own schedule. However, I find online learning difficult when I need academic help, especially the time delay between asking a question and getting a response can really derail my progress.”

She states that MKTG 396 explains “basic marketing principles such as product development, advertising, supply chains and international markets.”

As for the structure of the course, she states “The course involved reading the text and completing the practice questions. MyMarketingLab had a lot of good info; I especially like the scenarios. The course also had two assignments, which were in essay question format. The midterm examination was all multiple choice and the final examination contained multiple choice and short answer questions.”

When asked if she would recommend this course to other students, Shannon states “I very much enjoyed this course. The textbook provided a lot of examples and real-life stories that made the concepts easy to understand and remember. I also thought the activities in MyMarketingLab were fun and useful. Though it was a bit difficult to remember all the concepts by name, because they were very similar. For example, marketing strategies, marketing strategy tools, etc. That being said, I would recommend this course.”

As for any tips and tricks, she states “This course was pretty straight forward. I thought the assignments were really good because you had to apply the concepts you learned to real life. The trick was remembering the actual names of all the concepts, it wasn't enough to know what they were.”

When asked how the communications with her tutor was, she states “For the most part I had good communications with my tutor and the turn around time for assignments and tests was reasonable. I waited quite a while near the end of the course, but it was during the convocation, so I assumed that had something to do with it.”

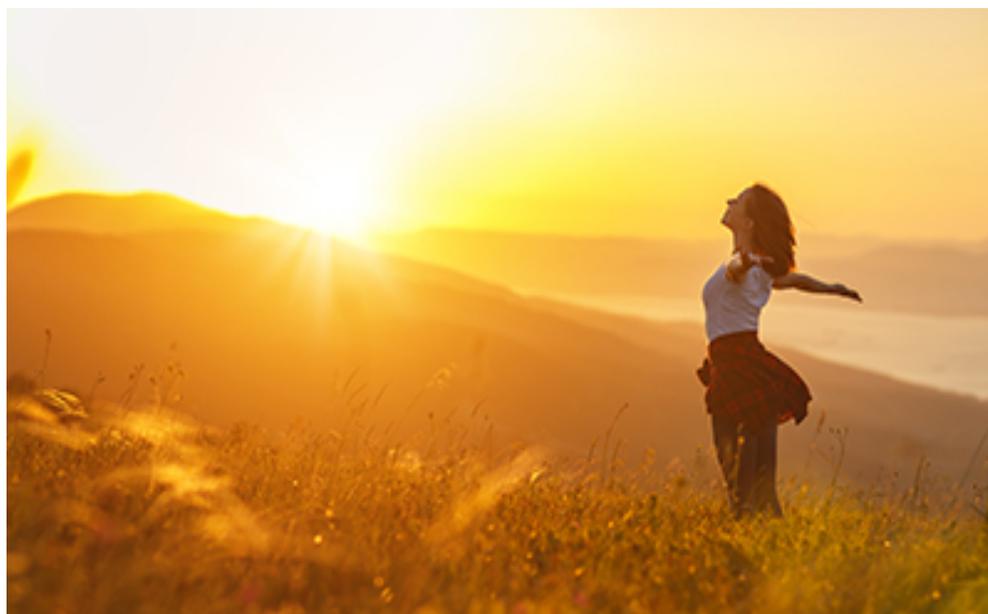
Whether MKTG 396 is a degree or program requirement of yours, or the topics mentioned above are of interest to you, this course will have you learning a lot of interesting content surrounding the topic of marketing.

*Brittany Daigle is 22 years old and completing her BSc in Computing Science & Information Systems with AU from Toronto, Ontario.*



## How to Stay Healthy During the Summer

Francesca Carone



As summer starts and a lot of people are taking time away from work or school to enjoy the outdoors, it is easy to have the “school’s out!” attitude. We all know what that attitude is like. It’s telling us to go have fun and not care. Having fun by eating a lot, drinking, staying up late, traveling, and who knows what else. These behaviors can lead us feeling tired, sick, and drained down. It’s important to still maintain a healthy lifestyle while on

summer vacation. Here are some ways you can do that and still have fun.

### **Make Sure you Know your Limit**

This goes with everything in life, mainly sun exposure, drinking, eating, and so on. Know when you have been out in the sun too long and head indoors to cool off because heat stroke and heat exhaustion (while playing sports or doing activities out in the sun) can be detrimental and even deadly to people. Make sure to heed any heat or humidex advisories as well. Don’t let the heat ruin your day; wear sun protection and take breaks to drink and cool down. Don’t drink too much ether. Make sure if you’re going to drink alcohol, that you do it safely and know your limit. Don’t drink and drive, ever. Make sure you have a way to get home that doesn’t involve you driving.

### **Eat Healthy Foods**

You can try out new fruits and vegetables from your local farmer’s market. Families and friends might also enjoy a BBQ, so why not try some different grilling option such as fish or chicken instead of burgers once in a while. Try some roasted vegetables too. If you plan on going for a picnic, prepare your food the same morning so as to keep it fresh and avoid bacteria growth. Also, use a cooler bag with an insulator to store your food. Throw out leftovers that have been sitting out for more than two hours.

### **Stay Hydrated**

Drinking at least 8 cups of water a day is needed to prevent dehydration and replenish your electrolytes lost in the sun. They say that for every one hour in the sun, you need to drink

one to two glasses of water. This will prevent heat stroke, and other dangerous effects of the sun.

### Exercise Wisely

In the summer, you may want to exercise when it's not too hot, especially if you're going to go outside or without air conditioning. Exercise would be better in the morning or evening, when it is cooler outside. You can exercise in the shade as well, if you are doing it outside. Wear light, cool clothing and, again, don't forget to hydrate before and after exercising.

### Protect Your Eyes

Wearing proper sunglasses can protect your eyes from sun damage. They should be able to block 99% of ultraviolet light if you get the right ones. They also protect from cataracts and wrinkles later in life.

### Take a Vacation

Schedule something that you would enjoy and reduce your stress. Pack light for the ride and remember the previous warnings to stay hydrated. Vacations may have multiple benefits: They may reduce stress hormones (cortisol) and lower blood pressure according to some.

### Sleep well

Finally, don't forget to sleep. Resist that desire to stay up super late. It's good to keep the same bedtime and wake-up schedule. We all need sleep and if you don't get enough, you will be drained by the end of summer and that won't help your transition back to work or school at all.

There are likely more ways to have a good summer, these are just some ideas. Have fun!

*Francesca is an AU student living in Nova Scotia, who enjoys animals, kids, and nature.*



## The Fit Student

### Give 110% Smiles and Laughter

## Marie Well



The more we give 110% to life, the happier—and more successful—we grow. We may smile more easily. And smiles beget smiles. Same with effort: 110% effort snowballs—and soon becomes second nature. After all, it takes “anywhere from 18 days to 254 days for people to form a new habit.” Best of all, each day gets easier.

Giving your best effort leads to a winning mindset. Such a mindset takes discipline, focus, and confidence. Like top athletes, people with winning

mindsets achieve peak performance every day. Special forces soldiers, too, show winning mindsets through displays of superhuman stunts.

If they can give 110%, we can too.

Looking back, I believe I achieved a winning mindset in grade nine. I was on all sports teams, worked in the school cafeteria, was on student's council, went to Christian youth group, and won many awards for academic performance. But then I gave up the winning mindset—and lost it all.

Today, I wish to regain that mindset. And I want *you* to taste the winning mindset, too.

But why aim for a winning mindset? With the right mindset, we could live our best life: “Mawen ...107 years old ... was feisty, funny, and ferociously dedicated to helping others understand that life, while not always easy or fair, is too wonderful a thing to waste with sorrow. I cannot recall a single moment in our time together that she was not smiling.” (Day & Day, p. 79 of 232, 25%). So, smile 110% of the day to live long and fruitfully.

To gain the winning mindset, my goal is to show daily unconditional love. To do so, I plan to never take others for granted. Rather, I aim to smile and laugh—and to channel love to every task.

But a winning mindset means mastering *all* parts of ourselves. Today, I walked miles—4.5 hours—in the hot sun and up a steep hill. I walked about eighty blocks. Two years ago, I couldn't have walked a single block without tiring. It can take your body two years to get fit—but a growth mindset can flourish in a single day.

And the changes happen quickly. My beliefs and attitudes are swiftly shifting. Whenever I worry about what others think of me, I shift to thoughts of how I can make life better for others. When I pat myself on the back, I shift to celebrating worthy traits in others. When I feel a negative emotion toward someone, I shift to thinking what faults that emotion might be mirroring in me, and I replace that fault with a life lesson. When you take such positive steps, you no longer feel bad for very long. Instead, you feel 110% love.

I read the book *The Five Love Languages*. According to the book, the five love languages include gifts, quality time, acts of service, sweet words, and touch. I think there's two more love language: smiles and laughter. But don't just focus on one love language. Give as much as possible through all love language. Give your 110%.

And if we don't give 110%? Well, if we take life—or loved ones—for granted, we could lose them. So, do things your loved ones appreciate. Through a winner's mindset, you'll discover the true meaning of life.

But family is different, isn't it? As for family, we may not be able to pick them—but we could still lose them. So, do all you can to bring love into their worlds. Write an email. Make the phone call. Send a gift. Spend time with them. Say, “I love you.”

No matter what positive task you tackle, tackle it like a top athlete—or, better yet, like a top student. Give 110% effort, and you'll live your life a happy and successful soul.

#### References

Day, John D., & Day, Jane Ann with Matthew LaPlante. (n.d.). *The Longevity Plan: Seven Life-Transforming Lessons from Ancient China*. Harper.



## Student Sizzle — AU's Hot Social Media Topics

### Following What's Hot around AU's Social Media Sites.



#### **AthaU Facebook Group**

Fiona is frustrated that she's still waiting for assignment marks from May and early June, and the course is already over; responses stress the importance of complaining when service standards are not met. After three courses with only online materials, Sam is startled to receive a postal notice of AU materials on the way; yes there are still paper texts for some courses!

Other posts include assessing the relative difficulty of exam versions, adjusting to a full course load, rebooking exams, and courses BIOL 480, MATH 260, MGSC 301, and PSYC 395.

#### **Twitter**

@AthabascaU tweets: "All of the #AthaU19 photos are up! Check them out: <https://bit.ly/2xsBTRP>."

@austudentsunion tweets: "Hey AUSU members! Did you know that you can get FREE prescription delivery across Canada and lower dispensing fees thanks to our partnership with Alliance Pharmacy? Find out more at <https://bit.ly/2Y0tZu1>."

#### **Youtube**

If you've been wanting to relive Day 2 of Convocation 2019, the wait is over! Athabasca University 2019 Convocation - Day 2, June 8, 2019.

## Scholarship of the Week

### Digging up scholarship treasure for AU students.

**Scholarship name:** Johnson Scholarship Program

**Sponsored by:** Johnson Insurance

**Deadline:** August 12, 2019, 11:59 pm EST

**Potential payout:** \$1000

**Eligibility restriction:** Applicants must be Canadian residents, be completing high school in 2019, and be enrolled full-time for the 2019-2020 academic year at a recognized post-secondary institution in Canada. Additionally, applicants must have, or must have a parent/grandparent who has, group insurance through Johnson, or other links to Johnson; see full eligibility criteria.

**What's required:** A completed online application form, including high school information, affiliation to Johnson Insurance, descriptions of school or extracurricular activities and community service activities, contact info for references, along with an official high school transcript.

**Tips:** You can save your in-process application form and come back to it later.

**Where to get info:** [www1.johnson.ca/scholarship](http://www1.johnson.ca/scholarship)





Dear  
Barb  
  
Barbara Godin

## Relationships' End

*Dear Barb:*

*I am a part time student and the mother of three young children. My father is in the final stages of colon cancer and he and my mom are struggling. I have always been close to my parents, but my brother hasn't. For the most part he has been estranged from the family. My parents have tried to resolve issues with him, but he always finds something wrong with how they treated him, or choices that they have made which he didn't agree with. He hasn't spoken to my parents for the last five years. I really want him to visit my dad before he passes, but whenever I bring up the topic, he tells me it's none of my business and shuts me down. I think he is going to regret not making peace with my dad after he's gone. Am I wrong in trying to get them to reconcile? Should I just let things be?*

*Looking for advice, Brenda.*

Hi Brenda:

Sorry your family is facing this traumatic issue. Unfortunately, there is nothing you can do about it. If you try to force your brother to make amends with your dad when he doesn't want to, it will only cause dissention between you and your brother. In life we all make our choices and have to live with the consequences. You can't control what your brother chooses to do. So my advice would be to let this be. Thanks for your letter.

*Dear Barb:*

*My letter is more venting than looking for advice. I have a dog that I walk daily and I always bring a bag to clean up after her. The thing that really irritates me is the people who bring a bag and pick up their dog's poop, tie the bag and throw it on the side of the road. Why not bring your dogs poop home and throw it in the garbage. If you are going to take the time to pick it up, why not carry it home? I just don't get it. Maybe some of your readers can explain this to me. Thanks, Emma.*

Hey Emma:

Excellent point! The only explanation I can think of is that they don't want to carry the bag home. Many people are grossed out by dog poop, and often times it does create a stinky situation. You wonder though, when they adopted the dog, did they think it wouldn't poop, or that they wouldn't have to pick it up? Hopefully some readers will write in and give us both a better understanding. Thanks Emma.

*Email your questions to [voice@voicemagazine.org](mailto:voice@voicemagazine.org). Some submissions may be edited for length or to protect confidentiality; your real name and location will never be printed. This column is for entertainment only. The author is not a professional counsellor and this column is not intended to take the place of professional advice.*



**Chazz Bravado**  
**Up Your Career!**

**Wanda Waterman**

One of the chicky-poos at work  
was complaining because  
the boss-boinker  
got the promotion.



I told her  
I thought  
a TRULY liberated  
woman  
should be willing  
to do  
whatever it takes  
to get to the top!



And I said if  
she was  
"nice" to me,



I'd help her out  
next time by  
putting in a good  
word for her.



She was so  
dumbfounded  
she couldn't  
even bring  
herself  
to thank me!



Once again  
the Chazz Man  
shows the gals  
how to be true  
feminists!

## IMPORTANT DATES

The information on this page is provided by the AU Students' Union. The Voice does not create this content. Contact AUSU at [services@ausu.org](mailto:services@ausu.org) with any questions about this article.

- **Jul 15:** [Aug degree requirements deadline](#)
- **NOTE:** No Council Meeting in July
- **July 31:** [Deadline to apply for course extension for Sept](#)
- **Aug 8:** AUSU Student Social in Calgary (details to come!)
- **Aug 10:** [Deadline to register in a course starting Sep 1](#)
- **Aug 13:** [AUSU Annual Members Meeting](#)

## Pharmacy Savings and FREE Prescription Delivery!

Did you know that AUSU teamed up with Alliance Pharmacy and Direct2U Prescriptions to offer our members some great pharmacy savings and perks?

### The promotion includes:

- Free, next-business-day delivery to the location of your choice, anywhere in Canada through Direct2U Prescriptions.
- Lower drug costs and dispensing fees on your prescription and over the counter needs with preferred pharmacy pricing.
- Refill reminders by phone, text message & email.
- 10% off purchases at the Alliance Pharmacy online store – just use the promo code “**AUSU**” during checkout.
- Free phone consultations with qualified pharmacists.

Switching over to Direct2U is fast and easy!

Find out more on our website [here](#).



## New AUSU Open Mic Episode

Check out the latest episode of AUSU Open Mic, your Students' Union podcast!

### Episode 8: [Why four AUSU councillors connected with their Students' Union](#)

Want to know what inspires distance education students just like you to connect with their AU Students' Union?

Four of your AUSU councillors from across Canada stop by the AUSU office to share what got them involved in their students' union, and ultimately what made them decide to put their names on a ballot to be elected to represent AU students. Listen in here!

**Starring:** Councillor Lisa Oracheski, Councillor Mark Teeninga, Councillor Josh Ryan, and Councillor Darcie Fleming, and Executive Director Jodi

Check out all of our AUSU Open Mic episodes on our website [here](#).

Also available for free on [Spotify](#), [Apple Podcasts](#), [Google Podcasts](#), and [Pocket Casts](#) (search “AUSU Podcast”).



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# CLASSIFIEDS

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Classifieds are free for AU students!  
Contact [voice@voicemagazine.org](mailto:voice@voicemagazine.org) for more information.

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## THE VOICE

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[www.voicemagazine.org](http://www.voicemagazine.org)

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