

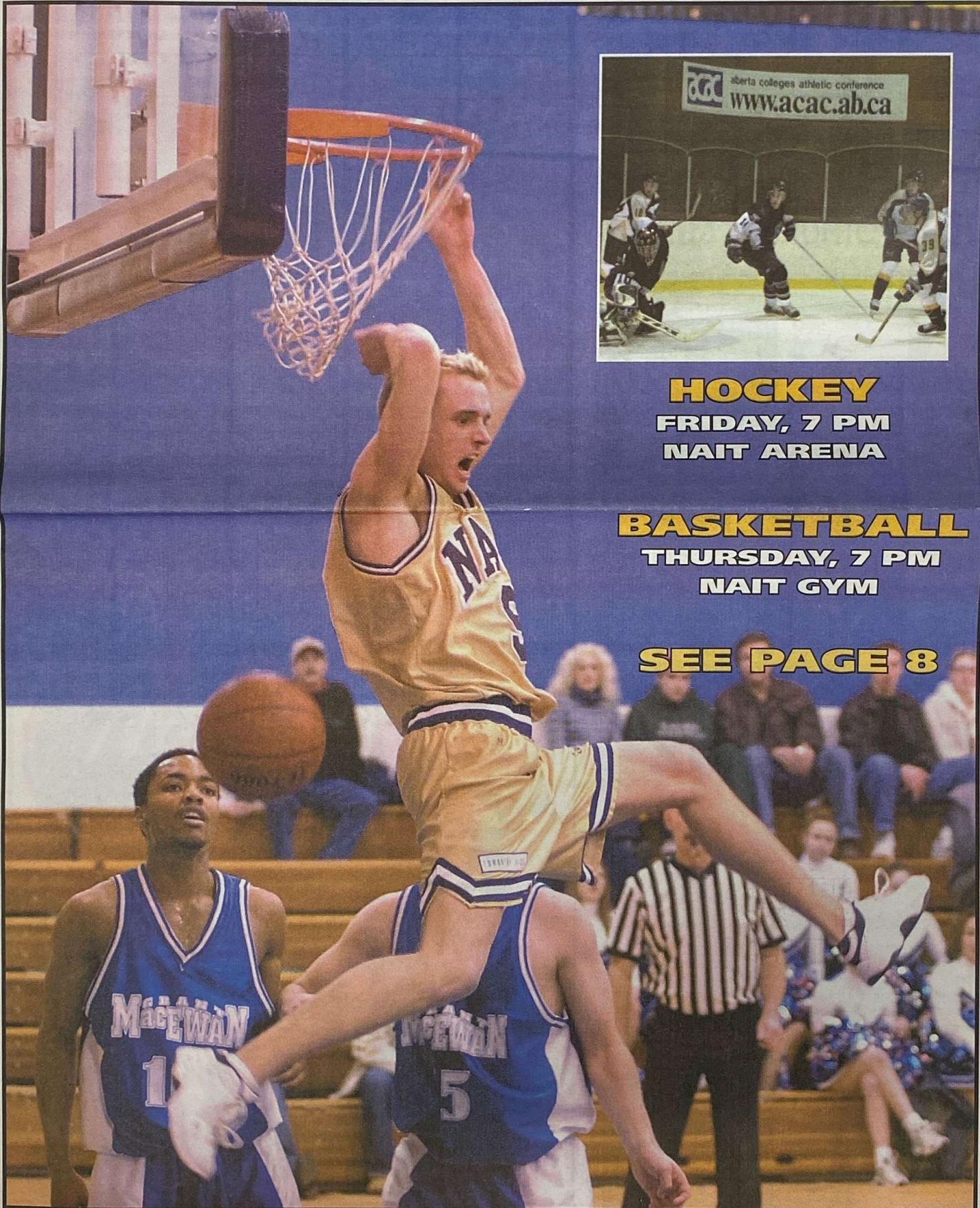
OOKS SOAR INTO PLAYOFFS SINCE 1963.

# THE NUGGET

Thursday, February 26, 2004  
Volume 41, Issue 19

NAIT'S OFFICIAL STUDENT NEWSPAPER

EDMONTON, ALBERTA, CANADA



**HOCKEY**  
**FRIDAY, 7 PM**  
**NAIT ARENA**

**BASKETBALL**  
**THURSDAY, 7 PM**  
**NAIT GYM**

**SEE PAGE 8**

# Have you got what it takes?



DANI  
Kent

NAIT's second round of NAIT Idol will be starting soon, and if you are contemplating entering, here are some tips to gauge your talent.

• If you think you are really,

really good, but no one besides family or friends has told you that, chances are: you're not.

- Record yourself; if it sounds awful, it's not the tape recorder, it's you.
- If you've ever been to karaoke and a) people starting talking really loudly or b) try to sing over you during your song, or c) the host turns your mike down, chances are nobody wants to hear you sing
- If people or animals leave the

room when you start singing, or try to change the subject. You're not good.

- If you find that most people are insanely jealous of your talent; they're not, they're laugh-

ing at you behind your back.

- If you think you could make every song "better", with your free-stylin' (which sounds like off-tune screeching to everyone else), then don't bother "improv-

ing" it.

Other than that, good luck. And don't worry; even if you are a horrific singer, you can still be big, like that Ricky Martin impersonator off of American Idol.

## Youth Smoking Rates Down



DANI  
Kent

Health Canada has just come-out with a report stating that youth smoking rates are on the decline. Twenty percent of the population over 15 years old are current smokers and only 15% of those aged 15-19 reported being smokers during the first half of 2003 (when this study was done). "It is the first time since 1994/95 that youth report a lower smoking rate than the total population."

The study also found that on average, Canadians are smoking fewer cigarettes per day. "In 1985, daily smokers consumed an average of 20.6



courtesy www.tloatingtarget.net

cigarettes per day. Since then, the number of cigarettes smoked has been gradually declining to the current level of 15.7 cigarettes per day during this period."

Smoking is still the most preventable cause of disease and death in Canada. Studies like this one help to study at risk groups, like those aged 15-19 and 20-24 who continue to smoke more than the rest of the population.

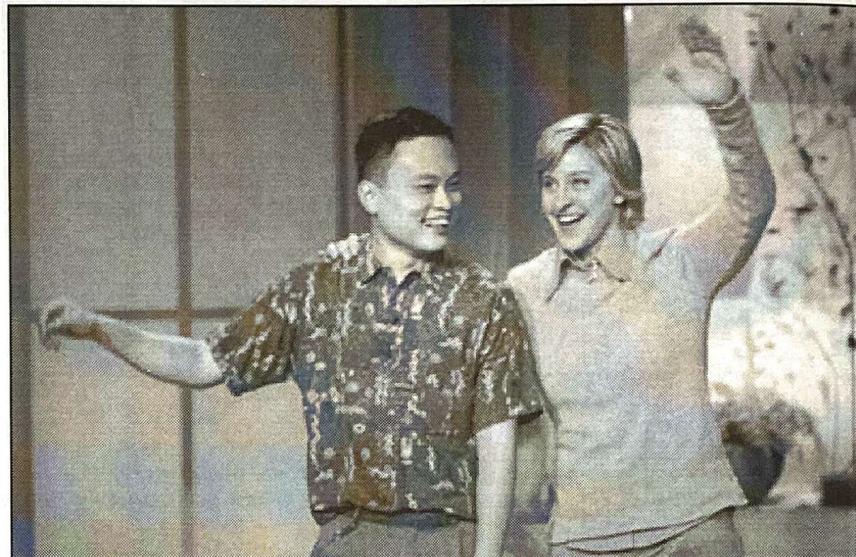
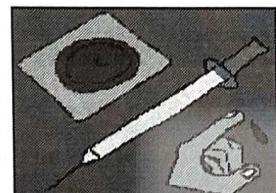
## STD Quiz



DANI  
Kent

A recent article in the Edmonton Sun stated that one out of every four U of A students has an STD. And though we are NAIT students, this finding affects all students in post-secondary institutions.

Many of the risky behaviors considered to put people at high risk, are often seen on campus and among the age group. These behaviors include getting drunk (which leads to bad decisions), recreational drug use (bad decisions and sharing needles), and unprotected non-intercourse acts (which is often misconceived as "safer").



William Hung photo courtesy of warnerbros.com

**READS & NEEDS**  
CAMPUS

**WHAT'S NEW  
FOR SPRING?**

**Here's a clue:  
Students ordered it  
just for you!**

**It's coming soon!**

## Get Out Of My Head!!!



DWAYNE  
Johnson

The voices continue to go on and on inside your head, you try to ignore them but it is of no use...they are here on vacation and don't plan to leave anytime soon. Is this the typical situation of a NAIT Student dealing with exam stress? Nope! Welcome to the world of songs that get stuck in your head!

Many of us know the annoying trademark of those "sticky" songs. At some point or time in all of our humdrum lives we have had this happen. A song that was so annoying, or so addicting that no matter what we did we either just wanted to listen to it over and over-or on the flip-side of the equation-we just wanted to forget it ever existed!

Actually with some research into this evil phenomenon I stumbled across a study by marketing professor James J. Kellaris, PhD, of the University of Cincinnati. In his study Kellaris claims nearly 98% of people have had songs stuck in their head! The cure for this disease of sorts? Well...none really...Kellaris goes on to say he found that when people battle their catchy tunes, nearly two-thirds of the time they try to use another tune to dislodge the one that's stuck. About half the time people simply try to distract themselves from

hearing the stuck song. More than a third of the time people with songs stuck in their heads try talking with someone about it. And 14% of the time, people try to complete the song in their heads in an effort to get it to end.

Another study states that stuck song syndrome annoyed, frustrated, and irritated women significantly more than men. And the "attacks" were more frequent -- and lasted longer -- for musicians and music lovers. Slightly neurotic people also seemed to suffer more. Women are more likely to try to get rid of the offending ditties. Men are just as likely to do nothing as to fight their "earworms". Perhaps that's why men are so laid back? Hah!

A quick study amongst students left quite an interesting top ten list of "sticky" songs:

1. Other. Everyone has his or her own worst demon song!
2. Chili's "Baby Back Ribs" jingle.
3. "Who Let the Dogs Out"
4. "We Will Rock You"
5. Kit-Kat candy-bar jingle ("Gimme a Break ...")
6. "Mission Impossible" theme
7. "YMCA"
8. "Whoomp, There It Is"
9. "The Lion Sleeps Tonight"
10. "It's a Small World After All"

So the next time you get ambushed by the annoyance of a "sticky" song, just remember you are not alone in your fight! Best of luck music listeners! Have a nice day!



DWAYNE  
Johnson

So for those who have no idea what I'm referring to by "Cloning," let me break it down for ya! A clone is an exact genetic copy of a plant or animal. So far, so good? Right? Excellent! Moving along...

Nearly 50 years ago, scientists made the first animal clones by splitting frog embryos. In 1996 the first mammal was cloned in Scotland - a sheep named "Dolly." Since then, scientists have successfully cloned other mammals. These include cows, pigs, a cat, and the first equine, a mule named Idaho Gem, was cloned at the University of Idaho in 2003. Why anyone would want to clone a jackass, I have no idea! But hey science is science right?

Will all of the copies look and

act the same? Probably not! That's because one clone might eat better and get stronger or another might get sick. The environment that the clone lives in could have a difference on how it develops.

Scientists argue about whether nature - basically DNA and genetics - is more important than nurture - how well the baby clone is cared for. Clones might help settle the argument. But everyone agrees both nature and nurture make us who we are.

But there's more to cloning than how the clones will turn out, people are missing the joys that clones could bring! For instance how many times have you been with a group of friends and spotted that hot guy or girl, which ended with you competing against one of your friends for their desire. Well with the magic of cloning...everyone can be a winner!

The cloning process has helped the animal kingdom too. Cloning rare or endangered species can increase populations

of these animals. San Diego's "Frozen Zoo" preserves animal cells - some more than 20 years old - so cloning can revive and help expand a species' genetic base. Not to mention that cloning may be one way to produce offspring from animals that cannot reproduce naturally. Idaho Gem has the same parents as his brother Taz, a world-champion racing mule. Idaho Gem and the other Project Idaho mules could grow up to become champion racing mules too.

The bells in anyone else's head ringing? This could be our answer to Edmonton's lack of Stanley Cups! Take a couple cells from former great players of yore...and voila! Insta-Championship team! And should the clones decide they are too big for their britches and skip town...we just clone new ones! Oh the possibilities!

So if you ask me, I say clone away! Who knows what great things could come from it! Aside from twins and triplets galore that is! Have a nice day!

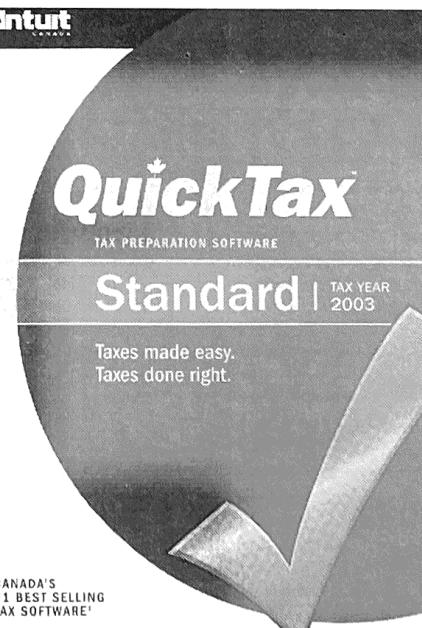
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# How Intelligent Are You?



ELAINE  
Devine

How intelligent are you? All of us think that we are smart, but it takes more than smarts to be intelligent. We all have stupid days to get all the questions on this test right you must be stupid but also very intelligent. You will

**A farmer had 17 sheep. All but 9 died.**

**How many live sheep were left?**

be amazed at the number you get wrong!! There are ten questions, so you should be able to answer them all in ten minutes. Don't look at the answers found at the bottom that would be cheating! Just to let you know in advance this is one of those tests that when you read the answers you will be pissed off.

1. Some months have 30 days and some have 31 days. Which months have 28 days?

2. If a doctor gives you 3 pills and tells you to take one pill every half hour, how long would it be before all the pills had been taken?

3. I went to bed at eight o'clock in the evening and wound up my clock and set the alarm to sound at nine o'clock in the morning. How many hours sleep would I get before being awoken by the alarm?

4. Divide 30 by half and add ten. What do you get?

5. A farmer had 17 sheep. All but 9 died. How many live sheep were left?

6. If you had only one match and entered a COLD and DARK room, where there was an oil heater, an oil lamp, and a candle, which would you light first?

7. A man builds a house with four sides of rectangular construction, each side having a southern exposure. A big bear comes along. What color is the bear?

8. Take 2 apples from 3 apples. What do you have?

9. How many animals of each species did Moses take with him in the Ark?

10. If you drove a bus with 43 people on board from Chicago and stopped at Pittsburgh to pick up 7 more people and drop off 5 passengers and at Cleveland to drop off 8 passengers and pick up 4 more and eventually arrive at Philadelphia 20 hours later, what's the name of the bus driver?

Answers:

1. All of them, every month has at least 28 days.

2. 1 hour. If you take a pill at 1 o'clock, then another at 1:30, and the last at 2 o'clock, they will be taken in one hour.

3. 1 hour. It is a wind up alarm clock, which cannot discriminate between a.m. and p.m.

4. 70, dividing by half is the same as dividing by .5 or multiplying by 2.

5. 9 live sheep.

6. You have to light the match first.

7. White. If all walls face south, the house must be on the North Pole.

8. Two apples. I HAVE 3 APPLES, YOU TAKE 2, WHAT DO YOU HAVE?

9. None. It was Noah, not Moses.

10. YOU are the driver of the bus.

Add up the number you got right, then match the number with an occupation below, you have the same intelligence, with most of the people in that occupation.

GRADING SCALE (OUT OF 10)

10 Cheater (no one likes a cheater!!!!)

9 Institutional Fix Income Sales Representative

8 Engineer

7 Student

6 High school pupil

5 Primary school pupil

4 Teacher

3 College lecturer

2 University lecturer

1 Member of congress or chief lending officer (in other words you are not very intelligent)

If you have finished the test and you don't like the fact that you have wasted your time doing it, to bad for you! Seriously what the hell else would you have done in this little amount of time, and I warned you from the beginning that you would be pissed off when you saw the answers.

# Tips for Revenge



DWAYNE  
Johnson

Okay now I know what some of you are thinking...actually that's not true, most of you are way too crazy to figure out...but anyway chances are someone out there might be thinking "Dwayne, revenge is bad, just let things go!"

Well to that nice person, I say, "I agree!" Luckily this article isn't for me however, but for those of you out there who happen to like the whole revenge thing. I mean after all, if people have been doing it since the dawn of time...it must be normal right? Well there ya go! Let the article begin!

Now as most of us who haven't been living in a hole in the ground know...February tends to be a bitter month for most. Midterms and Valentine's Day along with other stresses tend to bring out the worse traits of a person, which they may have

projected upon you, simply ruining your day / week / month / life etc.

Well your trusty neighborhood Dwaynester has come up with some interesting pranks to get back at those who have spited you...ooo that have evil people must get theirs right? Good! So here we go!

Junk Mail: Add the person to as many mailing lists as you possibly can. Whenever you see a business advertise, "Free Information!" call them and give them the person's address and phone number. They'll receive oodles and oodles of junk mail and they'll always call him trying to sell him something. Get as many companies involved as you can. Pretty soon they'll be delivering their junk mail in a garbage truck!

Newspaper Classifieds: Find a paper that allows advertising for free (but not OUR paper haha!) Contact the paper and inform that you have a sweet house / apartment for rent, with amazing things included and for a cheap rent. The revenge part? Leave the person's name and a number they can be reached at 24/7!

If they still live at home: Thing to say to mommy (or daddy) while you know they aren't home - "She/he threw a rock at my cat and we had to put the cat to sleep..", "Ask him/her if he still wants that pot..", "Suzy says that he got her in pregnant." Of course, if his parents are understanding, he'll be able to convince them that it was a

joke...eventually...

On the flip-side if you do decide to try and get revenge on someone who has really steamed you make sure you follow these simple rules:

Thou shalt neither trust nor confide in anyone! If you do, that person could eventually betray you! Even if it is a relative or spouse, don't tell anybody what you are up to. Implicated accomplices are OK.

Thou shalt never use thy own telephone for revenge business! Always use a public telephone or that of an unwitting mark so calls cannot be traced back to you or to someone who knows you.

Thou shalt bide thy time before activating a revenge plot! Give the victim time to forget about you and what he's done to wrong you. Getting even too soon makes it easier for him to discover who's doing it.

Thou shalt never threaten thy victim! Why warn your intended victim that you are going to get even? When bad things begin to happen to your victim - whether or not you caused them - your victim will remember your threat, and he or she will set out to even the score with you!

Hopefully you've made it this far before rushing off to try the above stuff...I just wanted to remind everyone this is a joke article and not to do any of that stuff (\*wink wink\*) Okay, now my conscience is clear! Do whatever you guys want you crazy people! Haha! Have a nice day!

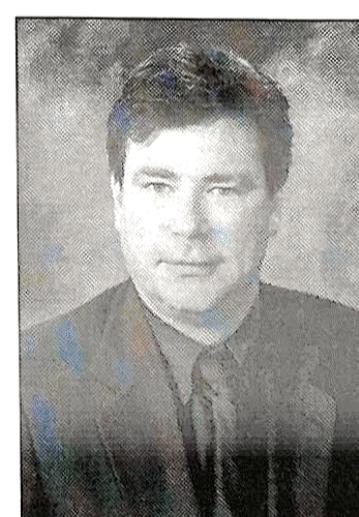
## Ballot Counters needed

for upcoming

## NAITSA Election

Thursday,  
March 11  
4:30 - 6:30 pm

\$7 per hour  
  
Sign up at  
the NAITSA  
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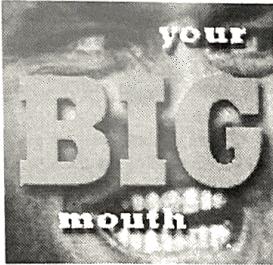
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Website: www.brentrathgeber.com



These articles were submitted online by students. They have not been edited. To reply to any of these, or get something off your chest, log online at [www.thenugget.ca](http://www.thenugget.ca) and follow the links.

Comments: what is the deal with the concession in the annex? they close at 2:30 (which sucks my ass) but they might as well close at 1:00 because there is no food in there after the lunch rush, and i mean NO food. and then you might say "why don't you go to the hp center if you need food you fat bastard?" and i would go to the hp center if we had a cat walk or i could get there in a reasonable time. anyways to sum things up, i want a catwalk from the annex to the hp center, or some kind of under ground tunnel system would do just fine too..... or you could just stock the concession in the annex with a little more food and leave it open a little longer so hungry students can feed there brains after 1:00.

-Tuna Joe

The bathrooms in the Engineering Annex are absolutely disgusting. It stinks like sewer when you walk in and none of the toilets and sinks have been actually cleaned in forever. I'm sure the floors don't get washed either. I've seen janitors in the bathrooms, but they don't seem to actually clean....just refill the toilet paper and paper towel.

*E.N: Due to some internet problems this past week, the submissions area of our website was down. We apologize for the problem and are working to correct it. For the time being, if you would like to submit to "Your Big Mouth", "Grapes-vines" or "Dr. Stu", you can do so by sending it via email to [students@thenugget.ca](mailto:students@thenugget.ca) with the appropriate subject line. Merci.*

*Sorry for the complications, we're working on it.*

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# Oilers Making Final Playoff Push



JUSTIN HUCULAK

As of last Sunday the Oilers find themselves seven points of out the final playoff berth. But going with a glass half full point of view the Oilers have had some pretty big wins against top teams.

Last Saturday on Hockey Day in Canada the Edmonton Oilers defeated the Vancouver Canucks 4-3 in overtime, with Eric Brewer picking up the game winner. While last Wednesday the Oil hammered the first place Avalanche 5-1. Both games were against division rivals and

both were very impressive wins. The one question that remains is whether the resurgent Oilers are surging to late?

Going with the glass half-empty point of view, the Oil have their work cut out for them. With 21 games remaining seven points can seem like an impossible mountain, knowing that the teams in front of them have to struggle down the stretch. From here on in the Oilers will be playing playoff hockey and 21 games is a long time to keep that kind of intensity up. For the Oilers to have a chance to make the playoffs they are going to have to win at least 15+ games and that won't even a guarantee them the playoffs.

Here's to hoping the Oilers can muster up their "miracle on ice".

The Official Student Newspaper of

**NAITSA**

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THE DEADLINE IS  
12:00 p.m. on the first school day of the week.

All submissions must be  
accompanied by your name & student ID number

The opinions contained in The Nugget are the opinions of the individual writers and do not necessarily reflect the opinions of the Nugget staff or NAITSA. The Nugget reserves the right to edit letters and viewpoints for brevity.

## NAIT BATTLE OF THE BANDS

### TUESDAY, MARCH 23RD @ THE NEST

IF YOU WANT TO ENTER YOUR BAND  
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NAITSA OFFICE (RM E131)  
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THERE MUST BE AT LEAST ONE NAIT STUDENT IN EACH BAND

# Ook's Hockey Set For Playoff Run



JUSTIN HUCULAK

It's a big weekend on the ice, as the well rested Ooks are preparing to square off against the Concordia Thunder in the ACAC semi-finals. Concordia finished the year with a 13-9-4-2 record and all ready have one playoff series under their belt as they beat Augustana in the quarterfinals.

The Ooks will continue to look for leading point man Eric Sonnenberg (17 goals, 19 assists) to put points on the board as well as Kevin Labbe and Dustin Heintz pitching in for their fair share. As for the physical game the Ooks can crash the corners with the best in the league and for some added toughness, look no further than Keith Reade and Trevor Mortson who had close to 250 penalty minutes combined during the year. As for between the pipes it doesn't really matter if Coach Ballard goes with Tim

Barlow or Duane Perillat, as both goalies are ranked in the top five in the ACAC.

This year the Ooks may have finished second in the standings, with a 20-6-2 record, but have more than enough depth and talent at all positions to finish number one

*The first game of the series will get underway Friday night at 7:00 in the NAIT Arena*

at the end of the playoffs, and gun for another national title.

The first game of the series will get underway Friday night at 7:00 in the NAIT Arena and judging by earlier games against Concordia this match-up is sure to be intense. So make sure you stop by Friday night and take in some of the action.

# NAIT ROUNDUP

It was a slower weekend for sports around NAIT, but non-the-less there was still some exciting action to be seen.

The women's basketball team faced the 1<sup>st</sup> place Griffins of Grant MacEwan and dropped both games by scores of 85-48 and 76-56. Good news for the lady Ooks is that they will make the playoffs for the first time in history, carrying a 9-15 record. Good enough for 4<sup>th</sup> in the ACAC. Bad news for them though is they find themselves against the number ranked Lethbridge squad. The ladies are going to need a little lady luck this weekend if they want to continue their season. Their series is scheduled to get underway tonight in Lethbridge. The men on the other hand did have some luck last weekend as they snuck by GMAC 85-82 on Friday, before beating them 104-88 on Saturday. The men finish the year with a 22-2 record. Tops in the ACAC and will host the Lethbridge Kodiaks tonight and tomorrow, and Saturday if necessary in a best of three series.

On the Volleyball court the men have now dropped three straight matches heading into the playoffs after losing to the first place Kodiaks in Lethbridge last weekend. They finished the second half with a 9-3 record, good enough for second spot in the North/South Division. The women were looking to get their

first win of the year in the final weekend of the season, but to no avail. The Ooks dropped both matches 3-0 and 3-0 to Lethbridge Community College.

Also this weekend the Ooks curling teams will be off to Grande Prairie for the ACAC Championships.

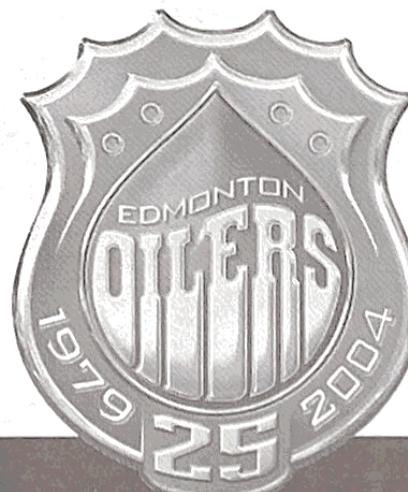
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# The Truth About Food and Fat



ELAINE  
Devine

Everyday we all hear another rumour about what foods and fats are good for you and what foods and fats are bad for you, well I am here to help clear up some of those rumours.

What is Fat? Fat is one of the three-macro nutrients, which is found in many foods. The other two-macro nutrients are proteins and carbohydrates. Although fat has received much negative attention in the popular media, it is something that is necessary for our survival. Fat is needed to make certain hormones, to store calories, to provide insulation for the body and its internal organs, to maintain healthy skin and hair, to regulate blood cholesterol and to transport the fat-soluble vitamins (A, D, E and K) throughout the body. Fat is calorie dense; each gram of fat provides 9 calories. (Proteins and carbohydrates have 4 calories per gram).

Lets begin with the foods and fats, which are actually good for you and can help you lose weight:

1. Grapefruit, this fruit is great for you and because of its fiber content it is an awesome fat fighter. As well as fighting fat this fruit can also lower your cholesterol. There are even diets based mainly on eating grapefruits, so you are free to eat as many grapefruits as you can handle.

2. Celery is a great snack, and it can be eaten at anytime. Why is celery so good for you? Because you burn more calories chewing and digesting this vegetable than it actually contains. As well as being high in vitamins C and E, celery can help prevent cancer.

3. Cooking oil, to some this may seem weird to be one of the fat fighter but, study have shown that over a one year period men can lose an average of 12 pounds by switching to a tropical oil made mostly of palm oil, coconut oil and olive oil, as well it can reduce cholesterol levels by as much as 13%. However this only works for men no women tested have ever lost weight by using this oil.

4. Fish such as tuna, salmon and lake trout are packed with protein and fats that are good for you and fill you up. Because fish is high in protein, your body can burn it off fast. But stay away from shellfish,

it will make you gain weight not loss weight.

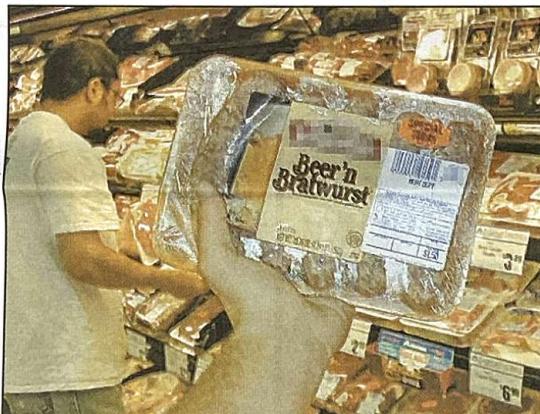
5. Cottage cheese, because 5 cups of 1% cottage cheese have the same fat content as one once of cheddar, cottage cheese is the way to go. As well cottage cheese is full of calcium, vitamin 12 and can help protect against cancer. All the foods above can help you lose weight and are good for your body, below are the foods and fats that are not going to help you lose weight or have a healthier body.

1. Alcohol, sorry guys but all alcoholic beverages including beer, wine and everything else are bad for your body and can make you gain weight. Alcohol is so bad because it is full of calories and inhibits your body's ability

to burn off fat. People don't think that alcohol has a large effect on weight because it is just liquid, but if you drink a lot you will gain weight guaranteed.

2. Fried foods, anything fried in regular cooking oil can lead to weight gain. Try to bake, broil, boil, or steam your food instead of frying it.

3. Any junk food such as candy, chips, pop, anything like that your body cannot burn off before you will be hungry again. If you are going to drink pop, drinking diet really does make a big difference. There are more foods that are bad for you, then foods that are good for you because of this we all need to watch what we eat. Too much of anything is bad for you.



We bring you stories that affect our campus and our city.

**Sunday 5:30pm**  
**SHAW CHANNEL 10**



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NAITSA Election, Thursday,  
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Must work 1 hr. minimum. Longer shifts preferred.

nomiNAIT

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NAIT HP Centre  
for Information and  
Communication Technology  
Room W209,  
Jennie Asuncion - 378-5305 or  
Jennifer MacDonald - 378-5353

Patricia Campus  
Room P127,  
Reception - 453-5400

South Campus  
Room 2130,  
Trina Chorney - 430-5103

CED Centre  
Room K116,  
Angèle Paterson - 471-7045

Technologies Annex  
Room L101,  
Eleanor Dunbar - 471-8666

7th Street Plaza  
908 North Tower,  
Ellie Nicholl - 495-9980

Continuing Education  
and Business Development  
Room W111,  
Carrie Ouellet - 378-5000

Deadline for submissions: February 27, 2004

**Bring on the future**

# Going to School and Staying Sane (at the same time)

**MARGARET Marean**  
Counsellor

1. **Keep your goal** in mind. When things seem overwhelming remember that this phase is temporary. Visualize success.
2. **Pace yourself.** Dedicate regular blocks of time throughout the week to studying. Mark these on the calendar and stick with them.
3. Use your **daytimer** and write all projects, exams, due dates, social activities and appointments

in it. Be careful not to overbook yourself.

4. Make a "to do" list. Take 10 minutes every night and write down everything you would like to accomplish the next day - then prioritize and commit to working on your most important items first.
5. Break large tasks into **manageable chunks**. It is less stressful and more beneficial for learning to read 10 pages per day for five days than to read 50 pages in one night.

6. **Create a study area.** Having a specific area that you always use for studying (or two areas - one at home and one at school) is important both practically and psychologically. Use that area just for studying and it will help with concentration and focus.

7. **Be here now.** If you are at school focus on the lecture; if you are spending time with your family focus on them. Work on keeping out thoughts of what else you "should/could" be doing.
8. Take **regular breaks** from studying. The **50-10 method** is the most effective study method for most students. Study 50 minutes

and rest (stretch, get a drink of water ...) for 10 minutes. Then move to a different subject and repeat.

9. **Set limits.** Learn to say **NO**. Look at your goals and decide what activities are important to meet these. Work on eliminating or reducing the rest.

10. Learn **relaxation techniques**. Be aware of what triggers your stress and experiment with different techniques for managing it. (Music, deep breathing, muscle relaxation, exercise, talking over problems ...). Make an appointment with a counsellor if you want specific help to deal with

stress.

11. Create a **support network**. It is important to have people at school and outside of school that are supportive.

12. **Plan something that you can look forward to every week.** Laughing and having fun actually enhance your ability to concentrate and learn.

The Student Counselling Centre is open from 8:00 a.m. to 4:30 p.m. Make an appointment to discuss any academic, career or personal concerns by calling 471-8921 or booking in person at Room 0117.

## POLL CLERKS

needed for the upcoming NAITSA  
Election, Thursday, March 11, 8:30 - 4:30  
pm. \$7 per hour. Sign up at the NAITSA  
office (E131) or call 471-8855.  
Must work 1 hr. minimum. Longer shifts preferred.



## NAIT CAREER SERVICES brings you...

### Rapid Resume Reviews

Drop in to the following locations  
during your lunch hour and speak to a  
Career Advisor:

- March 3 Engineering Annex
- March 10 Fresh Express
- March 17 HP Centre

We'll be available from 11:15 to 1:15  
to provide input on your resume, cover  
letter and job search.



# Hit The Resume Bull's-Eye!

MATT Smith  
NAIT Career Advisor

You've researched companies, networked, checked out all of the really good job search websites (especially NAIT Career Service's), and rounded up a whole whack of job ads. What's your next step? Fax off your never-fail resume (the one that landed you that Dairy Queen gig in high school) and watch the job offers fill up your mailbox like so many ads for delivery pizza and real estate agents?

Sorry to break this to you, but faxing off an out of date generic resume is just not going to cut it anymore. What you need now is a

*I wouldn't hire any of those mouth-breathing bozos and bimbos to run any company of mine, but for Donald Trump, they were the cream of the crop.*

top of the line, fully loaded, "feed all of those other resumes to the shredder" kind of resume. What does this resume look like? To be completely honest, unless you are a mind reader, you will never know *exactly* the type of resume that will knock an employer's socks off. This is because different employers look for different things in a resume. Some are attracted by brash, confident resumes, but others are turned off. Some like resumes that take a creative approach, but others won't be impressed. It's like on that show *The Apprentice*. I wouldn't hire any of those mouth-breathing bozos and bimbos to run any company of mine, but for Donald Trump, they were the cream of the crop.

Nevertheless, you can get inside the employer's head to a certain degree by *targeting* your resume and cover letter to the job ad and the company. The best way of doing this is by putting yourself in the position of the employer. If you were hiring someone for the job in the ad, what would you look for in a resume? Most likely, you would keep an eye open for resumes that are a mirror image of the job ad. If an employer is

looking for communication skills, analytical abilities, and a knack for solving problems, then you should be stressing your competencies in these areas. Qualities that you have and of which you are proud should only be mentioned if they are relevant to the employer.

For example, if the ad states that you will be working very independently, then it isn't much point to stress your teamwork skills. Prioritizing is essential – even to the point of putting your most relevant skills first on a list of your qualifications. Let's face it. We all have tons of skills and qualities that we love to share with others (or on *American Idol*). But on a resume you have to be selective and mention only those attributes that the employer desires. Everything else is excess baggage that wastes the employer's time.

While sometimes the employer will list exactly the qualifications they want, other times job ads are a little sparse on detail. In these cases it is important to refer to the company's website to try to determine what qualities and skills they'll appreciate. For example, if a company prides itself for being on the cutting edge of industry, you should mention how you are also innovative and creative. The other thing you should do is call the company or, better yet, go in person (unless they explicitly forbid you to do so in the ad) and ask them for more information about the job. Finally, there are many transferable skills (the type of skills you'd use in most work settings) that are valued by darn near every employer. These are things like communication skills, problem solving, organizational ability, and a good work ethic. By compiling this sort of information, you should be able to organize your resume in a way that reflects what the employer needs in an employee.

Targeting your resume is the best way to ensure that your resume does not become shredder food. Keep reading the *Nugget* for more resume writing advice in the upcoming weeks. Next week will focus on getting the most out of your work experience. For more information on this targeting, come down to Career Services at O117 in the South Lobby and ask to speak to a Career Advisor.

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EVERY HOUR ON THE HOUR BETWEEN 3PM-10PM  
WE WILL BE GIVING AWAY A TRIP FOR 2 TO JASPER**

**YOU CAN ALSO FILL OUT THIS  
ENTRY FORM AND DROP IT OFF AT  
THE NAITS A OFFICE (E131)**

**NAME: \_\_\_\_\_  
PHONE #: \_\_\_\_\_  
PROGRAM: \_\_\_\_\_  
STUDENT ID #: \_\_\_\_\_**



## Do you have what it takes to win a millennium excellence award?

Post-secondary studies can bring out things in people they never knew they had. Surrounded by peers who are engaged in the world, inspired by a flurry of new ideas, and presented with endless personal possibilities, many post-secondary students end up taking on the world with all they've got, and making it a better place for all of us—while in the process becoming better students, better citizens and better leaders.

It is to celebrate and encourage these students that the Canada Millennium Scholarship Foundation established the national in-course awards. These awards are made to students who have not been previously recognized with a substantial merit scholarship. They have been specifically created for those students who, after enrolment in a post-secondary program, begin to demonstrate qualities that inspire others, and make their world—be it on campus or in their community—a better place to be.

### We're looking for a rare combination.

The emphasis for award selection is on active and significant involvement for the betterment of the community, be it one's school, one's city or province, one's country or beyond. We look for leadership and the ability to motivate others. We keep an eye out for innovation, which we define as a talent for new solutions,

ideas and enterprises that bear the hallmark of originality. And we believe that a solid academic performance matters, as it ensures the applicant's ability to successfully complete his or her chosen post-secondary program.

### From \$4,000 to \$10,000.

The Foundation will distribute the following awards by September 2004 for use during the 2004-2005 academic year:

- Up to 100 \$5,000 scholarships renewable for one additional year.
- Up to 200 \$4,000 scholarships renewable for one additional year.
- Up to 900 \$4,000 one-year scholarships.

### Come show us what you're made of.

This award is for students in their first year of a diploma or certificate program or second year of a bachelor degree program. Students studying in Quebec must be in their first year of a technical program at CEGEP or first year of a bachelor degree at university (second year if they do not have a pre-university DEC).

For all the information you'll need about the award, including your academic institution's application deadline, as well as application forms and more, drop by [www.awardforexcellence.ca](http://www.awardforexcellence.ca)

# Digital Entertainment and you



**MACKENZIE**  
Crawford

In Canada, we have a wealth of technology available to us, even as computers, electronics, and digital entertainment advance at an amazing speed. Few people are able to keep up with all of the new technology, believe it or not, although disproportionately large amounts are in a young age bracket such as those here at NAIT. At the same time, the government's gears turn slowly, hardly able to keep up with regular societal issues like gun usage. (A technology which slowed down a long time ago, mind you) The speed of advancing electronic equipment, the confusion surrounding it, and an excessively slow law-maker has created a sort of digital "wild west" which we can see today with things like illegally copied music, movies, software, stolen identity, and invasion of privacy.

Millions of internet users download digital music, movies and software free of charge every day. This is an epidemic that recording industries have

recognized and attempted to fight for several years now. This is a huge electronic issue that is pretty hard to have missed with media publicity lately. This as also an issue which is likely to be around for a while, one which we should discuss and participate in to help influence the cutting edge Canadian laws that must arise from it.

Did you know that blank recordable media such as recordable CD's have large levies attached to them, regardless of whether you use them legally or not? Did you know that even a single copyrighted music song can have fines of up to \$125 000 for copyright infringement? To date, only a few hundred rogue-download lawsuits have been filed, and most of them in the states, but that doesn't mean you shouldn't be concerned with the legality.

Next week, I will be covering some new Canadian policies like charging a flat-rate levy to Internet Service Providers such as Shaw for its illegal internet traffic. But first, I need some discussion from NAIT students such as yourself. If you have any opinions you would like to express regarding this complex issue, I would like to hear them. Drop me a line at [entertainmen@thenugget.ca](mailto:entertainmen@thenugget.ca)

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# Kanye West The College Dropout



**MACKENZIE**  
Crawford

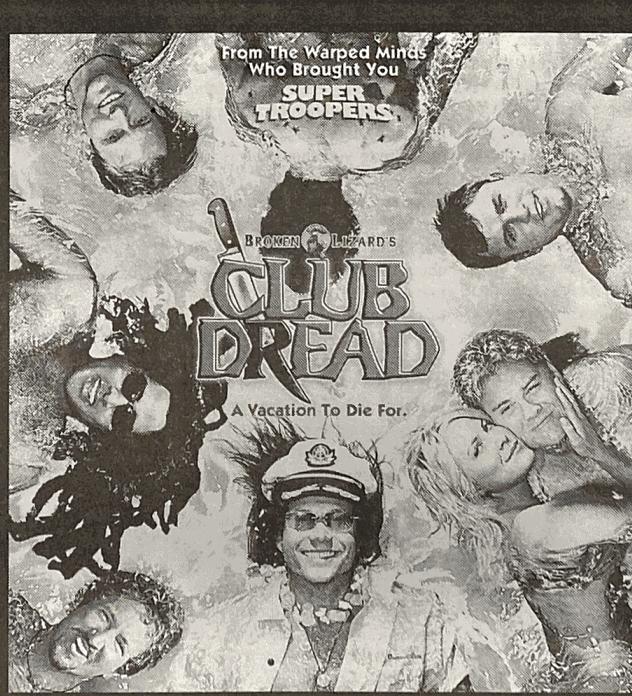
Few new artists can produce an all-out talented album that truly reflects their musical experience; most often, it is the beginning of a great learning curve. Kanye West's debut album, College Dropout has broken into the charts with half a million albums sold in his first week. If the numbers don't convince you, the amazing sound of this production should. West started out as a producer assisting such artists as Alicia Keys, Jay-Z, Ludacris, and many more. Obviously, he has a heavy involvement with Roc-a-fella records, and was signed in 2002, and began producing his first solo work. Life has many meanings for this talented artist, and it is proven by his smart and meaningful lyrics. After a near-death accident in October 2002, he recorded "through the wire", a passionate song that he literally sang through the wire used to reconstruct his face after the mishap. His life experience com-

bined with some amazing production experience is truly evidenced in this amazingly talented and meaningful record.

Mind you, this is definitely controversial in terms of the album's perceived success. Most people hail this as an innovative, mellow sound, while some cannot come to accept it as any other than a producer's own self-hype. Kanye comes off as slightly disorganized in terms of the album's theme, as it deals with everything from god to guns to college. There is no direct focus, but perhaps this relaxed attitude is what truly makes West successful and inoffensive. It certainly is a change from rappers who flaunt an inflated "im'a f\*\*\* you up" attitude towards the enemy in their latest kissing contest, and throw a ridiculous amount of gun sound effects into their album. (Read: Ja Rule) The lyrics are smart, educated and catchy, if not genius, and show great promise for a long-term career for West. The music is often inspired by classic R&B sounds, something Kanye avidly admits to. At times, a few tracks even border on being called gospel music. Kanye was raised as a producer

on consuming old-school music, and adapting it to the new music scene. With great riffs and the occasional brass, the songs are often anthemic, and I often find the more vivid tracks stuck in my head during the day. The greatest thing about this album that really gives it its surprisingly large following, is the fact that it cannot be classified under one genre. It offers up a huge selection of sounds and choices to attract all sorts of listeners, and doesn't scare the away with the standard rap music persona.

This is likely one of the best hip-hop albums you will see in a long time, and definitely a worthwhile addition to your music collection. Even if you dislike hip hop and rap music, at least sample some of Kanye's music: it's scary to think that you might just enjoy it. Fans of this genre should consider this to be an essential album, and to be prepared to be blown away by this surprisingly talented producer. Overall, I would be disappointed in anyone who misses this great release, currently humbled only by the likes of Norah Jones in the billboards this month.



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hi...just wanted to say thank you to the very generous lady who paid for my lunch at the Pita Pit a little while ago...not very often do you come across someone who makes your day, so next time you by I'm buying. Thanks again!! HP JC

Comments: The computers in the commons are sooo slowwww!! The cpu is always max at use, and it takes like 5 minutes just to boot up! I could whip up a batch, start to finish in the time it boots up in! PLEASE FIX! -BytesBites

To the 2nd year Business Chic I met in the HP Commons. My heart is going wild for you. When can we meet again Rochell.

To the guy in the Business tower with medium length wavy hair, you are in accounting 207 class and I think you are really cool, and my friend thinks the guy you sit with that has blue contacts is totally hot.

Attn: [Baldy69@hotmail.com](mailto:Baldy69@hotmail.com), About worrying about me shooting you down, and coming to talk to me, if you're female, yeah, if you're male, nay. ps. you should try Rogaine.. rastapack man

Wanted. A well-built woman with good nature, who can cook frog legs, who loves a good fuc-schia garden, music and talking without getting serious. But please only read lines 1,3 and 5. -Justin Cyder

Hey just wanted to say thanks S.D. who wrote into 'Your Big Mouth' about the security guard on a power trip. I was the girl he woke up. Thanks for stickin' up for me

TO: Incredibly Intrigued- I'm in the business program and I wish I was over there with you. Don't worry I'm not stalking you, I just find you very hot. I missed the last deadline for The Nugget, so I'm sorry you had to wait 2 weeks to get a response. But I'm still here. Please email me at [hotisnottherightword@yahoo.ca](mailto:hotisnottherightword@yahoo.ca), so we can talk privately. Talk to you soon.

Seeing much, suffering much, and studying much, are the three pillars of learning.  
Benjamin Disraeli (1804 - 1881)

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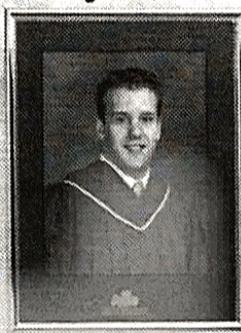
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SESSIONS START February 23, 2004

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## **NAIT Students' Association Elections**

**Nominations Open... February 17-27  
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The Students Vote... Thursday, March 11**

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