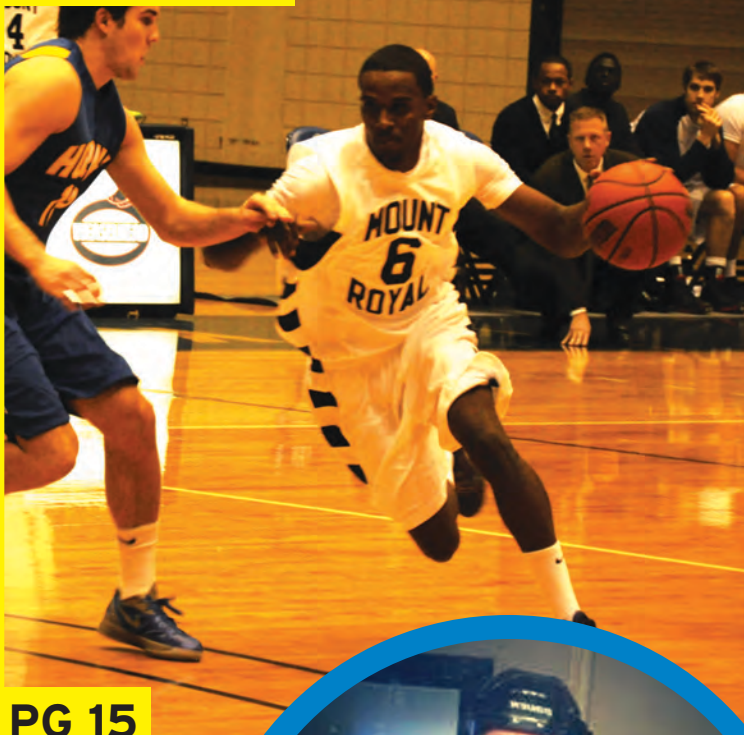
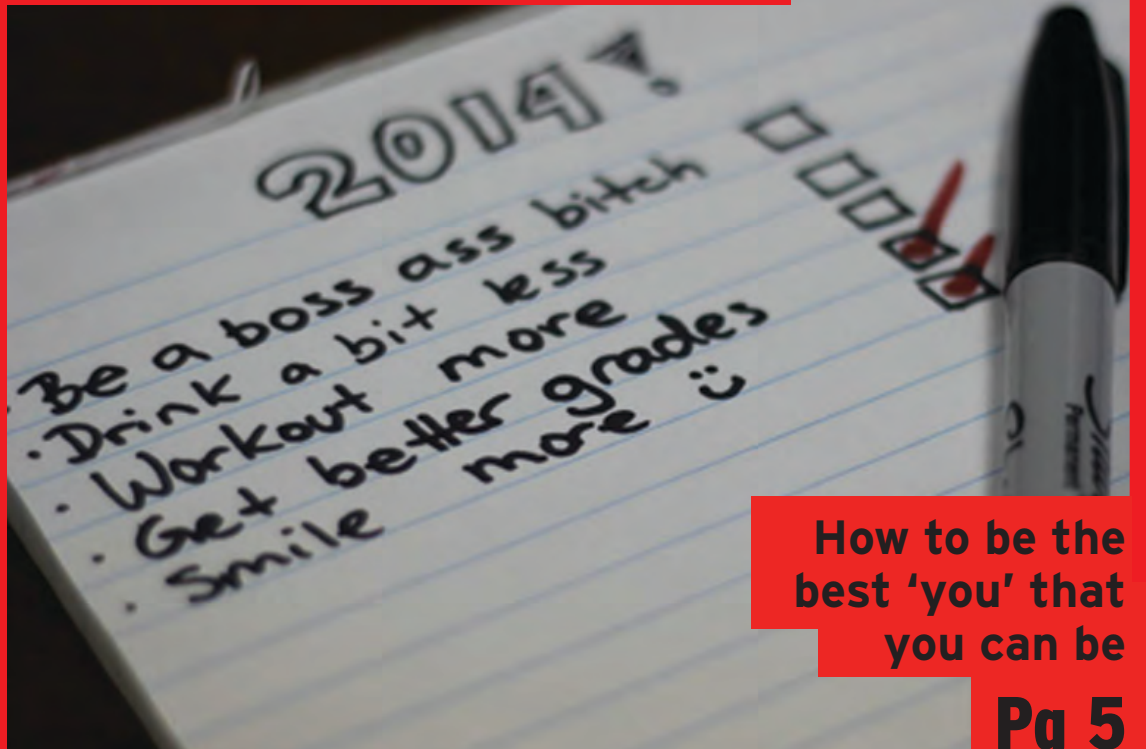


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Put your best self(ie) forward

*With events like the Selfie Olympics,
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For truth, justice and safe sex!

Your friendly neighbourhood ‘Responsibella’ is fighting STIs and unhealthy student behaviours

Wellness Services statistics revealed that 27 per cent of MRU students who had consumed alcohol reported having unprotected sex afterwards.



Photo illustration courtesy: MRU Wellness Services

Kaity Brown
News Editor

Is it a bird? A plane? No, it’s a new campaign advocating safe sex!

Although advocating for safe sex may seem like nothing new, some Mount Royal students are suiting up and using a course called Science of Persuasion as their secret weapon against students’ apathy and discomfort around the issues of their sexual behaviours.

Mild-mannered Ariane Izzotti is a marketing major by day, but a super-heroine by night: Responsibella. Izzotti and her team of George Ayee, Dan Grosse and Tal Bains, in partnership with MRU Wellness Services, are relentlessly fighting their arch-nemesis Chlamydia Man.

Take a look at what our heroine had to say about their efforts to shed some light on the issue.

The Reflector: Tell us what the project is exactly.

Ariane Izzotti: Basically we started this off in a marketing class. We were asked by the Wellness Centre to come up with a way to get people to change their sexual behaviours. That’s really where the project started. We wanted to start

addressing the rates of STIs amongst students and unsafe sex becoming more common practice.

TR: Where did the idea come from?

AI: [Laughs] We were all brainstorming. This is going to be kind of graphic. We were talking about getting cum on your face and you don’t want that to happen – it’s called getting ‘spider-manned’. You don’t want to get ‘spider-manned’. So we were playing around with how super-heroes were popular in the media and we thought this would be perfect “don’t get ‘spider-manned’”. But then we thought, how are we going to tie it in with our target audience being females? So eventually this whole idea of having a female superhero fighting STIs came about and we all really liked it. The class thought it was cute and funny. Then we could play with it a lot.

TR: Why is this so important? What are the values in getting this campaign out there?

AI: It just teaches people to be responsible for their bodies. To make sure that they are being

respectful to their partners. Getting tested and knowing if they are clean. Making sure that there are preventative measures. So that’s just important: it sends a good message. You don’t want to be running around spreading diseases. I don’t think people treat it as a severe problem, but they should. There are lots of things that just can’t be cured and that can affect you for the rest of your life. Contracting herpes is an example of something that affects you for the rest of your life. It’s not like gonorrhea where you can just take a pill and it will go away.

TR: So you mentioned that women are your target audience. Why?

AI: Because most of the time it’s the men who carry condoms, so if you start fooling around with somebody and the guy doesn’t have a condom, it’s like “what do we do now?” So we are trying to get women carrying condoms. It’s your body and you should be protecting it thinking about what is going into it and that sort of thing. Being more proactive. They are the gatekeepers.

TR: What have been the challenges, if there have been any challenges?

AI: Mostly, man power. It’s pretty challenging with such a small group and we don’t have as much time or people as we would like to put into the project. As well as power to get around the school. But especially with MRU Confessions being so huge it’s hard going against such a huge forum that labels the school something, while we are trying to label it as something else.

TR: What are your future plans with the project?

AI: Mostly we want to tackle some more topics. Consent has been a huge issue with everything that has happened this year. Oral sex. Alcohol. Common situations that arise and can put people in danger if they are not being safe. We find it’s really versatile and that we can go a lot of places with the characters that we have, we can add more and expand the story in different directions. We are going to address a wide variety of topics and we are going to continue to do this for the next couple of years.

briefs

Target

suffered bigger losses than they estimated in their Canadian expansion venture – poor sales at its Canadian stores has the company anticipating a loss of 45 US cents per share for the quarter, as opposed to their original estimation of 22 to 32 US cents.

Flu:

An unexpected surge of demand for the flu vaccine has caught Canadian health clinics off-guard despite this flu season being less severe than last year’s. The 2013 order was for 10.4 million doses; the deputy head of the Public Health Agency of Canada, however, admits the country may still run out.

Jobs:

Canada lost 45,900 jobs in December, raising the unemployment rate 0.3 per cent, the largest drop seen since 2011. The loonie dropped to 91.65 cents US, the lowest since 2009.

Bills:

The federal government is clamping down on cellphone bills – auctions start next week for megahertz spectrums in efforts to create more competition amongst large phone companies and lower prices.



Illustration: Jesse Beaudin

SAMRU VP resigns

Addison Asuchak leaves Student University Affairs citing personal reasons

Todd Colin Vaughan
Publishing Editor

On Jan. 10 the Students’ Association of Mount Royal University accepted the resignation of Addison Asuchak, Vice President of Student University Affairs.

“Every single time we are in office there are moments where you start to look at your life and what you are doing,” she said. “Mr. Asuchak took a leave of absence for almost a week and then after that he informed us that he

wanted to resign.”

His resignation came as a surprise to the SAMRU Executive committee and Student council as the office left to decide on how to best fill-in for the work.

“Right now all of the work that VP Asuchak had will be divided amongst the current VPs and the President as well,” Chareka said. “Rather than hire someone to do the work we figured it would be better to divide it up and then just move forward for next year.”

Chareka said that despite the resignation, no student life pro-

gramming would be affected during he winter semester.

“We have a wonderful programming and events team here that is going to be looking over stuff.”

The position will be filled during the regular elections held in March and the current VPs and President will not receive any salary compensation for the added workload.

According to Chareka, Asuchak cited personal reasons for his resignation. Asuchak declined an interview with *The Reflector*, however Chareka suggested that the workload expected from the student executives can be quite challenging.

There is a lot of stress involved with being a VP,” she said. “I think a lot of people look at the job and think we are playing government, but there is a lot to it.”

“It’s a full-time job, over 35 hours and we are only allowed to take one class per semester.”

VP Asuchak was in his second-year on student council, a job

that includes work, travel and school commitments in order to reach the requirements of the position.

Chareka feels that SAMRU’s structure of governance works well, as many other students’ associations in Canada are expected to carry 2-3 courses with a reduced workload.

SAMRU did attempt to integrate a new fifth executive to student council at last semesters Annual General Meeting — a motion that vehemently opposed by students attending.

Chareka added that while it’s unfortunate to lose their VP, Student Council is already doing everything possible to mitigate any situation that may arise.

Chareka thanked VP Asuchak for his time at SAMRU and the passion he brought to the position.

“He was a very engaged VP student life and we wish him all the best in all of his endeavors.”

“Every single time we are in office there are moments where you start to look at your life and what you are doing.”

– Vice President of Student External Affairs, Missy Chareka

MRU's faces of faith

Multifaith Chaplaincy gives students an opportunity to hear real stories of faith, encouraging interactions among all groups

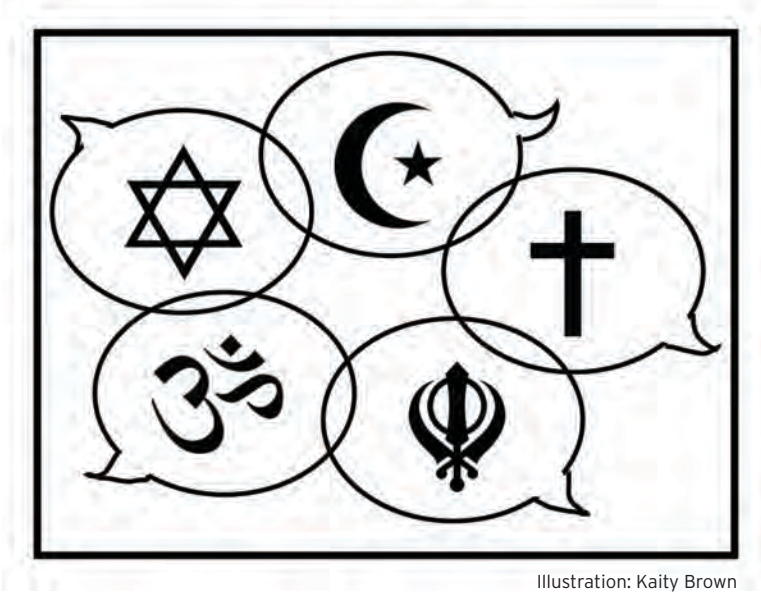


Illustration: Kaity Brown

Kaity Brown
News Editor

Students of all walks of life are getting together to discuss a taboo subject: religion.

The Mount Royal University Multifaith Chaplaincy is bringing students together at an event called My Story, encouraging dialogue about the meaning of faith in all different religions and beliefs — including atheism.

Four students will be sharing their stories: Sukhman Hehar who is Sikh, Asma Hanif who is an Ahmadiyya Muslim, Dayla Brown who is Christian and David Reil who is an atheist.

“So we want to give a space and a place for faith and for people to recognize that it is a huge conviction and a huge part of

people’s lives,” said Kristal Hoff, a Christian Chaplain for MRU’s Multifaith.

Hoff acknowledges some of the stigmas around faith and that a number of people aren’t comfortable with the subject, but the space of My Story is great because “no one is afraid to ask those questions and no one is afraid to have those questions asked of them”.

“I hope that students who feel uncomfortable with faith would take this opportunity to come and hear people’s stories in a really safe and easy way and engage in it, knowing that it doesn’t have to be a private thing.”

The event will be taking place Jan. 21 at the Meditation Centre in the W-wing, from 4:30 p.m. to 6 p.m. All are welcome to attend, ask questions and share.

Is Safewalk less in demand?

The Student Outreach and Safewalk program is starving for volunteers

Maria Carbajal
Staff Writer

Anyone can be provided with a Safewalk escort: all they need to do is contact security, either in person or using one of the numerous red phones around campus. Unfortunately, this year there is a significant lack of volunteers for the Safewalk program.

What does this mean for students on campus? Actually, it is representative of the number of students who are using the service which, over the past few years, has been decreasing.

Jon Heath-Smith, the Student Outreach and Safewalk Coordinator, said that in the past few years security has seen a decline of people volunteering and using the service.

The reason for the drop in numbers is not that people are unaware of it: after all, Safewalk is discussed with residents and new students through orientation, he says.

“Students may already use safety skills,” Heath-Smith said.

If they are taking ownership of their own safety — by walking with friends, for example — they may not feel the need to use Safewalk, he said. The program is shared between the Students Association and security at Mount Royal University, and provides accompaniment to individuals at night who do not want to walk alone.

The service of having a MRU security guard walk with a student to their car or home is still available; the decline in numbers is seen more with student volunteers — which, a few years ago, was preferred by MRU students.

The coordinator mentioned that “in past years, there have been quite a few volunteers, and [Safewalk] was a [...] regularly-used service. The student body expressed that they would like to see a peer model,” potentially because students feel safer using a peer, or that it seems easier to ask another student, rather than security, for the Safewalk service. However, a campus security guard escort is always available.

“Student volunteer teams will provide escorted walks from 6 p.m. to 12 a.m. Monday through Friday. Campus security will provide escorts at all other times.”

“They go through what we call anti-oppression training,” Heath-Smith said, referring to the fact that volunteers are trained to work with diverse groups of people.

To become a volunteer for Safewalk, you need to fill out an application from the Students’ Association and be available to work a three-hour shift once a week.

“Any credit student at MRU can apply for Safewalk. We do ask that there’s a police check done for all volunteers seeking

to volunteer. That aspect might limit someone to volunteer for the program. Those are the only two limits — that they have to have a background check and have to be a credit student,” said Heath-Smith.

In regards to the safety of the volunteers, Heath-Smith said that volunteers “will walk up to one kilometer away from campus,” considering both volunteers and those being escorted need to feel safe. Additionally, the walks are done by at least two volunteers at a time, with each always being in contact with security.

Volunteers are not supposed to engage with any issues, but are there to comfort users of Safewalk and make them feel safe.

Heath-Smith commented that it is a service used by staff and faculty alike. Younger students, like those in the Conservatory, may ask for someone to wait with them until their bus arrives as well.

If you are interested in becoming a volunteer, you can contact the Student Outreach and Safewalk office in the Student’s Association, room Z303. Their information is also available at samru.ca, under Support Services. They will also be setting up some new posters with information that the program has to offer.

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EDITORIAL

Being genuine

Welcome back, ye brave students of Mount Royal University, willing to face the destitute of winter semester and all the cold mornings that come with it.

It’s also the beginning of resolution season on campus, where students spend the first month of the year pretending to be the student/person/athlete they wish they were.

This brings up an interesting point: Why do we feel we need to make wholesale changes in our lives because of an arbitrary date.

What brings about a global level of self-loathing so that people feel they need to change every single one of their habits all at once?

Well luckily for you, the *Reflector* has the philosophical answer for you resolution folk fighting the 5 a.m. go-for-a-run-blues.

Sleep in. Have a drink. Go to church. Get exercise. Eat well. Eat poorly. Do whatever you need to do to feel good about yourself. Just don’t pressure yourself to do it all before noon every day.

It’s rather tired advice to always hear “everything in moderation.” Perhaps a better way to think of societal behavior is to focus on being genuine.

Do you want to fall asleep every day thinking you really impressed all the strangers you encountered today, or do you want to feel like you acted like yourself from the first breath to the last breath you took that day?

It’s exhausting and impossible to live up to the standards set by the faceless masses. Instead, impress yourself today.

Don’t feel fat. Don’t feel unproductive. Don’t feel like you need to change everything in your life you are to be like other people. Don’t reinforce your life with negative stereotypes that are untrue and paralyzing.

Everyone at Mount Royal has value and a simple conversation can change the faceless into a genuine friend.

Everyone has a story and we want to hear them at the *Flec*. Come down to Z002 in Wyckham house every Tuesday at 12 p.m. and tell us yours.

- The *Reflector* Staff

Comments? Visit thereflector.ca or in person at our office in the basement of Wyckham House.

Students may already use safety skills.

Pg 3

#MRU TWITTERSPHERE



Visit us online at **TheReflector.ca**, on Facebook or on Twitter @ReflectThis

What do you do when you procrastinate?

“Masturbate.”
Wade Lahirng
Business



“Watch movies and go on Youtube. Sometimes I watch videos while doing homework but it’s like procrastinating because I don’t really learn as much as I could.”
Kiah Lucero
Open Studies



“Eat. A lot.”
Beulah Fernandes
Computer Information Systems



“Play video games. ”
Colton Patterson
Open Studies



“Just whatever, I don’t really have a specific thing.”
Carson Kleiboer
Open Studies



“Eat.”
Meghan Trebilco
Health Sciences



features

Features Editor
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Achieving your goals in the new year

Steps to make that resolution a reality

Albina Khouzina
Features Editor

It's a bright new 2014, and with the new year comes the inevitable batch of resolutions. When the clock strikes midnight on New Year's Eve, we have the chance to make something new out of ourselves, leave the old behind and finally achieve what we've wanted for so long. While a fresh beginning sounds simple, reaching a goal can be harder than it seems on paper. It takes hard work and determination.

Most people will make a New Year's resolution: whether it be to lose weight, get better grades or get a better job. But often, by setting an unrealistic goal or taking on too much at once, the year's resolution quickly becomes a distant, unattainable dream.

But don't lose hope. Whatever your goal for this year may be, you can make it happen (as long as it's realistic, of course). Susan Shores is a counsellor at the Calgary Counselling Centre

and has five tips for anyone who wants to reach their goals this year.

1. Small, attainable goals.

It's important to set goals that you will reach. Don't, for example, give yourself one year to do something that would impossible to do in ten. Give yourself a certain time frame — a month or three — and start out small. That way, you won't get discouraged and are more likely to get it done. Set yourself up for success, not failure.

2. Realize the goal.

Why do you want to achieve this goal? It is wishful thinking or it is actually something that you can reach in a certain time-frame? Is this something that you really want for yourself or are others influencing you to make you think you want it? It's impor-

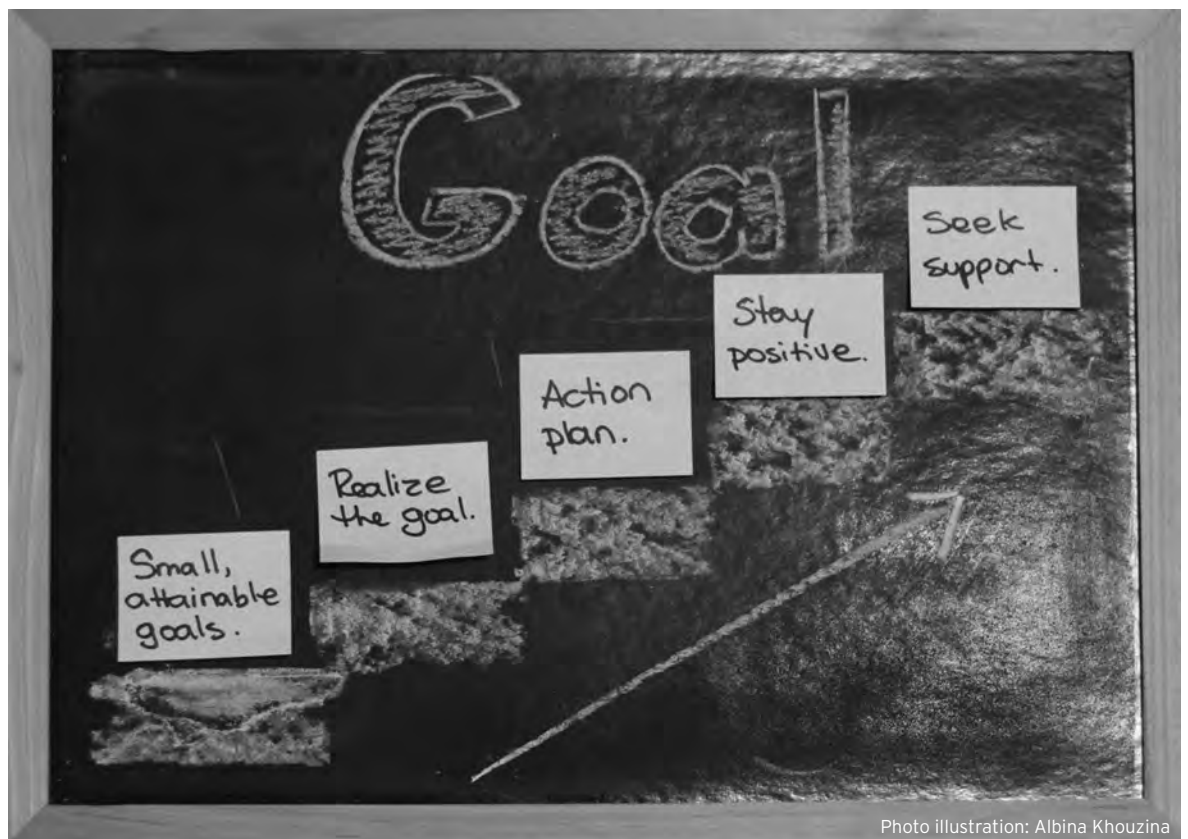


Photo illustration: Albina Khouzina

This year, reach that goal that you've always wanted to realize. Using a few tips, you can make 2014 the best year yet, and create the best person you can be.

tant to ask yourself these questions before you start out. Really think about what you want in life and how this goal will help you with that.

3. Action plan.

Have a concrete plan to help you hit the mark. Figure out the steps you need to take to make it a reality and track your progress. Changing your life for the better takes work, and it often involves stepping out of your comfort zone and doing things differently. If you have had the same habits for many years, it's going to take a lot more than a day to change that.

4. Stay positive.

Don't get discouraged or be too hard on yourself if you stumble. Even with all the mental preparations and planning, there's no guarantee that you will effortlessly see it through to the end—and that's okay! If you fall, just get up and try again. If it's really not working, consider re-visiting your goal and tweaking it so that you can achieve it.

5. Seek out support.

Don't do it alone. Get support from those around you. Ask them to keep you on track and keep you motivated. When you tell the close people in your life

about what you want to accomplish, you will see if your goal is realistic from people who know you best and get support when things get tough. Everyone needs support now and then: don't be afraid to ask for it.

The new year can be a new start, a time when you can become the best you and finally do something you've always wanted. Realize that there is a difference between a wish and a goal. A goal takes time and effort, but is very worth it in the end. Keep working on it and don't get discouraged if you don't succeed the first time around!

Procrastination: our own worst enemy

How can you get anything done with all these distractions?

Angie Lang
Staff Writer

We all fall guilty once in a while to the big nasty beast that is procrastination. Don't worry, you're not alone. Most — if not all — of us procrastinate to some degree every day. We all know that feeling: you've been assigned a paper or project months in advance, but somehow the night before it's due you're left staring at the blank computer screen and the death stare of the blinking cursor.

So you might find yourself grabbing a cup of tea before you start the big paper, or maybe even watch an episode of Breaking Bad, or the whole season for that matter. Somehow, after countless attempts at sit-

ting down and starting to write, you find yourself stuck in a Lord of The Rings marathon and it's almost midnight.

Dr. Ferrari from the American Psychological Association, wrote a study, that found that "20 per cent of U.S men and women are chronic procrastinators." You may be wondering if you are a chronic procrastinator; well, if you are reading this and you go to university, chances are yes, you are.

It's no wonder that procrastination rates are at their highest. In 1978, five per cent of the population admitted to being chronic procrastinators, compared to roughly 26 per cent of the population today, according to a study done by Piers Steele. Different studies show that pro-

crastination is likely to increase rather than decrease in the future.

Seems like most of us would rather do laundry or organize our sock drawer then get to work on a 3000-word paper. Why is it that the wall or the ceiling can be the most interesting subject when you are trying to study for the big exam in statistics or Victorian literature? There are a couple steps that can help us fellow procrastinators get the job done.

Try breaking the work into smaller, more manageable, chunks. Ever looked at an essay and think, "Holy shit, where do I even begin?" Trust me, you're not alone. Plan it out and take it in stride. It may help to set a timer: work for 45 minutes and then take a 15-minute break.

Here are usefull apps to help you stay on task. Write or Die is an app for tablets, phones, and PCs that allows you to pick different modes that fit your deadline time: Gentle Mode prompts you with pop-ups reminding you to keep writing; Normal Mode will play unpleasant sounds, such as a baby crying or car alarm, if you stop typing; and the ultimate procrastination-buster,



Photo illustration: Hannah Cawsey

Everything else becomes much more interesting when you have a deadline. Procrastination can creep up on anyone, but consider these options when it comes to dealing with that pesky procrastination problem.

Kamikaze Mode, will begin deleting your work if you become distracted.

LeechBlock can also be used for those of us who have no will power to stay off of Facebook, Twitter, Pinterest or The Chive. You put in specific sites that distract you, set a time and it will prevent you from accessing those interruptions. In order to deactivate the block, you need a password or a random access code to make it more difficult to reset.

So when you feel yourself slowly drifting off in to la-la land and you're opening a new tab for Netflix, bring yourself back to reality and think of the consequences if you don't study or write that paper. Whether you're using an egg timer or an app, keep yourself on track. And don't forget to reward yourself for finishing that paragraph. Maybe another episode of Breaking Bad...

Hopelandia

The Young and
the Hopeless



Jacqueline Eaton
Faith Columnist

We have reached the point in every year when people have forgotten about or completely given up on their New Year’s resolutions. The shining hope of becoming a new and more spectacular person fades to a mere glimmer on the horizon. The holidays are over and everyone is back to day-to-day routines and, likely, old habits. You know what they say about old habits and Bruce Willis movies...

When someone told me how unlikely it was for anyone to stick to their resolutions, I thought they were just being pessimistic. Turns out, according to a study conducted in 2007 by British psychologist Richard Wiseman, 88 per cent of all resolutions end in failure. It seems that even the people with the strongest will and best of intentions couldn’t place too much hope in themselves. Apparently, will-power is kind of like a muscle in your body: it can only handle so much weight before it gives out. Working with others can fortify one’s willpow-

er. The same study states that women were 10 per cent more likely to succeed when they had accountability for their resolutions. Surrounding yourself with people who support you and who remind you to have hope in goals is important, and not just for resolutions.

It seems that not too many of my friends are very hopeful these days. I don’t blame them. We aren’t a culture that is conditioned to be hopeful. Most news stories do not focus on things that are uplifting. Sickness, war and violence fit the “news” criteria more than a happy, healthy baby being born. Our advertising companies thrive by convincing the average consumer that they are not good enough. Everyone is too fat, too skinny, too boring, or too anything-else-you-can-think-of. Conveniently, their product or service can fix all of the problems that the consumer currently embodies. Chapters just sent me a very lengthy email on all of the products they can pro-

vide to help me meet my fitness goals this 2014! Did you know that Chapters sold watches with pedometers, MP3 players for running and WiiFit games? I sure didn’t! And yet, I’m somehow not convinced that owning any or all of these things would make a difference.

So where do we find hope these days? My bible tells me that “faith is the confidence that what we hope for will actually happen; it gives us assurance about things we cannot see” (Heb. 11:1). Now everyone has faith, of course. We have faith that our body will breathe on its own and that the sun will rise tomorrow, but what is the faith that brings hope? Faith in something eternal, faith in unfailing love. Faith in what is life-giving. According to Webster, the definition of hope is “to want something to happen or be true and think that it could happen or be true.” This sounds pretty similar to the verse if you ask me. Paradoxically, that definition itself iterates one of the

biggest hurdles to faith: wanting something to be true and thinking that it is true. Wishing that God really exists, but not believing it to be true doesn’t breed hope. It’s not really surprising, then, that our media-saturated culture is missing this vital piece of hope.

Faith of any kind is being kicked out of the mainstream left, right and centre (anyone else follow the Duck Dynasty conflict that lasted all of December?). According to Hal Lindsey, “man can live about forty days without food, about three days without water, about eight minutes without air... but only for one second without hope.” What faith are you putting your hope in?



Photo courtesy: flickr.com/loop_oh

Hope is hard to come by these days. We call it “realistic”, but what kind of world will it be if all hope is lost?

Having hope
is never a bad
thing: it can
provide you
with a light at
the end of the
tunnel and
the faith that
everything
will turn out
alright.

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Breaking bad habits

Albina Khouzina
Features Editor

If you are looking to start 2014 off by eliminating the habits that drive you and others crazy, The *Reflector* has taken some simple advice from webMD and put together a quick guide for you to use. So stop kicking yourself for repeating errors and move on.

- 1. Make it conscious.**

Be aware of what the habit is. Most of the time people will do things without even realizing it and if you become aware, you are more likely to beat it.
- 2. Don’t go cold turkey.**

Don’t try to go cold turkey, that rarely works and it takes over 21 days to make something a habit. No matter how much you want to break a habit, it’s better to take it slow: that way you are more likely to succeed.
- 3. Switch it up.**

Try the bait-and-switch for your habit! Instead of biting your nails, try chewing gum, try things that will occupy you from doing what you usually do.

Get sexed abroad

Your handy step-by-step guide to hostel sex



Cameron Perrier
Sex Columnist

Hello my thirsty friends!

That's right Mount Royal University, y'all are THIRSTY. Spend five minutes (or three hours like a proper procrastinator) scrolling through MRU Confessions and my point is made. It's so bad I become thirsty just by reading!

But please don't stop. It provides me with constant entertainment.

Overbearing cravings for sex aside, I'm here to guide you through the nasty, raunchy, scream-like-a-banshee and extremely complicated world of sex as the newest sex columnist for the *Reflector*! There have been some great columnists before me, and I really do hope I can rise to the challenge and fill in all the holes-using protection, of course.

Let's get the basic info out of the way: I'm a third-year journal-

ism student, I like men and have an extremely deep appreciation (and hard-on) for a good piece of ass.

I may battle for the fabulous team but everyone will get his or her fair share of sexual wisdom. Just think of the new dick sucking heights I'll elevate you to!

If you also haven't guessed already, I love sex just as much as the rest of Mount Royal. I'm just as much a Samantha Jones even if I do have a boyfriend. And if you don't know who she is, you're living your life wrong and should Google her immediately.

But let's move onward and inward.

I recently stepped off a plane following some exciting adventures in Europe, where I was constantly surrounded by beautiful men. While I was not able to taste the local meat, you can definitely do so if you happen to be travelling abroad—and then tell me every detail, please.

Let's set the scene: You're in a beer house sipping a beer, when a scruffy man catches your eye from across the room. Eyes lock, sparks fly, and soon you're griping a full and muscular Irish ass as he fucks the luck right out of you.

But here's the plot twist: you're sharing a room at the local hostel with ten other people.

Hostel sex can be tricky to do. You simultaneously have to be

quiet, deal with cramped spaces, squeaky beds and try to reach your big "O". It must be done swiftly—so bad news for those who last a little longer.

But there are ways to work around it. First off, do not, under any circumstances, fuck on the bunk beds. In my experience, even just tossing and turning causes some squeaking and shifting. There's no doubt that a bout of hard fucking would cause the same.

Ideally, the best places for a quick hostel fuck are the bathrooms and the showers. If it's a one-person washroom, you're in luck. Stick to the communal showers or for same-sex, whichever the pairing is. Plus you can throw the protection right in the garbage once you're both finished.

If you're a bit more of an exhibitionist, a late-night romp in the laundry room can also be a good spot. Why not put in a load while you take a load?

The roof, if accessible, can also be a popular space for foreign fuckers to plough away. Just be safe getting up there. But let's face it: the more work it takes to get there, the more rewarding it will be when you finally stick it in.

The ultimate adventure with a foreign fuck doesn't even have to be in the hostel. If you're feeling up to it, leaving the hostel to find

a park, an alley or a wooded area for some outdoor sex is a huge adrenaline rush, and even more with a foreign friend.

The obvious given in all of this is: use protection. While traveling and meeting new people can open your mind and your legs, nothing says "welcome home" like gonorrhea or two blue lines and an epidural nine months

later.

So that's it for my first sex column! I hope if any of you go abroad, you go down on the local culture or share some sweaty, awkward bliss with another backpacker.

Fuck on, MRU!



Photo courtesy: flickr.com/andrewzen

Don't do it on the bunk beds. Just. Don't. You and everyone else will learn the lesson quick.



Photo courtesy: flickr.com/loop_oh

"Hostel sex can be tricky to do well. You simultaneously have to be quiet, deal with cramped spaces, squeaky beds and try to reach your big 'O,'" warns Perrier, the *Reflector's* new sex columnist.



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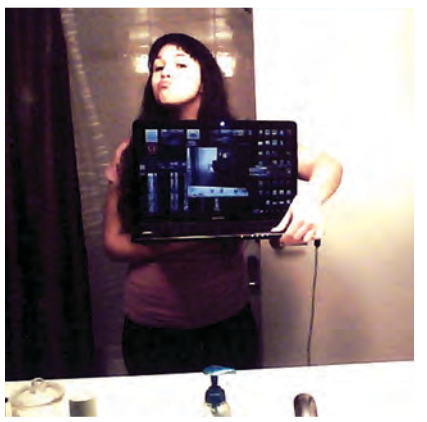
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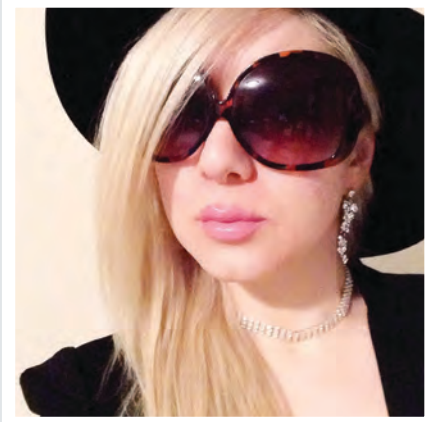
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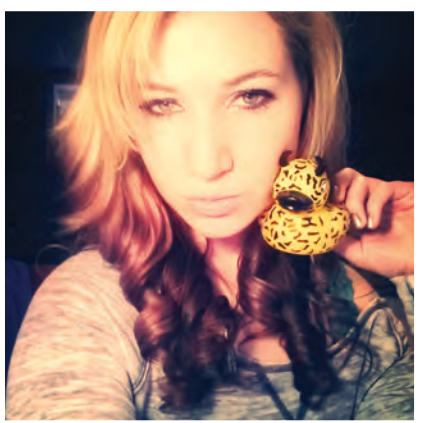
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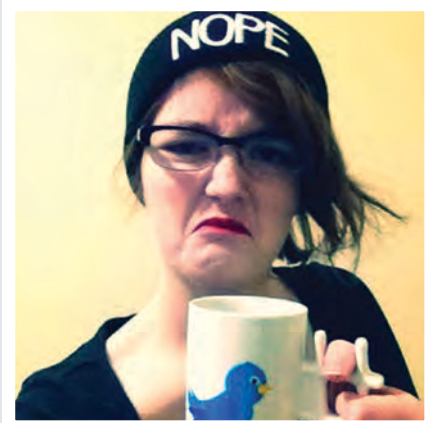
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ROSS' RANTS

Love thy self(ie)



Nathan Ross
Web Editor

There's a special competition in 2014 that has been building for years. Now, competitors from all around the world are sending in their best efforts to compete in the Olympics. But these are not the games I'm referring to.

The first major viral trend of 2014 is the Selfie Olympics. There are several Twitter and Instagram accounts claiming to be the original, but no matter who lit the ceremonial selfie torch, the Games are going strong.

This is a notable pushback at a time where it seems as though people that take selfies are becoming Public Enemy #1 on and off the Internet. Just recently, former Alaskan governor Sarah Palin went on the record saying she believes

that "this world would be better off if we had more young women holding a fish in a picture than holding their camera in front of a bathroom mirror, taking a selfie."

That doesn't even compare to the amount of cyberbullying and backlash that folks – mostly women – are receiving for taking several pictures of themselves. The insults "vain", "insecure" and "narcissistic" are being tossed around at full force, and those are only the broad comments that aren't intended to rip apart specific people or photos.

In a time where the issue of cyberbullying is becoming all too familiar, the Selfie Olympics are a welcomed sight. People are allowed, and encouraged, to have an outlet where they can show how much they love

themselves, or how creative they are, or whatever.

While we are seeing a lot of bathroom pictures with incredible amounts of creativity put into them, the core selfie – which was *Oxford Dictionary's* word of the year for 2013 – is still just someone taking a picture of themselves for the world to see. And this isn't really a new practice. Every portrait that our ancestors ever commissioned of themselves was in reality a selfie, minus the mirror and the camera.

Now, with it being a contest instead of just a fun way of showing the world you feel good about yourself, the smartphone generation is being encouraged to "up their selfie game," and we should embrace this

wholeheartedly.

Enough bashing other people who are brave enough to constantly put themselves out there; they have nothing to prove to you and don't have to stand for your hateful whining.

If you're the kind of person who gets angry at selfies, ask yourself if you're the kind of person who really needs to get upset at things which affect your life none whatsoever. The Selfie Olympics prove that this is an act which is here to stay, and if it helps boost the confidence of our younger generation, then I'm all for it.

OUT'N ABOUT

Words:
FreeFall Launch, Vol. 24, No. 1
Jan. 28, 7 p.m. - Owl's Nest Books
With readings by Weyman Chan, Angela Simmons, Sam Baldwin, Alec Whitford, and Samantha Nugent, local literary magazine FreeFall will be celebrating the launch of their latest issue.

Stage:
High Performance Rodeo
Jan. 9 - Feb. 1 - Various Locations
High Performance Rodeo "is Calgary's International Festival of the Arts." This inter-disciplinary festival features a wide variety of theatre, comedy, dance and musical

performances. Full line-up and ticket information is available at www.hprodeo.ca.

Music:
NATS Teacher Recital
Jan. 18, 7 p.m. - Southwood United Church
The local chapter of the National Association of

Teachers of Singing will be hosting an evening of song to benefit the NATS, as well as the Calgary Association of Teachers of Singing Endowment Society and to help support the creation of music in Calgary.

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Q & Arts

Amanda Okafor

Will Conner
Staff Writer



Photo: Will Conner

Performance poet Amanda Okafor talked with The Reflector for this week's Q & Arts.

When you're sitting in class, do you ever wonder if the guy sitting next to you in class is someday going to write the next Number One album? Or if the girl across the room will write the next best-selling novel? Have you ever seen some of your classmates from the theatre program in their natural habitat? Do you really know how awesome your fellow classmates are?

The truth is, that kind of talent is all over Mount Royal, and it's one of the things that make our school great. With that in mind, we at the *Reflector* want to showcase our talented student and faculty, and celebrate our artists.

This week, we are featuring Amanda Okafor, a fourth year psychology student and performance poet.

The Reflector: How did you get into performance poetry?

Amanda Okafor: Pretty random actually. I like to write for fun – I didn't see myself as a spoken word artist or anything – but my friends encouraged me to do it and so I tried at a few events and kept getting discovered by people and invited to do other events.

"The most important part of you comes out through your artistic expressions and I like that."

TR: What about performance poetry is exciting?

AO: I love the feeling of being on stage. You're engaging people, grabbing people's attention and spoken word does it on such a deep level. A lot of the poems I write are for females or minorities and express those challenges. People have come up to me and told me they can relate to what I'm saying and it's important because they know they're not the only one going through these situations. The most important part of you comes out through your artistic expressions and I like that.

TR: Do you do perform professionally?

AO: I've been doing it for about three years, but there's not a big scene in Calgary, people are just getting used to it. It's starting to grow a bit here. The shows I've done are an open mic type of thing. I don't get paid yet.

TR: What's been the best moment for you as a performer?

AO: I've lost my mom to cancer, so one of the best things for me that helped me to heal was writing. The first time I ever performed it was a poem about that experience, and I felt a big burden come off my shoulders. I felt deeply relieved. I started to cry on stage when I was done and the audience started to cry, it was awesome.

TR: How to be a spoken word performer in three easy steps?

AO: I had a professor, Micheline Maylor – she taught Introduction to Poetry – she told me that to be a stronger poet, I need to break away from the clichés. Don't go on about how your soul yearns for someone and get all flowering all the time. Just be real and find your own style.

Be confident. People know when you go on stage whether you are afraid, so fake it if you have to.

Don't worry about how other people rhyme or how they use their words. Be unique. Don't worry about conventions, but expression.

TR: Any last thoughts?

AO: If you find something you're passionate about, do it. Don't let society or environment distract you from where you want to be. My dad is conservative, so he doesn't believe in things like going into theatre, there's no such thing as the arts or tattoos in our family. So just live your life for you, and you'll be okay.

TR: Where can people find you?

AO: @MizzOkafor is my Twitter.

What's up in the Hub?

What's in store this semester for the campus bar?

Maria Carbajal
Staff Writer

There are few things better than grabbing a cold beer after a particularly boring class. It can be even better when that beer is waiting for you just steps away on campus. Luckily for Mount Royal University students, The Hub is ready to entertain.

A new, though yet-unnamed, initiative for The Hub is that Mondays will now have a game-night theme. Joanna

Pesta, Manager of Programming and Events at the Student's Association of Mount Royal, said that the bar will bring in a ping-pong table, and nachos will be available for \$7-10 while you play games with friends.

On Tuesdays, Student Night begins at 8 p.m., and boasts free entrance with your Mount Royal campus card. According to Pesta, "that old school hip hop is what students are looking for." This is the direction that Student Night

will be taking this semester, while remaining a weekly event for students to let loose

and dance all night long.

What's on stage? Wednesdays is also returning and according to The Hub's website, "Wednesdays are the most entertaining night of the week," with the bar providing a variety of live entertainment. The events taking place on stage range from karaoke nights, to dance performances, to live music. Activities such as karaoke will always be free, according to Pesta, but for live bands, cover is free for students and a small fee for guests.

"I try to do as much free programming as possible," she said. "Last year we hosted 288 events total [for all of SAMRU] and 264 of them were free."

On Fridays there will still be Friday Afternoon Jazz, which runs from 4 to 6 p.m. and features music performed live by the students of MRU's Jazz

Performance credit program. The program will not be around next year, so it's "worth taking advantage of while it exists," said Pesta, who said that the Jazz students really grow from their opportunity to perform at The Hub.

Thursday, Friday and Saturday are reserved for club events, so you can support your peers in the campus clubs. The events are chosen by the clubs themselves, so they range from karaoke to showcasing whatever interests their members.

Aside from the weekly schedule, The Hub will also play host to a slew of exciting events.

On Jan. 22, Shane Phillip will be performing to benefit those affected by the typhoon in the Philippines. While this event won't be free for students - there will be a \$5 cover – that entire amount is going to support the

Philippines.

On January 29th karaoke returns, "which is always a winner," according to Pesta.

Another winner, Sex Toy Bingo, will return on Feb. 12. This event had a huge turnout last semester, so if you are planning on going, it would be best to arrive early. The last Wednesday of February is scheduled to be another karaoke night.

March events are still to be determined, but the ever-popular Last Class Bash (LCB) will be on April 11th, so save the date! "[We want] people to treat The Hub as their second home because it is the students' bar and it is with your people," said Pesta. "There is a concept that people spend their time in their home, their work, and another, third place. I want The Hub to be the third place for students."



Photo: The Reflector Archives

With food and drink specials to go along with their weekly schedule of events, The Hub is the perfect place for students to unwind.

RED WORDS

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Noise 101



Carrie Elkin and Danny Schmidt took a break from touring separately to give an amazing split-bill performance for the Nickelodeon Music Club on Jan. 11.

The Nick Presents

Community club brings the big names in folk

Becca Paterson
Arts Editor

Nestled away in the Crescent Heights Community Hall, just under 200 people were packing into the small venue on Jan. 11 to take it in the pure folk sounds of renowned artists Carrie Elkin and Danny Schmidt for a rare split-bill performance. After seeing their performance, it is no secret as to why the Texas-based pair are so celebrated in the folk circuit. Schmidt, who was named one of the *Chicago Tribune's* 50 Most Significant Songwriters in the Last 50 Years, sang with no shortage of heart. The poetics of his lyrics left the audience with a deep connection to his performance. Elkin on the other hand, who was one of *Texas Music Magazine's* artists of the year, provided powerful rooted-in-gospel vocals that captivated the crowd, and added a welcomed balance to Schmidt's troubadour-esque style. The onstage chemistry between Elkin and Schmidt was very evident, though they regularly tour separately. It came as no surprise to those in the audience who may have been unfamiliar with the act that the two are engaged. Not only was their musical performance amazing, but the pair were just as entertaining in their between-songs banter and stories, such as when

Elkin told of her experiences in Ogallala, Nebraska, or when Schmidt told the story of proposing to Elkin through song at the SXSW festival. The show had a wonderful intimacy to it, and felt more like a friend playing songs for you in their basement than a typical performance. Other than the openness Elkin and Schmidt displayed on stage, much of the intimate vibe of the show can be credited to the unique venue. Crescent Heights Community Hall is the host of the Nickelodeon Music Club, one of Calgary's greatest hidden gems for the folk music community. Started in 1980 by the members of Plug Nickel (hence the name, "Nickelodeon"), the volunteer-run club is now in the beginning of its 34th season of concerts. The Nick has brought through some big names, too, including first Calgary appearances by acts such as Ani DeFranco, the Mollys, the Bills and Le Vent du Nord. According to their website, "taking a chance on an act you've never heard of is highly recommended," which is something the club tries to embody in their selections for opening acts. However, the opener for this show was certainly not unfamiliar to the stage. Lucas Chaisson, born in Cochrane, is only 20 years old but his performance lacks nothing despite his young age. Already an accomplished

performer, Chaisson won the Canadian Folk Music Award in 2012, and at this performance, he demonstrated why. Even though he confessed to the crowd that he was sick and his voice may be suffering as a result, Chaisson could have played the entire night with no complaint from the audience. His blend of folk, roots and blues style accompanying his personal, heartfelt lyrics was everything you hope to see in Alberta-grown artists, without the stereotypical cowboy bravado. All in all, the evening was the perfect mix of a laid-back atmosphere, a strong community feel, and amazing folk music. If you've never been before, the Nickelodeon Music Club puts on an amazing show, and definitely shouldn't be missed.

July Talk
July Talk
White Girl
Records
Score: A+

The perfect blend of alternative, punk, garage and blues makes up Canadian indie rock band July Talk. Their eponymous debut album brings 14 refreshing tracks to the maple leaf music scene. "Guns + Ammunition" has an addicting beat in the company of catchy lyrics, with lead singers Peter Dreimanis and Leah Fray's vocals taking indie music to the next level. Dreimanis' rough and rugged tone is polar opposite to Fay's pure, angelic voice, and this clash creates an exceptional

sound. While "Paper Girl" sounds more pop, Dreimanis' vocals partnered with Fray's soft voice make the dysfunctional relationship-themed song one to make you hit repeat – at least a few dozen times. July Talk's mashed up talents and musical concept of mixed genres is one to remember, and this is definitely an album to pick up.

— Hannah Cawsey

Celine Dion
Loved Me Back to Life
Columbia
Score: B

Her first English album in over five years, *Loved Me Back to Life* is Canadian pop icon Celine Dion's 25th studio release. Her vast experience shines through, as this is a solid album from beginning to end. *Loved Me Back to Life* opens with the title track, a powerful ballad that showcases the beautiful pipes Dion is famous for, although she is dwelling on a new style for her. From her Las Vegas show, Celine, this album also offers up a cover of Stevie Wonder's "Overjoyed,"

with Stevie himself featured in the duet. "Somebody Loves Somebody" is a more beat-driven track, somewhat of a stylistic departure for the pop singer. Overall, *Loved Me Back to Life* is much more contemporary than the releases that Dion is famous for, but, while different, it is still a good listen.

— Becca Paterson

Beyoncé
Beyoncé
Columbia
Score: A

Queen Bey surprised her fans this Christmas by dropping a full-length album on iTunes that was kept a complete secret. It also included a full-length visual album meaning that fans recieved 14 full Beyoncé tracks, accompanied by 17 cinematic videos. This album certainly didn't need any promotion, with each track proving why. It starts with "Pretty Hurts," a heartfelt critique of society's fixation on beauty. "****Flawless" is a

female empowerment anthem, featuring Nigerian author Chimamanda Ngozi Adichie with a powerful message of self-confidence. Beyoncé's baby, Blue Ivy, even appears on the track "Blue." The tracks on *Beyoncé* are soulful and chock-full of the empowering lyrics with the R&B smoothness Beyoncé is known for. This is definitely an album listen to. Like, now.

— Becca Paterson

Canadian hockey development under scrutiny

Canada's World Junior medal woes hit new low



Bobby Danger Jones
Sports Editor



Illustration: Jesse Beaudin

As Canadian hockey fans, we could give a puck if the rest of the world views us as syrup-sipping, beaver-loving, beer-drinking igloo dwellers as long as we dominate on a world stage. Thankfully, as a nation we can take solace in our 2002 and 2010 Olympic gold medals.

Surprise! We are in trouble. Canadians have to accept that our developing talent pool lacks the dominant, relentless onslaught and winning mentality that brought Canada past success at the world juniors.

Is the European defensive system now superior to North American offensive systems? Are the teams Canada assembles too inexperienced (a popular excuse among many) or is it a more complex problem still? I believe the latter.

The integration of the Program of Excellence in 1981 was created to “identify the top calibre hockey players in specific age categories and to provide these players with an opportunity to participate against international competition.” It was successful in doing just that, as Canada took home the gold 15 times between 1982 and 2009.

But here we are, scratching (or simply shaking) our heads in 2014, as Canada's junior team returned home empty-handed for the second year in a row. We haven't struck gold since 2009. Trust me, I hate to say it but for the first time in more than 30 years, Canada now officially has a medal “drought” at the World Junior Hockey Championship.

Time to hit the panic button? Well, not quite. Talent is not the issue with the recent teams that have failed to capture the coveted medals, and pinpointing an exact cause is subjective.

If you were up early to watch the games live over the holiday break, you found yourself cringing each time the first goal was surrendered barring one game, a telltale sign of what was to come.

Despite winning two gold medals with Brent Sutter at the helm in 2005 and 2006 and going 19-0-1 under his leadership, Sutter's return in 2014 was a disaster. Canada ranked fifth overall for scoring efficiency, power-play goals, on the penalty kill and a dismal sixth in goaltending.

In fact, the only category Team Canada managed to rank second in was the time they spent short-

handed. The European teams certainly know how to “poke the bear” — that is, aggravate and play off Canadian emotion. This means a quick hook here, a shove after the whistle there and they simply sit back and let the penalty parade commence. A lot of fans remain critical of this year's officiating, but like it or not, that's international hockey.

TSN analyst Bob McKenzie believes Canada's troubles may have less to do with the team Canada assembles, and more to do with what goes on “between the ears” of the players, he said on air following the semifinal loss.

“It's more along the lines of [being] terrified to lose than [they] are determined to win,” McKenzie observed on air of three years' worth of semifinal defeats.

“In this particular game (semifinal) you could make a case that Team Canada deserved a better fate but in the bigger picture of where they finished in the tournament, I don't think you could say they deserved anything more than what they got, which is a fourth-place finish,”

I have to agree with Mackenzie

(and I don't always) on that point. Having a maple leaf on the front of your jersey also means you have a bull's-eye stitched to your back. All the countries at this tournament strive to defeat Canada and bring their best game in and game out. If Canada is not up their opponent's competitive level — whether it's Finland or the Czech Republic — they end up in a hole they can rarely dig their selves out of.

The loss sets Canada up for a challenge in 2015, when the World Juniors that will be hosted on Canadian soil in Toronto and Montreal. Finishing fourth means Canada will once again be grouped with the United States, in addition to the defending Finnish Champions. They will also be joined by Slovakia and Germany.

The CHL and Canadian hockey officials have acknowledged the issue and, working together with the Canadian Hockey League, they're ready to create new paths for the country's young goalies by closing the borders to European imports. The plan was made official mid-2013 at the OHL's “Protect the Net” symposium, a gathering aimed at ad-

ressing the lack of goaltending depth in our country.

The ban then comes into effect for the 2014 draft. Euro goalies currently in the CHL will be allowed to play out their contracts, so no one is being shipped home.

This may be a necessary step in the re-establishment of Canada as number one in the world, but how did we did we get here is what really should asked. The Canadian hockey system is going to change and attempt to adapt, but don't think the rest of the world isn't watching.

THE #s

230 yards and two touchdowns for Peyton Manning, was enough to set up another Tom Brady vs. Peyton Manning Showdown Jan. 19.

2 wins and 8 losses in 10 games is “unacceptable” to head coach Bob Hartley of the Calgary Flames. The Flames lost to Pittsburgh 2-1 Jan. 11.

140 rushing yards, two touchdowns on 28 carries for a dominant Marshawn Lynch as the running-back lead the Seahawks to the NFC championship game Jan. 11.

18 grand slam championships will tie the record if Serena Williams wins the Australian Open that started Jan. 13.

25 NHL players will represent team Canada in Ice Hockey this winter in Sochi, Russia. The 22nd winter Olympics begin Feb. 7.

35 games into the NBA regular season, and the Toronto Raptors are fourth in the east as of Jan. 12 with a record of 18-17.

48 hours after surgery to insert a titanium rod and three screws in his left tibia, 38-year-old Brazilian Anderson Silva was up on crutches.

45 year-old Michael Schumacher has been in a medically induced coma since hitting his head on a rock skiing in the Alps. Schumacher is the most successful driver in F1 history.

Mental Distractions

Crossword

1	2	3	4		5	6	7	8	9		10	11	12	13
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Across
1 Tell all
5 Mary of “The Maltese Falcon”
10 “Give that ___ cigar!”
14 Actress Bonet
15 Hotelier Helmsley
16 Put ___ on it!
17 “The ___ Dead”, classic horror movie
18 Capable of being expanded
20 Distributed cards
22 Author Fleming
23 Category
24 Monetary unit of Poland
26 Fannie ___
27 Attack
30 Deluge
34 Having a rim
35 Bang-up
36 Summer sign
37 Gen. Robert ___
38 Windows predecessor
40 I’ve Got ___ in Kalamazoo
41 Entirely
42 Neighbor of Cambodia
43 Flattened at the poles
45 Of a being with air as its element
47 Hoof infection of sheep
48 Melancholic
49 Dead duck

50 Fencing blades
53 Watchdog warning
54 Tricks
58 Talkative
61 Need a scratch
62 Like Hawaiian shirts
63 Make ___ for oneself
64 Open infection, painful
65 Potpourri
66 Parsonage
67 Handle roughly

Down
1 Ran, as colors
2 Reside
3 The most heavily populated continent on Earth
4 Baseball
5 Bass, e.g.
6 Man-hater, e.g.
7 Mineral used as a gem
8 ___ even keel
9 Managed
10 Protective envelope
11 Jessica of “Dark Angel”
12 Guitarist Lofgren
13 Summer coolers
19 Frighten
21 Faithful

25 Spinster
26 Rainy season
27 Neighborhoods
28 Absurd
29 Sniff
30 Also
31 “Enigma Variations” composer
32 Cool!
33 Apartment sign
35 Classified items
39 Lay down the lawn
40 Unselfish concern
42 Potala Palace site
44 Afrikaner
46 Pretended
47 Public meetings
49 Moan
50 Cockney greeting
51 Wading place
52 Prefix with distant
53 Actress Gershon
55 Greek portico
56 Beige cousin
57 Cartoonist Silverstein
59 Engine part
60 Call on
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Sudoku

Easy

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	2	6			9			8
	7		3	1				
1								3
				6	7		8	
8			7			6	4	
	1					9		5
6	3		1				2	

Medium

4	3		1			9	2	
		6	3	9	7			
	9		5	4				
	5							9
		9		3		2		
6							3	
				7	9		6	
			4	5	8	7		
	2	7			3		8	5

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cougars' corner

Cougars have high hopes this season

Fresh Cougs' are on the hunt for W's in 2014

Bobby Danger Jones
Sports Editor

The Mount Royal Cougars are gearing up and looking to improve in 2014. The *Reflector* spoke with Shawn Sky, head coach of the Men's Volleyball team, about what he expects for a new year of CIS competition. Sky's team is 6-8 as of Jan. 13, and has been MRU's most

successful team so far this season. The Cougars were on a roll but dropped their last two game leading into Christmas.

"It wasn't great going into Christmas that way but we've got a new start. We definitely open up against a good team, we're playing Trinity and I believe they are currently ranked second in the country. They're leading Canada West (CIS) but they're going to be two quality matches,"

said Sky.

"The margin between winning and losing is so small and we've had a great training period in the last two weeks focusing on what I call essentially 'making plays'," Sky said. "If you focus on errors, you're going to make errors."

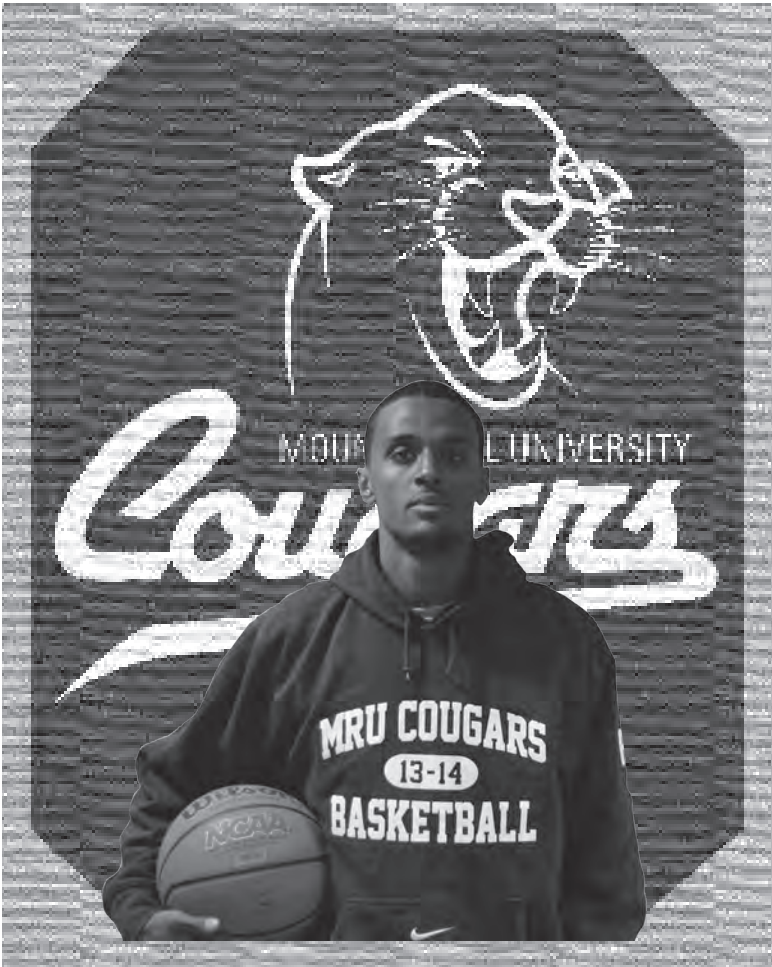
"However, if you focus on making plays, executing and doing the little things right, then you have an opportunity to succeed. In the first semester about four games came down to one swing in a set and I don't expect anything different for the second half."

The Men's volleyball team lost both games on the road versus Trinity Western University Jan. 10 and 11. Get out to some games, support your Cougars and remember, all games are free for students with student ID.

Men's Basketball (PAC)		Women's Hockey	
1	UVic	1	UBC
2	TRU	2	U of S
3	UFV	3	U of A
4	MRU	8	MRU
Women's Basketball (PAC)		Men's Volleyball	
1	UFV	1	TWU
2	TRU	2	U of A
3	UBC	3	TRU
8	MRU	8	MRU
Men's Hockey		Women's Volleyball	
1	U of C	1	UBC
2	U of A	2	Brandon
3	U of S	3	TWU
7	MRU	8	MRU



Both the Men's and the Women's basketball teams fell by a score of 48-66 on Kenyon Court Jan. 9th.



Awet Abraha

Basketball

Photo: Albina Khouzina

#6

Position: Guard
In his 4th year at MRU, Abraha is the highest scorer on the Men's Basketball team.

What is your biggest accomplishment as an athlete?
Being able to play for a university team and winning a championship two years ago.

Who is your hero in life and why?
My mother. She is a hard working person, she is a role model and she shows it by her actions.

What did you want to be when you were little?
A soccer player, I wanted to play in the World Cup.

What is your ultimate career goal?
I'm taking accounting right now, hopefully that works out. I would also like to be a coach one day.

Do you have any pre-game rituals?
I listen to music and stretch before games.

Describe your coaching staff.
They are very helpful, they know what they're doing, very knowledgeable of the game and they are caring.

Need that extra push to get motivated?

Train like an athlete without being one

Bobby Danger Jones
Sports Editor

Haven't hauled your ass off the couch and tried to do something physical yet? No, well it's not too late for you to change.

Most resolutions taper off a few weeks into the New Year and before you know it, you're receding back to your classic sedentary student existence. Most people need external motivation to build up internal motivation and putting it off is way too easy.

This is where training in a group setting can be effective. Once you make the investment in yourself, you are then accountable to others as opposed to your rubber armed conscience.

The *Reflector* sat down with Tavish Bocek of the Athlete Factory to answer some questions.

The Reflector: What's your experience/education?

Tavish Bocek: Our coaches'



Photo courtesy: AthleteFactory.net

The *Reflector* shows you how to get the best ROI on your "getting fit" investment for 2014

backgrounds vary from Olympic athletes and professional athletes to Sports Science majors and current university students. With this, we provide our clients with over 30 years of world-class conditioning experience and knowledge from schools across Canada and abroad.

TR: What is the mantra of your company?

TB: Everybody is an athlete, only the level varies.

TR: What can be expected from a standard training session?

TB: A combination of resistance training from squats to power-cleans, sprinting, jumping and conditioning – all using your body's innate movement

patterns. Throughout a session we will relate each exercise to the bigger picture on how we're working towards reaching your short- and long-term goals (nutrition, recovery, challenges, etc.).

TR: What makes your company unique?

TB: We use track and field philosophies and practices that our Director of Athlete Performance and Coach Development, Paul Balsom, has been using to get results with on a global scale for over 25 years. He discovered these through his own training alongside some of the fastest and most powerful men and women on the Great Britain national team in the eighties and nineties.

TR: What if a client is way out of shape? Can they still join?

TB: Our clientele has included athletes considering retirement due to back, knee, and hip injuries, (as well as) Multiple Sclerosis clients looking to maintain motor control, and clients looking to improve their health and lifestyle. Our partnerships with sports therapy specialists and strength and conditioning specialists helps clients reach their goals – no matter their personal challenges – and return to high-performance sport and/or an active healthy lifestyle.

TR: Suggestions for the inexperienced?

TB: We start all clients at the

same level, regardless of past experience. It's only the level of progression from there that varies from one individual to the next. Learning and understanding movement fundamentals builds the foundation for our clients' success in achieving their goals.

Check out the Athlete Factory online at <http://athletefactory.net/af/>.

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"Being involved has given me an amazing foundation to make a difference."

Eily Sweeney
former VP Student Life



"Winning the election and serving as president was the most exciting experience of my undergrad."

Travis McIntosh
former President



Submit your nomination form before February 10th, 2014

samru.ca/vote