

UNIVERSITY NEWSBEAT

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Tree to Your School



You can add shade and colour, moderate the winds and temperature, and give birds a new home at York with just a few minutes of outdoors activity.

How? By taking part in Tree Planting Day today. Our green friends perform all those func-

tions, give us oxygen, paper and many other things. You can return the favour by helping plant one of 77 new trees which will be added to the York landscape, around the pond and south of the Petrie Science Building.

Contrary to myth, not all of the

existing trees were cut down when York was built. In fact, its 600 acres were formerly used for farming, and existing woodlots were preserved. Under the guidance of the Arboretum Committee, the number and variety of species has been increased since York's beginnings.

This year will see lilacs, service berries, flowering crabapple, cherry, Siberian pea, spruce, red maple, red oak and beech trees added to existing Arboretum sites and to the Petrie area. For the first time, York people have contributed money specifically to buy new plant materials; under the urging of chemistry professor Barry Lever, the staff and faculty of Petrie donated enough to purchase the 22 trees which will adorn their southern view.

Prof. Lever said: "Those who work here spend half their waking hours on campus, so it doesn't seem unreasonable to contribute a little to beautifying the campus." He hopes that community members in other buildings will be

inspired to similar fund-raising.

The planting today starts at 9:30 a.m., with tools and materials available from Grounds Department trucks in parking lot DD, west of the Scott Library. In return for a few minutes of work digging (in sites which have already been prepared by Grounds crews) you can expect cider, doughnuts, and a sense of accomplishment which will grow each year.

Cornelius VanGinkel, Grounds Superintendent, said: "Last year we had a very good turnout. About 300 people came to help, including the President."

To biology professor Michael Boyer, chairman of the Arboretum Committee, the Arboretum is a living lab for his students as well as a source of visual delight. "One of the prime reasons for having an arboretum is the academic use. York is extremely lucky to have the area it has, and the potential diversity of tree types. Not many other Ontario universities have this amount of space," he explained.

"The reasons for an Arboretum reflect esthetic, educational and recreational purposes," he added. "The Arboretum Committee has always considered the whole campus to be the Arboretum," although he noted that financial constraints mean that the number of new trees which can be properly maintained is limited.

He sees tree-planting as a contribution to the history and growth of the University, something that alumni can help with, and one of the reasons for graduates to return to the campus. "In another ten years the trees that produce colours, the red oaks for example, will make a noticeable contribution to the landscape," he said.

Your contribution in planting a tree is likely to last. Trees are pruned, fertilized and checked every year, and they are among the least likely targets of vandalism on the campus. "The occasional shrub disappears, but most people respect the campus trees," Mr. VanGinkel said.

Turn a Dream into Small Business

A program which encourages Arts and Fine Arts students to start their own small businesses could, ultimately, contribute both to York's enrollment and to Canada's survival.

That's the view taken by Eric Winter who with Administrative Studies Professor Rein Peterson originated the York Experimental Self Sufficiency program (YESS) and Master of Calumet College, which hosts the program. Results from the first seven-week YESS course are already impressive: a thriving French restaurant, an experimental publishing firm, and an Ottawa book store, all started by non-business students from York.

The program is offered one night a week for seven weeks. For the bargain sum of \$25, people with specific — or even vague — small-business projects are given dinner and sessions with consultants who can offer expert, practical advice.

Providing consultation are students from Professor Rein Peterson's Small Assistance Business Program in the Faculty of Ad-

ministrative Studies, and outside entrepreneurs who've already seen their dreams come true. The majority of students taking the non-credit program have been Calumet students in their final year of studies, but this year students of other colleges and a few people from the surrounding community also have enrolled.

How can this program help save York, and even Canada? And how does an arts education relate to the skills needed to survive as an independent business operator?

Prof. Winter puts it this way: "An arts education may not help people in what they're doing now, but it does in who they are. With the three people who are running the *Maison d'Alsace*, we have liberally educated restaurateurs? The *Maison d'Alsace* is a restaurant on Yonge St. near St.-Clair which was taken over by three former Calumet students — Stephen Campbell, Anne Egger, and Ingrid Birker — on July 31, 1978.

The owners all take turns shifting the cuisine from French to

international food, aiming largely at the lunch-time crowd.

Prof. Winter is a professor of education, without a business background, but says: "All good academics are entrepreneurs." He argues that "It's a myth that the university is an un-vocational institution. We need to recognize that the jobs in large bureaucracies universities have trained people for — whether the church, government, or Imperial Oil — are increasingly no longer available."

"What we should be concerned with is not just getting students into university, but also getting them out. Once students begin tuning themselves into our program, we'll be overwhelmed by candidates. The whole University should be aware of it; our goal's no less than that."

On the subject of York's declining enrolment, he speculates: "What if it became known around the province that York facilitates achieving an independent livelihood?"

In a description of the program, he wrote that increasing the range

and number of Canadian small businesses could strengthen the nation in the manner suggested by Prof. Peterson: "Small-scale enterprises should form a much larger sector of the economy, contributing greater stability and becoming the focus of a countervailing political force ... in their general labour practices, and (with some highly specialized exceptions), the local nature of their markets, they will be a complement to regional culture instead of having a disruptive influence on it."

Among the first "graduates" of the Calumet/Administrative Studies program are Stephen Campbell of *Maison d'Alsace*, and Fred Gaysek of Rumour Publications. Each had some previous experience in the field of business he chose, but found that the course saved many mistakes that might otherwise have been made. "What I think the program did was to take this fuzzy idea, really put it into focus, and give us a push. With the consultants, you begin to see the steps you have to take," Stephen, a former manager of Ainger coffee house, explained.

"The restaurant is a step in the direction of becoming solvent... but I think I'll probably do something different in my next venture, as this business is so time-consuming." He recommends that anyone at York considering such a business should take the program: "The odds are really against you, coming right out of university, starting your own business."

Fred Gaysek explained the aims of Rumour Publications, founded with partners Judith Doyle and

Kim Todd: "We're interested in dissemination: telephone facsimile machines, publishing through computers, trying to break down the book format. We work in a community agreement here, where, if we need technically qualified people for a given project, they'll come in and help."

A recent Rumour project used the telephone facsimile method, which scans any artwork or type placed on an 11 x 14" drum and transmits a copy over telephone lines to another machine, to produce a collaborative image between artists at three machines in Toronto, New York, and Hollywood, Florida. The original image was received and then altered at each successive machine.

Rumour has landed contracts from firms including a large Canadian film company. At present income just covers expenses, but the partners hope to be paying themselves salaries by Christmas.

"We could have done this without the program, but we would have made five times as many mistakes. It's invaluable," Fred concluded.

Prof. Rein Peterson has another adjective for the concept: "fantastic." Agreeing with Eric Winter's opinion that most people in the program are more interested in an independent life than huge profits, he says: "At some point you realize you have to pay the bills and buy food... we're teaching people how to cope in a capitalist society. So far students have chosen the small business route for lifestyle reasons."

He also sees a real educational opportunity for his administrative studies students. "What it does for my students is give them 'hands-on' knowledge in advising people who are dead earnest about starting a business. Nothing teaches you what you don't know better than trying to explain business techniques to others."

The next YESS program begins in January. For information contact Gabriele Hardt, Room 134 Calumet, at -3487.

Footnotes

Presentations



Administrative studies undergraduate Mark Lievonen (left) accepts a \$500 cheque and handshake from Canada Packers representative Ed Clarke. In the center is Administrative Studies Dean Wally Crowston. The award is given for general accomplishments; Mark managed the Argh coffee house while pursuing his studies.



Russian artist Mashti Rustamov (left) exhibits one of a series of a dozen of his prints which have been donated to the collection of the Faculty of Fine Arts. Michael Lucas of the Canada-USSR Friendship Association (right) addresses the crowd at the presentation while a Soviet government representative looks on.

Preview

Preview is a monthly listing of arts on campus, appearing monthly in Excalibur. Events occurring between Dec. 1 and Jan. 4 should be listed in the November 30 Preview; for inclusion, listings must be submitted by November 21. The next deadline is Tuesday, December 12. The editor is Heather McArthur, Office of the Dean, Faculty of Fine Arts.