

NEWS

Editor - Natalie Folster

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Social Club Makes Comeback

By MELYNDA JARRATT

For those who take an interest in what's going on at the Social Club, you will be glad to hear that it is doing well "in a very big way", and according to Matt Harris, Club Manager, "it can only get better."

Matt Harris certainly is qualified to make a statement like that. He knows the bar business inside out and under his management, the Club has taken on a new face and image.

A STU graduate and native of Fredericton, Matt has been affiliated with the Social Club for over 3 years now, literally working his way to the top. He began in 1985 as a floor person, picking up bottles and cleaning astrays. He progressed to bartender, then co-manager with Paul Richards last year when the old management under Allison Woodside threw in the towel after a frustrating year in business.

When Richards left in May to start working for another company, Matt decided it was time for a serious change at the Social Club. He employed the talents of local artist Scott Archibald and Mary Anne Reid and with a lot of good ideas under his belt, gave the Club the facelift it was needing.

"It was community effort" Matt says, and at the end of the summer, staff and management, along with a few stragglers on, repainted, redecorated, and more or less recreated the premises. That new image is having benefits not only for the Club, but for its members who are "getting service like they've never seen it before!"

Basically, the Club has something different happening every day of the week, with prices that are competitive, if not better, than any other place in town. Member Monday gives all these with a CHSC membership a chance to partake in extended happy hours for the evening. On Tuesday there is a coffee house during the daytime. Something for the funky minded is Alternative Wednesdays, when they have a "picture" (sic) promo and rock n' roll bands in the evening. All round into the weekend the club has promotions, like Ladies Night on Fridays and Men's Night on Saturday. Sun-

days are "Minosa" days, and you'll have to go there to find out what that means.

Matt is very upbeat about the new direction the CHSC has taken under his management. "It appears to have come back," he said. "Sales are increasing and especially important, our membership sales this year have gone wild. We've already passed last year's membership drive and anticipate they'll only get better as people start to realize that this is an excellent club."

"We've tried our best to please everyone," Matt continues, "and time and time again it comes back to the "service industry" factor of this operation. We are a service industry and I intend to make the most of it."

One of the first things Matt did when he became manager



Matt Harris, Manager CHSC

was to hire new staff. He points out that having the right combination of people there at the bar was a major concern of his. "I wanted to make sure that we had the friendliest group of people as possible, and I know I've accomplished

it. Even the shirts they wear on shift are fun."

Another important change that has taken place under Matt's management is the breaking down of "barriers", as he calls them. "We want to give membership a meaning," Matt explained. There are no line-ups for members, they receive spot specials, and out of town guests receive member status. When there is entertainment at the club, members pay a reduced fee. "It's competitive with any other spot in town" he adds.

Finally, Matt points out that UNB and STU students should realize this is their club, owned and operated by students and for them. "It is non-profit", he says, "but that doesn't mean it has to be no profit. We want to put money back into the university community for things like bursaries, and we can do that if students continue to support us like they have so far this year. We're not perfect," he adds, "but we're trying to be."

Local Kids Make it Big

It seems that Freddy the Penguin has indeed found a new home in Fredericton. Not only are the waves warmer here but his reception by local consumers has been warm as well.

Since designing a new logo for the Boyce Market and running a souvenir shop at the Maritime Winter Fair, two UNB graduates, Michael MacNutt and Shaun Colpitts, have come quite a way with their registered company affectionately called "Freddy Beach Collections."

These two local business students conceived the idea while trying to develop different marketable designs. They found that the Freddy Beach logo placed on quality garments like sweat shirts and T-shirts is very marketable.

With the promise of "high quality, competitive prices and excellent service," the two entrepreneurs opened a shop downtown in Kings Place during May of this year. From this shop went over 1200 pieces of clothing, mostly to local buyers.

For the coming winter season Freddy Beach Collections has moved its operation to Subtowne on the UNB campus. Subtowne is the exclusive supplier of Freddy Beach wear in Fredericton.

Both Michael and Shaun insist this is not a quick buck making scheme but rather a long-term thing. Even though they had a successful summer "the overhead in starting a new business is always relatively high. Therefore, realizing net profits must be looked upon on a long-term basis."

With the creation of Coastal Graphics Ltd., concerned mainly with the silkscreen market within the university and local business community there can be little doubt that this duo is serious about their work.

In starting their new business the two learned valuable lessons not taught while obtaining their BBA degrees. Interacting, meeting and dealing with people on a daily basis was a valuable experience for both. You cannot meet people from reading a textbook. Local businessmen were also supportive of the pair. Being local kids themselves and knowing the people who they were dealing with came in handy in terms of advice and encouragement.

Though Freddy the Penguin may be used to a harsh, uninviting climate, it is safe to say that he has found a warm atmosphere here on the shores of Freddy Beach.

By KYLE SCOTT

Jammin' Aid a success

By STEPHANE COMEAU

James Downey endorsing the fundraising drive.

After a successful start *Jammin' Aid*, a local fundraising drive for Jamaica and Bangladesh, is still growing.

UNB student Chris Nakash, who has been the chief organizing and motivating force behind *Jammin' Aid*, is working on more fundraising efforts on campus and hopes to canvass local businesses as soon as he can find the volunteers he needs to do so.

Nakash has also sent a challenge to student leaders at other universities to initiate similar efforts. The challenge was accompanied by a cover letter from UNB president

Efforts by *Jammin' Aid* have so far included a Reggae night at the Social Club where \$200 in donations was raised and there have also been tins for donations circulating around campus. Nakash feels that this is going well, and is expecting \$300-\$400 from the tins.

According to Nakash the fundraising efforts should go on until the end of the month when he hopes to be able to give a cheque of at least \$2000 to the Red Cross. The remainder of the funds needed to achieve this goal are expected from a raffle, the sale of *Jammin' Aid* T-shirts and another event at the Social Club next Wednesday.

International Affairs

The Canadian Institute of International Affairs (CIIA) has branches across Canada including a branch which meets on campus and welcomes students as members.

The Fredericton branch holds five or six evening meetings from fall through spring. Speakers address some facet of international affairs and participants are invited to ask questions so that meetings often become lively forums for discussion.

Helping Canadians become more informed about international affairs, particularly about Canada's role in the world community --- past, present and future --- is the primary objective of the CIIA.

This non-partisan organization was founded 60 years ago this year. The CIIA's national

office is in Toronto; library and publish operations are located there. The 25 branches are found coast to coast --- from Halifax to Victoria. Membership totals more than 2500.

The first Fredericton branch meeting of the current season is scheduled for Wednesday evening, October 12. The meeting time is 8 pm, and the location is the University Club lounge in the Old Arts Building.

The speaker on October 12 is Dr. James Downey, UNB president, who attended a congress of the Association of Commonwealth University Presidents in Perth, Australia, last February. Dr. Downey's subject is "Trends and Developments in Commonwealth Universities."