

Grads don't know nothing

WINNIPEG (CUP) — "Earning a BA only means you have mastered the first two letters of the alphabet backwards."

That summed up the attitude of Jack MacDonald, Vice-President and General Manager of the Royal Bank of Canada when he spoke at the University of Manitoba last week.

According to MacDonald, universities are corporations whose finished products are skilled people and they should aim to produce what business and industry need.

If the university is to survive, MacDonald said, it must produce what the market demands, just like a corporation.

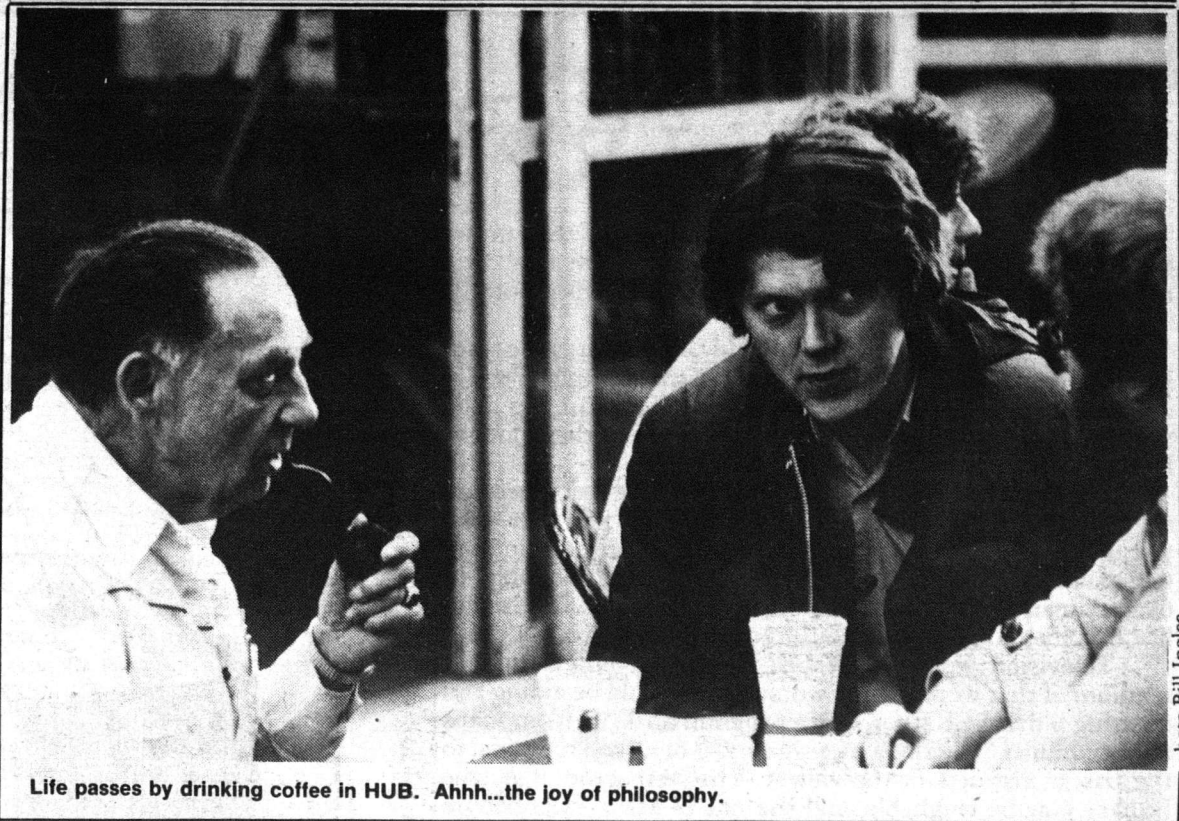
Thus MacDonald saw a shift away from non-practical, non-business oriented courses. He said the universities should plan their courses in consultation with business and government.

In past eras, he said, someone going into banking would rely on accounting and business skills as training. In the modern age, he

went on, new skills such as communications, a knowledge of foreign affairs and a second language, and marketing training were highly desirable in a graduate entering the workforce.

MacDonald indicated that if universities fail to respond to private sector needs, then the companies will train their own employees.

MacDonald said education was a "lifelong process" and that university training is only one aspect of that process, a fact which he feels many students overlook. While skilled people are the finished products for universities, he said, they are still raw material in the business world.



Life passes by drinking coffee in HUB. Ahhh...the joy of philosophy.

photo: Bill Ingles

Money-making movies for student masses

Theater sacrifices for success

by Geoff McMaster

SUB Theatre has decided to go "straight commercial" in its programming.

As part of a new theatre policy, a committee has been formed for the first time in the theatre's history to advise the manager, Peter Feldman. It consists of a CBC radio drama producer, the assistant manager of SU Records, a technician from the SU art gallery, and five students.

The prime function of the committee is to provide student input, says Feldman, and to bring programming problems to the

forefront. However, Feldman will still make all final programming decisions.

In a meeting November 5, the committee discussed whether the theatre should risk running foreign or "classic" films as it did last year, or instead, extend its market to include the general Edmonton populace, and run more popular films.

Last year's theatre program, says Feldman, was not successful to say the least. A series of "classic" films were shown, among them *High Noon* and *The Grapes of Wrath*; they all bombed

drastically. As a result, the theatre suffered heavy losses, over \$55,000.

This year Feldman has decided to run a lot of recent, second run commercial films, as students seem to prefer them. "This year, no more artsy stuff", says Feldman, "we're going to go straight commercial. Our function is not to dictate student tastes but to cater to them."

He adds it is too bad students don't appreciate classic films, but unenthusiastic response makes it necessary to "balance them with a lot of commercial programming."

So far the new theatre policy has been a success, says Feldman. In October alone the theatre raked in an operating profit of \$12,000 and in the first six weeks of term, broke box office records three times with *Apocalypse Now*, *American Gigolo* and *Animal House*.

Live theatre is also doing well: Moe Koffman, for example, drew 85 percent of capacity. And *Maggie and Pierre* coming in December, is selling extremely well.

There have been only a few classic films in the program so far this year, and the response, as can be expected, has been poor. The Bergman series, for instance, which ran through October, attracted a disheartening average crowd of 150 people.

It is unfortunate, says Feldman, but the theatre inevitably takes a risk when it presents this kind of thing.

"If you can't show these kind of films on a university campus," he says, "where can you show them?" Nonetheless, Feldman says he has found a "happy balance between quality and saleability."

Travel agent tripped up

by Peter Michalshyn

If you were airplane-bound to Vancouver for a family reunion, a one-week holiday, or even a business trip, would you be going on an adventure?

The University of Alberta says no, you wouldn't; Allan Ronneseth, owner of Westcan Treks Overland Travel, says yes, you would.

For the time being, the university is right, Ronneseth is wrong, and because of it Westcan Travel was evicted from HUB mall last August.

The eviction follows a court battle over Ronneseth's lease, which states he can offer only "travel and adventure-travel oriented" services.

The university said the lease allowed Ronneseth to sell only airplane tickets that are part of a packaged adventure tour; a safari across Africa, for example, as opposed to an occasional trip to Vancouver.

The university was especially concerned because it had already granted an exclusive right to sell air flights to Edmonton Travel, another HUB merchant. Its owner, R. W. Chapman, felt his own lease was being violated by Ronneseth's airline ticket sales.

After he refused to stop selling airplane tickets, the university took Ronneseth to court, and won.

It won because the all important interpretation of "adventure" wasn't discussed in the case, according to Ronneseth. He's appealing the decision in January to get that interpretation.

"We feel we have a strong case if they interpret 'adventure' widely," Ronneseth says.

But the university thinks it has a strong case for Edmonton Travel's exclusive on airplane tickets.

"They (Westcan) were never to sell commercial flights," says university lawyer Myra Beilby. "Westcan knew that was the deal

before they went in there (HUB)," she says.

Ronneseth says no such understanding ever existed. He says it's odd too that the university would grant an exclusive lease without consulting other merchants in the mall.

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SU gives little warning when laying off staff

by Wes Oginski

"My first feeling was disgust," says a disgruntled Students' Union (SU) employee, or actually ex-employee.

This employee is one of the three employees who were laid off with only one week's notice from the SU Information Desk.

The SUB Information Desk is now operating with reduced staff and hours. Only two full-time staff remain, working 8 a.m. to 5 p.m. Monday through Friday. The desk will no longer be open evenings and weekends.

"As I learned a few facts, my attitude changed," continues the ex-employee, "but if I were able to go back, I would not because of their (the SU's) attitude."

The ex-employee did not appreciate the few days notice given. Most of those laid off were given just one week's notice.

The SU action was forced by financial problems according to SU management.

The Information Desk cutback is part of the plan to put the SU on its feet again after last



Students' Union Information desk - one victim of SU cutbacks.

year's \$320,000 deficit. SU also owed the university \$600,000 at last count, although no information on this debt has been released in the past two months.

"The Information Desk lost \$3,000 last month," says Bert Best, SU General Manager. "There are too many people there that the profit does not justify. We hope to reopen the hours on the desk," he says, "but that depends on the financial situation."

"We are trying to break our offices into services and business," says SU vp finance Pat Haws.

"We are trying to get the departments to run themselves and not use student fees."

The future of other SU businesses and the Information Desk and the Music Listening Room, closed in September, will depend on next year's preliminary budget.

photo: Bill Ingles

Baz by Skeet

