

• Campus. • Connection

MOUNT SAINT VINCENT UNIVERSITY

MARCH 14, 1988

Movers and shakers

A group of Mount business students has shown Farmers Dairy the way -- to international milkshake markets. The dairy was so pleased with the research done by students in Professor Don Shiner's international marketing class that it plans to implement some of their marketing strategies.

Each year, students in the course work with a local company to develop international markets. This year, eight groups of students researched and presented marketing plans for eight countries in which Farmers has potential markets.

"They (Farmers) were so impressed with the students' research," says Shiner, "that some
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Mount's movers and shakers are (left to right) Heather Powers, Kevin McIntyre, Steven Paddick, Denise Jamieson, Dan Sampson. (Missing from the photo is Sherri Gallant).

Profile

Judith Shiers

JOB TITLE

Office manager, Art Gallery

DAILY ROUTINE

Find desk, deal with immediate crises, plow through office work, then start on the business of the day, which usually has to do with an exhibit three months from now. Moral: Never ask me the date -- it's only March, but to me it's June.

BEGINNINGS

Born and raised "across the wide water" (i.e. Halifax Harbour) until lured to Halifax by the Mount.

SPECIAL CHILDHOOD MEMORY

Woodstove smell on my father's hunting jacket every October.

BEST ADVICE YOUR MOTHER EVER GAVE YOU

Every day when going to school: "Watch for cars and check your work."

A GREAT EVENING

Dressing in basic black, going to a great concert, then to a late supper and good conversation at Le Bistro.

FAVORITE VACATION

(Not yet taken) camping, hiking and canoeing in a national park, Northwest Territories.

WHAT YOU LIKE MOST ABOUT THE CITY WHERE YOU LIVE

Having Point Pleasant Park nearby.

BIGGEST WEAKNESS

Lime sherbet.



BIGGEST BEEF

All pantyhose is made for people over five feet tall.

PERSONAL HEROES

Ordinary people with extraordinary pasts.

SECRET FANTASY

Learn how to crew for a hot-air balloon trip.

PHILOSOPHY OF LIFE

Learn to risk, risk to learn.

HOBBIES

Reading, playing guitar, doing crafts, painting in watercolours and talking.

FAVORITES

Movie -- Christmas Carol (with Alistair Sims)

TV Show -- Dr. Who

Food -- spinach salad

Music -- ancient Joan Baez

Author -- Margaret Laurence

Book -- The Diviners

Magazine -- Discover

Season -- fall

OF INTEREST OF INTEREST OF INTEREST

Campus Ministry sponsors an evening of reflection on the AIDS crisis, Wed. March 16, 7-9 p.m., in Rosaria board room. The program will include a film titled A Family Experience, a discussion and dialogue with Rev. R. Petit who ministers with AIDS patients, and Rev. T. Mabey of the Atlantic School of Theology. The evening will focus on relationships -- what happens if a family member contracts the disease; what happens if someone in class indicates they have AIDS?

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Dr. Ursula Franklin of the University

of Toronto -- a prominent scientist, feminist and peace and environmental activist -- will lecture at Dalhousie University on March 18 at 4 p.m. in room 240 of the Life Sciences Centre. The lecture is sponsored by the Biology Organization of Graduated Students at Dalhousie University.

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All fitness classes are half-price until the end of term. For more information, call the athletics/recreation offices at ext. 152 or 370 or drop into their offices on the lower level of Rosaria.

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of the information will lead to Farmers opening up new markets within 12 months. The same thing happened in the last class -- National Sea began marketing lobster in Hong Kong based on our students' recommendations."

Farmers gave highest "marks" to the group that researched the market potential of Farmers UHT (ultra-high temperature) milkshakes in Belgium. The group, made up of Denise Jamieson, Steven Paddick, Dan Sampson, Kevin McIntyre, Sherri Gallant and Heather Powers, produced research that indicated a coffee-flavored milkshake would be popular there.

The dairy's research and development division followed up on the idea and tentatively plans to market the product next year.

"I must admit, as a business manager, I was very surprised at the high-level skills of the students," says Barry Reid, Farmers' international marketing manager. "The information they developed was very strong.

I ended up with market research that gives me a much better picture of opportunities internationally and it was a real practical experience for the students.

"What the students did is exactly what they'd do if they were here in my office in Bedford," says Reid. "And everyone was a winner -- Farmers benefited by the research and the students have the satisfaction of knowing their work can be used in the real world. I'd love to hire some of them!"

Everyone benefited, as well, from a recent spate of publicity surrounding the project. ATV, The Daily News, The Chronicle Herald, CJCH radio and Atlantic Business magazine all did stories on the intrepid group of students.

And while all six students ingested a fair number of "research materials" during the course of the study, they seemed to have retained an appetite for them. When a dozen or so of the milkshakes, in varying flavors, were purchased as props for a photograph, there were no leftovers when they were offered to the group after the shoot was over.

CAMPUS CALENDAR

MARCH 14

MOVIE Student Council sponsors Full Metal Jacket in Vinnie's 7:30 p.m. Free

MARCH 14-18

DAY CAMP March break day camp for children in grades primary to six. Costs \$45 for week or \$10 per day. Register at athletics office room 223 Rosaria

MARCH 16

MINISTRY An evening of reflection on the AIDS crisis, 7 p.m. in Rosaria Board Room

MARCH 16-19

BADMINTON Mount in Canadian College Championships at Canadian Coast Guard College in Sydney

MARCH 22-26

BASKETBALL Mount men's and

women's teams in the Canadian College Championships at Nova Scotia Agricultural College in Truro

MARCH 22-26

VOLLEYBALL Mount men's and women's teams at Sherbrooke College in Sherbrooke, Quebec

MARCH 22

PHOTOGRAPHY A six-week non-credit program begins. Sponsored by Continuing Education. Tuesdays 7:30-9:30

MARCH 25

LECTURE Mary Daly, author, philosopher, feminist will speak at 7:30 p.m. in SAC Aud. C. \$5 admission, \$3 students and unsalaried

MARCH 28

MOVIE Student Council sponsors Sid & Nancy in Vinnie's 7:30 p.m. Free

Wanted: One basketball coach

The Mount is looking for a men's basketball coach. The appointment, which includes an honorarium, will be from Oct. 1, 1988, to March 30, 1989.

The Mount team, a member of the Nova Scotia College Conference, will compete in 16 league games in 1988-89. The winners will go to the Canadian College Athletic Association championships in Edmonton next year.

Applicants should have good technical knowledge and coaching experience. Preference will be given to those certified under the National Coaching Certification program.

Reporting to the Athletics Officer, the coach will be required to direct a minimum

of three two-hour practices per week and to perform other duties as assigned.

Those interested should send a resume and reference to June Lumsden, Athletics Officer, Rosaria Centre.

Campus Connection is published weekly by the Mount Saint Vincent University Public Relations Office, Halifax, Nova Scotia B3M 2J6. Copy should be submitted to Room 205, Evaristus Hall, by Monday noon one week before the Monday of publication. Inquiries call ext. 339.
