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The Brunswickan, in its 128<sup>th</sup> year of publication, is Canada's oldest official student publication. The Brunswickan is generally published every Friday during the school year by Brunswickan Publishing Inc. with a circulation of 10,000. Membership is open to all University of New Brunswick Fredericton students, but all members of the university community are encouraged to contribute.

The opinions contained in this newspaper are those of the individual writers, and do not necessarily reflect the views of The Brunswickan.

The Brunswickan, while being an open forum for the viewpoints and opinions of all UNB students, may refuse any submission that is judged to be racist, sexist, libellous, or containing attacks of a strictly personal nature. The Brunswickan reserves the right to edit for brevity. Letters generally shouldn't exceed 300 words in length and must contain your signature, student number and phone number, or it will not be printed.

All copy submitted must be double spaced, on ONE side of the page only and must be legible. If we can't read it, we won't print it. The Brunswickan now accepts copy on 3 1/2 inch disk, either Macintosh or MS-Dos format.

Articles printed in The Brunswickan may be freely reprinted provided proper credit is given.

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## AIESEC Hosts Regional Conference

In the past five years there has been a constant trend in business towards globalization. According to the World Competitiveness Report, throughout this time Canada's competitiveness ranking in the OECD has fallen from 4th to 16th. The role of AIESEC in Canada with regards to globalization and Canadian competitiveness were topics of discussion at the Atlantic Regional Conference held here in Fredericton by AIESEC UNB.

The AIESEC Atlantic Regional Conference is held in the fall of each year and attended primarily by AIESEC members of locals at UNBSJ, U de M, SMU, Dalhousie and UNB Fredericton. Each of the five Atlantic Canadian locals take turns assuming responsibility for hosting the conference. This year the conference was attended by 70 delegates including some from the universities of McGill, Windsor and HEC in Montreal and international guests from Turkey, Poland and Japan.

The conference provided new members with an insight into what AIESEC is, its

global scope and what it can do for them. For returning members it provided a chance for local executives to discuss the activities that they will be coordinating in the Atlantic region. "Here at UNB, we are looking at the possibility of organizing an Export Mission where students complete research on foreign markets for local companies," said Patrick Langlais, president of the UNB chapter. "Dalhousie has just completed a similar event and we have been able to learn a lot from their successes and failures in coordinating such a large scale project," he said.

Darin Rovere, the national committee president, was present at the conference to discuss with the locals in the region the niche AIESEC should be filling in the business and academic communities. Rovere taught new ways of presenting AIESEC that he and others in the organization are beginning to use when they meet with business people. As president of the organization, Mr. Rovere meets frequently with CEOs of national companies and through this contact knows

the direction that companies in Canada are taking.

Communicating with members of the business community is an important part of AIESEC where students are able to gain practical knowledge of business etiquette. Jody Lockhart knows this first hand. As the marketing director for the conference, Lockhart met with a number of business people in Fredericton to solicit support for the conference. Through this experience he was able to establish a network of contacts in the city as well as learn some valuable business skills.

Beth Wallace, the conference coordinator, and her team began working on the conference before the end of school last spring and continued to do so throughout the summer. "It was a challenge and extremely stressful at times," said Ms. Wallace, "but everything came together smoothly as the conference approached."

"The Atlantic Regional Conference plays a key role in AIESEC in the Atlantic. Hosting a successful conference is an

important factor in determining the overall success of the region as a whole," she said. A number of the senior members of the organization were quick to note that this was the best Atlantic regional in recent years.

AIESEC, the International Association of Students in Economics and Commerce, is present on 725 university campuses in 81 countries around the world. It is an international, apolitical, student managed, non-profit educational organization whose goal is to provide students with practical skills in business and to facilitate student understanding of other cultures. This goal is accomplished by coordinating and participating in a number of business related projects, the most prominent of which is AIESEC's internationally recognized work exchange program.

AIESEC was founded in Europe in 1948. UNB became a member of the organization in 1983 and shares membership in AIESEC Canada with 37 other universities around the country and a national office in Toronto.

## Emminent Californian engineer to lecture at UNB

The Department of Civil Engineering and the C.S.C.E. (Canadian Society of Civil Engineers) at UNB welcomes Dr. P. Kumar Mehta, from the University of California at Berkeley, to UNB Fredericton. During his week stay (Oct. 14-Oct. 21) at UNB, Professor Mehta will guest lecture on the various aspects of concrete technology, and aid in research with Dr. T.W. Bremnar, professor of Civil Engineering at UNB.

Dr. Mehta's educational background includes a B.S. in Chemical Engineering from Delhi (India), a M.S. degree in Ceramic Engineering from North Carolina State University, and a Doctor of Engineering degree in Materials Science from the University of Cali-

fornia. He joined the faculty of the Department of Civil Engineering at the University of California in 1964. In 1990, he received an appointment to the Roy W. Carlson Distinguished Professorship in Civil Engineering. Professor Mehta retired in 1993, and was honoured by the University of California with the Berkeley Citation, the highest campus honour for exceptional contributions to his field and to the University.

Dr. Mehta will be speaking at a guest lecture on Tuesday, October 18, 12:30 to 1:30 pm, at Sir Edmund Head Hall, room HC-10. The future of concrete will be discussed in his lecture. The public is invited to attend.

## Burbidge family donates collection of children's books to UNB

Louise Burbidge, a Fredericton teacher, was killed in a tragic traffic accident in January. The tragedy was not only personal, but public. Louise was a gifted teacher who brilliantly passed on her love of literature to her students and colleagues.

Though she is no longer with those students and colleagues, her love of literature will stay with them. Louise Burbidge's personal collection of three hundred children's books has been donated by her mother, Margaret Burbidge, to the Children's Literature Collection

(CLC) at the University of New Brunswick. Children's literature courses taught at the University of New Brunswick and Saint Thomas University meet in the CLC room. New generations of teachers will have the pleasure of access to the books Louise Burbidge shared with her students.

A special bookplate designed by Mary-Kathryn Whitney has been inserted in all her books, to commemorate Louise's contribution to the literacy of the children she taught.

## Reforms Continued from page 1

we'll have a surer grasp of what we're dealing with." The weeks ahead should indeed be interesting for students, as the debate on social reform heats up. Hearings before the standing committee on Human Resource Development are set to begin on

November 13 in the Yukon. The student union will be making an application to speak before the standing committee when the hearings come to Fredericton. Fredericton-York-Sunbury MP Andy Scott is serving on the committee.

## NOTICE

Students intending to apply for entrance to medical and dental schools are requested to make appointments for the purpose of having the personal interview which is required for admission.



Interviews will begin as soon as possible.

Please apply at Rm. 109, Physics & Administration Building Office of the Dean of Science

DR. M.C. SEARS, ASSISTANT DEAN OF SCIENCE

## NOTICE OF ELECTION

The Brunswickan will be holding an election on Friday, October 21 to fill the position of Co-Entertainment Editor.

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