



Sue McMaster - still branching out.

photo Rick Fritze

Beating the odds for one year

by Greg Neiman

It's been a year now since *Branching Out* began publication. Almost named *Broad, Crabapple, The Old Gray Mare*, or *Elbow Room*, the publication has thrived and expanded despite the types of setbacks that would likely cancel any other; publication with less determination and zeal.

Branching Out has survived the growl pains and is now looking towards a bigger place in the sun.

Not that it's been easy, or is so now.

Sue McMaster, co-editor says, "we don't even have a filing cabinet or a business telephone yet."

For those accustomed to working in an office replete with at least a modicum of layout,

photography, business, and technical equipment it is amazing that a publication with none of these can produce such a quality magazine.

But quality it is, as is amply shown in all its issues.

Laid out on heavy, glossy paper, augmented with highly professional photos and graphics, it can easily compete with the likes of *Chatelaine* and *Macleans* for style and artistic appeal. Nothing shoddy or second-class about it, *Branching Out* comes off like a lady.

The content is also far removed from that which one easily connotes with a woman's magazine these days.

"It's a forum for Canadian women's ideas, art work, photography and writing," says McMaster.

The issues it deals with reflect, of course, a feminist point of view, but it is a relief to see this done with taste, honesty, and good sense. There's no "ism-oriented" bantering of dogma and close-minded ranting.

An example of this comes from the latest issue in an article concerning Dr. Morgantaler's

recent visit to Edmonton.

Although a newspaperman could argue that the article did not concern itself with what Morgantaler had to say as much as the issue of abortion in general, the editorial was logically composed, straightforward and honest. Nobody was damned, nobody was defended as a martyr.

Other content includes short stories, poetry, art, as well as the usual features, letters, and editorial material.

"We would like to be able to let every woman in Canada know it exists," says co-editor McMaster.

Published once every two months, and costing \$1.00 per issue *Branching Out* can be obtained on campus in the U of A bookstore in SUB. Subscriptions are \$5.00 per year or \$9.50 for two years.

Even though facilities are still sparse for the magazine, if the same type of zeal and unity can be kept up, *Branching Out's* future years promise to be a continuation and an augmentation of its first year of publication.

Executive management course offered

Changes in the social system which must be dealt with by the modern manager will be discussed in a three-day seminar, Modern Executive Management, to be held by the University Department of Extension on December 5, 6, and 7.

While significant changes have taken place in the technological and financial resources of organizations, the most significant change has been in "people" resources. This

change in the manpower variable is reflected in a shift from relatively routine work to technical and professional jobs, accompanied by higher educational standards and requirements, greater mobility in the labor force, and greater concentration on self-fulfillment and noneconomic value systems.

In order to provide executive managers with an orientation towards the practical application of contemporary

management, the seminar will focus on organization imperatives, management philosophy, individual-organization interaction, executive and organizational stress, management constructs, organization change, organization analysis, organization design, organizational integration, and the future of management.

Dr. Rolf E. Rogers, Professor of Organization and Management, The University of Alberta, and Professor at the Banff School of Advanced Management, will conduct the seminar. Dr. Rogers has spent fifteen years in executive management and has been a management consultant with large, medium, and small organizations in the United States and Canada.

The seminar is limited to 25 participants. Registrations are accepted in Room 228, Corbett Hall, 82 Avenue and 112 Street. The fee is \$100, including materials, text, and luncheon each day. Additional information is available by calling 432-5067 or 432-5066 daytimes.



Pet food clean-up urged

Ottawa (ENS) - With the present high cost of meat, a lot of people seem to have turned to pet food as a cheap substitute. As a result, Canada's Consumers Association is urging that the Canadian government clean-up pet food to make it edible for humans.

The association has been testifying before the Canadian Senate's Agriculture Committee. According to the consumer the pet food manufacturers are legally allowed to use diseased meat, if they wish.

While no one has objected to the lax standards as applied to

animal consumption, with humans beginning to consume pet products, the consumer group says it's time the stuff is cleaned up.

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