

View From the Cheap Seats

by Mark Savoie

A unique aspect of varsity sports at UNB is that all of the teams have different names. Most universities have one name for all of their male teams and a feminized version of that name for their female teams. Examples are the Acadia Axemen and Axettes or the Dalhousie Tigers and Lady Tigers. Not one of UNB's varsity teams shares their name with another. The only common theme is the colour red, and this is not universal.

The soccer team is the Red Shirts, field hockey is the Red Sticks, and cross country is the Red Harriers. Hockey is the Red Devils and football was the Red Bombers. The basketball teams are the Red Raiders and the Red Bloomers, while the volleyball teams are called the Reds and the Rebels. The swimming team is called the Beavers and the wrestling team is known as the Black Bears. All but the last three contain the word "red" somewhere in their moniker.

It has been suggested in some circles that this policy is stupid, and that UNB should follow the example set by other universities and just have the one name. This is known as the 'lemming theory.' They seem to feel that since all other universities do things this way it must be intrinsically right.

I disagree with this way of thinking. By having different names for the teams the teams are allowed to exhibit their own personalities and establish their own traditions. Why should the perpetually powerful Red Bloomers be lumped in with the perennially pathetic Red Raiders? The Red Bloomers have established themselves as one of the most consistent teams in the AUAA, with a name that commands respect. In my travels around AUAA schools the name Red Raiders has evoked only laughter.

Another argument used to support the lumping proposal is that all of these names are confusing. This argument is made by the same people who get the Ottawa Rough Riders and the Saskatchewan Roughriders confused. Any person out of high school should be able to remember the ten or so team names we have here. What I find confusing about schools with one name for all teams is figuring out which team is being talked about. When I hear that the St. Mary's Huskies beat the Mt. Allison Mounties, I just have to guess what sport is being talked about, unless I also hear the score. At UNB, when I hear about the Red Shirts not making the playoffs I know immediately that the sport is soccer.

The final, and financially most compelling reason for having one team name is the increased marketing opportunities available. The future of marketing in today's financially strapped climate is indeed compelling. UNB's present marketing policies towards athletics are only slightly better than nonexistent. In fact, it might be easier to start from scratch. The game programs are pathetic, and produced in such poor quality that it's a wonder that they sell what little advertising that they do. Souvenir sales are next to nothing, and I am told that the biggest selling items are for the Red Bombers, a team that doesn't even exist anymore.

As it stands now, the teams have to market themselves. Thus far, only Claire Mitton of the Red Bloomers and Mike Johnston of the Red Devils have shown themselves to be adept at promoting their teams. The others are not doing so well, although it must be said that Phil Wright of the Red Raiders is trying hard. If Athletic Director Jim Born ever gets serious about doing some real marketing for the rest of the teams, then it might just be time to have one team name. But as long as the teams are forced to promote themselves the separate names remains the best idea. Tradition demands it!

WOMEN'S VOLLEYBALL

THIS WEEKEND

SATURDAY, NOV 17
ST.FX @ UNB 7:00PM

SUNDAY, NOV 18
ST.FX @ UNB 1:00PM

ALL GAMES @ THE LADY BEAVERBROOK

Red Bloomers drop three

by Kelly Craig

This past weekend saw the UNB Red Bloomers face off against some tough competition in Dalhousie. Despite a good all round effort by the Bloomers they unfortunately dropped all three games that they played. The Bloomers were up against some tough teams over the weekend and the scores were close enough to show that the Bloomers are on the right track this year.

The first game saw the UNB team play Bishops. UNB proved to be not a formidable opponent for the Bloomers as they defeated them 68-47. The Bishops squad led the game at the half time and the Bloomers simply could not catch up. The top scorers for UNB were Bonnie Hale with only 12 points and Kara Palmer with 11 points.

In the next game the Bloomers came alive. They went into the dressing room on top at the half. However they could not hold off

the Lakehead team and were just toppled by 4 points. The final score saw the UNB team lose 61-65 to Lakehead. Top scorers in this game were Kara Palmer with 17 points, Jill Jackson with 12 points, and Bonnie Hale with 12 points.

The final game played by UNB was against the Dalhousie Tigers team. Dalhousie should prove to be a formidable opponent for the Bloomers squad this year. Dal should be the only team that stands between the Bloomers and the AUAA title. In this particular match up, Dal just narrowly escaped defeat at the hands of the Bloomers. UNB was leading at the half but could not hold on for the win. Dal defeated UNB 64-62. The top scorers for UNB were Kara Palmer with 25 points and Jill Jackson with 17 points.

The Bloomers progressed as the tournament progressed. Each game saw the team get better and the scores show the improvements made. It was a

tough mental tournament for the Bloomers and thus they made several unforced errors. However, Jill Jackson proved to be a saving grace for UNB as she was named the player of the game in all three games. Her efforts over the weekend won her the athlete of the week award for the past week.

This weekend sees the return of Jennifer Hale who was out with an ankle injury. This weekend the Bloomers play St.FX and Dal.

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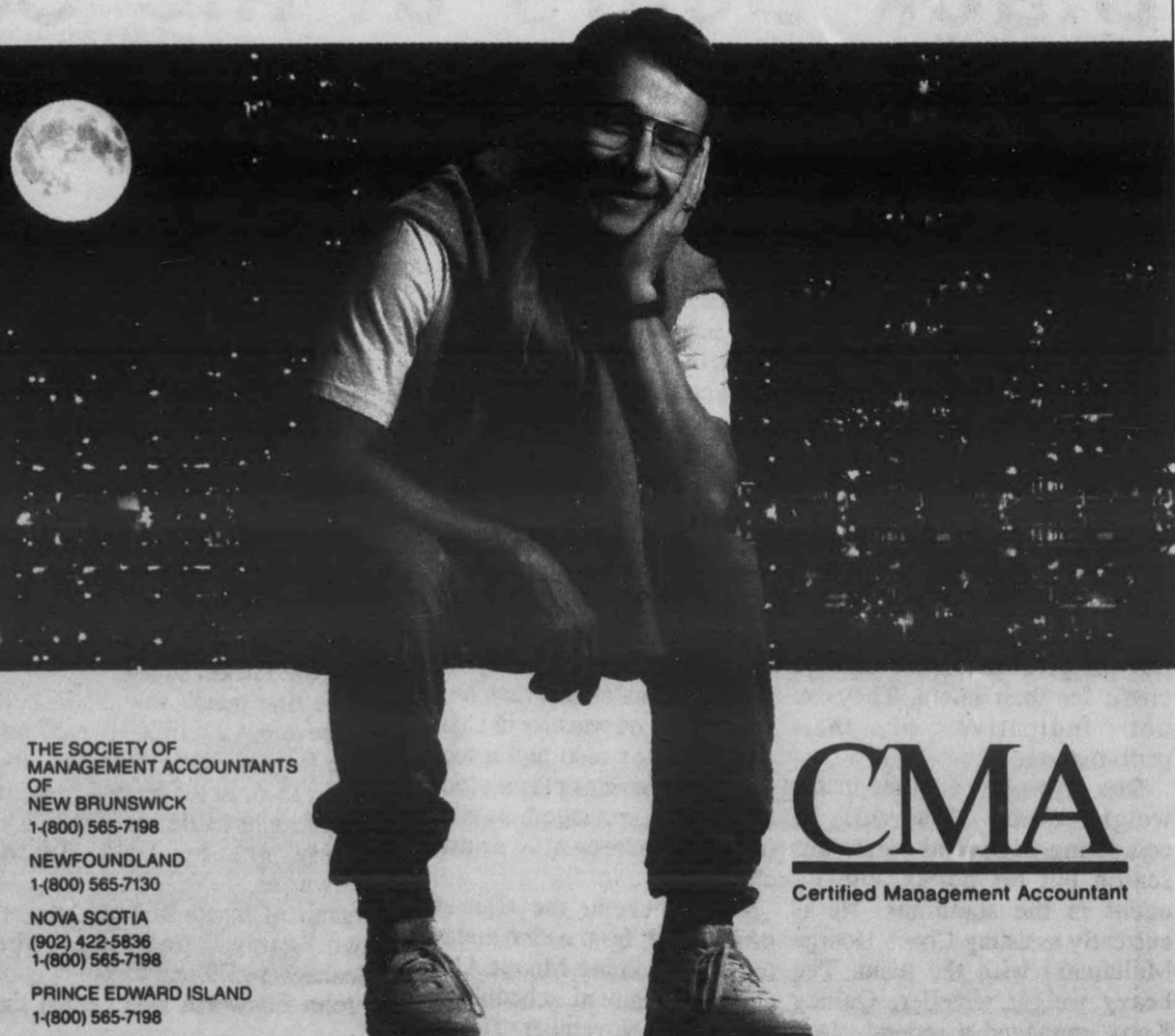
As Comptroller of Northern Operations for Ezzo Resources, Gary Brennan plays a key role on the division's senior management team. In addition to helping formulate and manage the long-term business plan for this vital operation, Gary has a leadership role in the areas of business practices, financial management, and information integrity. In such a rapidly changing business arena, it's a role that demands both strong management skills and a singular personal commitment.

"Sports and personal fitness have always been an important part of my life. In competitive sports, you learn to appreciate the merits of other people's unique strengths. Working together towards a common goal, you can win in the most satisfying way possible - as a team. It's an outlook that applies to business too.

"Our management team is just that - a team. We are responsive to emerging industry and economic trends, and we modify our tactics to stay on track. With our approach, we get commitment and co-operation at every level. I feel good about that.

"I have to say that my CMA training is largely responsible for preparing me to do what I do today. As far as the new Accreditation Process is concerned, I believe it can only improve the future CMA's potential to excel in today's competitive business world."

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