

## Entrepreneurs on campus

Students with businesses on the side are flourishing. Here's a report.

By CAROL BRUNT

Has the possibility of owning your own business ever crossed your mind—being your own boss, freedom from routine, and being the key decision maker?

Justifiably it's not the sort of thing you'd expect university students to indulge in but rumor had it that there were students at York who had businesses on the side. How did they do it? *Excalibur* set out to find out.

### Orienteering & maps

Chrimar Productions provides orienteering and cartography services to outdoor education centres, schools, and camps. Owned by Christine Kennedy and Mark Smith, both competitive orienteers, the business officially began in August of 1983. Their business is an "off shoot" of their basic interests and a sport that they enjoy, said Smith whose wife, Kennedy, is presently attending York.

They have taken the "very unusual skill" of turning a three-dimensional object to two dimensions on paper and turned it into a business. "There are only a dozen people in the country that do this on a regular basis. Some do it as a hobby, but few professionally," said Smith.

Working in both color and black and white, the orienteering maps are restricted to an area of 3-8 sq. km. Because of the intense concentration needed to translate everything they see to paper and walking the area, they only work five to six hours a day. To give an idea of the work involved, *Excalibur* asked for an estimate of the time necessary to translate the Keele campus. Doing full time field work, it would take two to three weeks with a base map to complete a map, followed by art work said Smith.

Dependent on word of mouth advertising at the moment, Smith said they realize they're not in a multi-million dollar business but that it was "very satisfying."

### Disc jockey service

After working for a private company for three years, Carey Miller decided he wanted to do it on his own. Borrowing capital to invest in equipment, Miller and partner Todd Morganstein, both 20 years old, founded Top of the Sound, a disc jockey service, in June 1983. A second-year Economics/Business student, Miller said, "I prefer to work for myself in a job that I enjoy with hours that I enjoy."

Working mostly on weekends, Miller said there is no restriction on the size of the venue that they'll cater to, whether it's a wedding, party, or dance. Clients mainly come to them through "word of mouth from satisfied customers. We treat customers with greater personal care because of the time we can give them," said Miller.

### Furniture makers

Based on their mutual liking for woodworking and believing that they could make goods better than what was available commercially, Steven Maxwell and Paul Vaughan established Northern Wood Products about three months ago.

In what could be termed a cottage industry, they make wood products and furniture, including hope chests for friends and people they know. At present they have enough work to last them about a month. "We usually have enough free time to work at it a few hours each day," said Miller. "The main attraction is the freedom that it allows you."

Maxwell said price-wise they are anywhere from comparable to less than what stores charge. "Quality-wise I feel we do a better job than the store. We use the old techniques that are not seen in the store-bought furniture."

### Positive art

Popco Industries' goal, according to fourth-year student Stuart McGregor, is to "promote the arts and promote health among civilians by promoting positive art." McGregor is one of seven founding members of the company, which was organized by students from the University of Toronto and York with their own capital. There are no salaries in the one-year-old business which operates from a regenerating trust fund.

One aspect of the business is producing short films. Sold to bars in downtown Toronto, the films are two to five minutes long set to dance music showing scenes of Toronto.

Another aspect of the business is the combining of work by artists through grade schools in Scarborough. With parents' approval, children are writing or illustrating stories from creative writing students. The works are then printed in book form. "What has developed in the business is an interaction of members. We incorporate work with Popco into school," said Rankin. Members help each other in whatever their expertise is in, whether film writing, or economics. The business is run out of members' homes and York University.

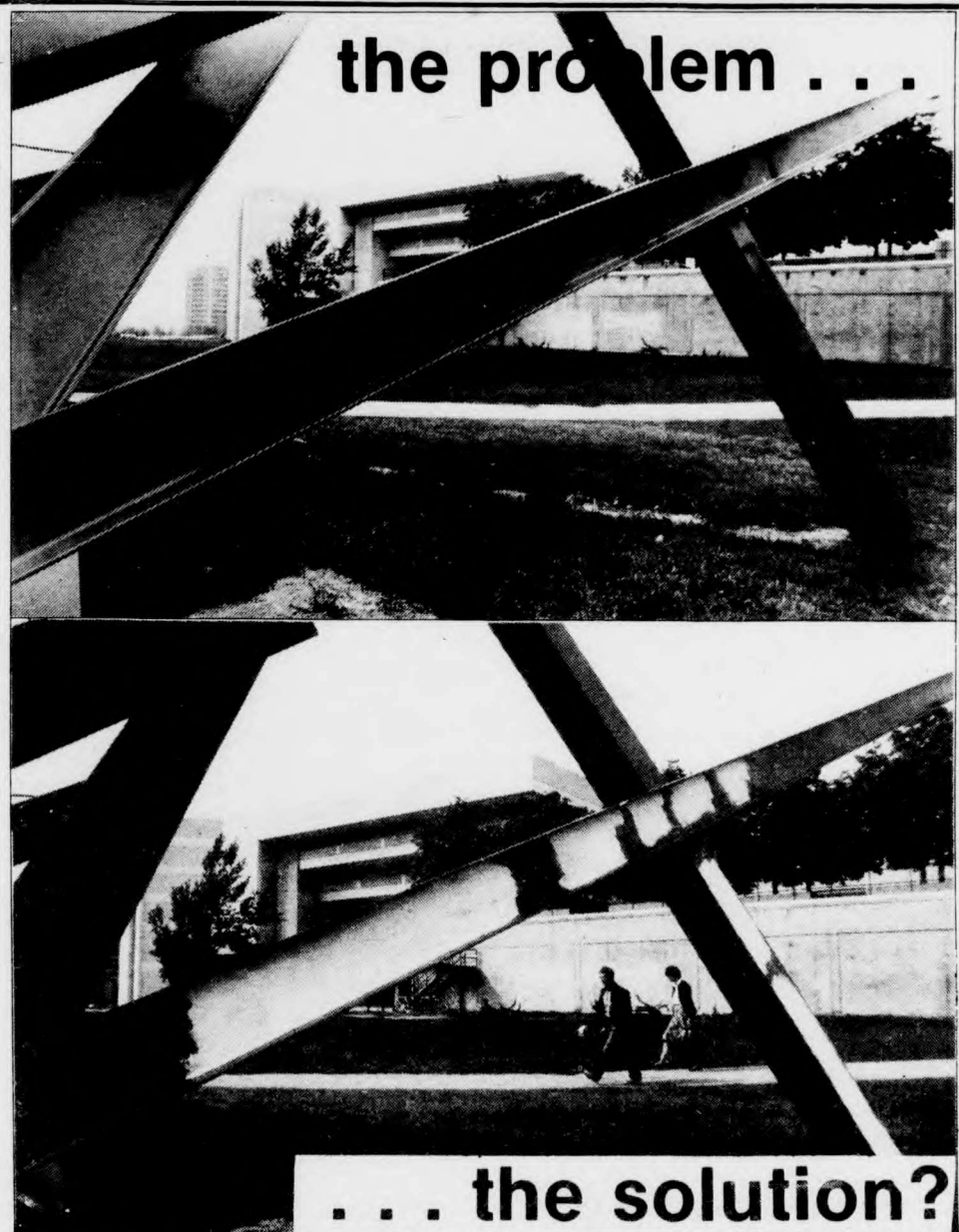
### \$100,000 graphic biz

JVM Enterprises is owned and operated by third-year student Jay Mandarino. Established as a holding company, it controls two solely-owned companies, C.J. Graphics and Graphic Image, and 50 percent of Student Discounts International.

York student Mike Whelan and Mandarino used their own capital to start up Student Discounts International. To counteract high retail prices, they sell items such as Cross pens, Texas Instrument calculators, and Stradellina briefcases through mail order to university and high school students. Working with three part-time high school students, they distribute flyers through school student unions.

For 2 1/2 years, Mandarino has run C.J. Graphics, a printing and design company. Mandarino said he does \$100,000 of business a year. A.E. LePage, Wells Fargo, and York's Faculty of Science are among his 110 clients. "We save customers between 20 to 50 percent compared to what they'd pay at a large printing firm," said Mandarino. "We have not been undercut in price yet."

Mandarino's other business, Graphic Image, is an advertising company with sales in both Toronto and New York. "Basically I just want to learn about the business." An understatement for a student whose clients include McGraw-Hill Publishing. Travelling to New York once a month enables Mandarino to keep in touch with the companies. "I work to my convenience," said Mandarino. "School is a priority. It always will be."



This week's version of the sculpture outside the Administrative Studies building.

PHOTOS: MARIO SCATTOLONI

## Space conference wrap up

By LERRICK STARR

The role of the Canadian Astronaut program is the first step in further joint space efforts with the U.S., according to Dr. Gary Lindberg, Director of National Aeronautical Establishment of the National Research Council.

Lindberg delivered his speech last week as part of the week-long *Canada in Space* symposium, which ended Friday, at York.

Planning for an earth orbiting space station continues and Lindberg said Canada could contribute with a second generation Canadarm specialized for space station assembly. Lindberg said our astronauts would be involved in the design of experiment packages, in-flight testing, the monitoring of test equipments during construction and design, and the development of user techniques.

Unfortunately it appears these will be relatively minor responsibilities for the Canadians. Public relations work will play a large part in the long term role of the Canadian astronauts. Public appearances in the speaker circuit to promote space science will occupy their post-mission time.

While we have some very innovative

research underway, it is limited in its scope primarily by the lack of government commitment of fiscal resources.

The response for the call for astronauts in July brought approximately 4,000 applications, of which the initial screening process whittled down to 1,800. Detailed applications and a massive screening process created a short list of 75.

Regional interviews will start shortly and by mid-November, 20 applicants will be given final interviews to choose four to six candidates by December 6.

Richard Dubinsky, a grad student in the CRESS program, described the organization of the Canada in Space conference as a tremendous group effort involving faculty and staff of various departments and funded by donations by CYSF, Faculty of Science, Physics department and innumerable other campus organizations.

Dr. R.W. Nichols, Director of CRESS, presented Dubinsky with a gift on behalf of those involved for his personal contribution of time and energy. Dubinsky said credit was really due to his fellow grad students who never hesitated to lend help to a difficult task.

## Reading, notetaking, term papers, memory work... how do you cope with it all?

The answer is not in working harder or longer, but in working better. . . **Studying Effectively and Efficiently: an integrated system** by Polly MacFarlane and Sandra Hodson, Counselling and Psychological Services, Dalhousie University. Handbook available at U. of T. Bookstores, York University Bookstore, and SCM Bookroom, 333 Bloor Street West. \$3.75

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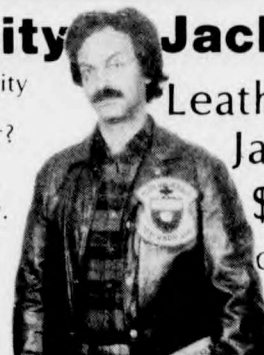
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