

LowFare

MAGAZINE

Nov 2023



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Important Dates

November 2nd, 2023:

Public Sector Career Cafe

(Carruthers Student Commons 11:00-3:00 pm)

Casual Networking event with corporates in the Public Sector with free coffee and snacks
<https://careerconnect.business.ualberta.ca/myAccount/eventsCalendar.htm>

November 7th, 2023:

RBC Future Launch — Power BI Intermediate

(6:00-8:30 pm)

Power BI Intermediate Session that with Master's Graduate Kate Phan
<https://careerconnect.business.ualberta.ca/myAccount/eventsCalendar.htm>

November 9th, 2023:

Energy/Utilities Career Cafe

(Carruthers Student Commons 11:00-3:00 pm)

Casual Networking event with corporates in the Energy/Utilities Sector with free coffee and snacks
<https://careerconnect.business.ualberta.ca/myAccount/eventsCalendar.htm>

November 11th, 2023:

Remembrance Day

November 14th-17th, 2023:

Fall Reading Week!

November 23rd, 2023:

RBC Future Launch — Adobe InDesign Training Session

(B-11 Cameron Library 6:00-9:00 pm)

Introductory course to learn to create professional-looking documents with Adobe InDesign
<https://careerconnect.business.ualberta.ca/myAccount/eventsCalendar.htm>

November 23rd, 2023:

Women in Finance

(Carruthers Student Commons 5:00-8:00 pm)

December 5th, 2023:

Intro to Capital Markets, Valuation and Application Process

(Carruthers Student Commons 5:00-7:00 pm)

November 28th, 2023:

RBC Future Launch — Google Analytics Intermediate Session

(B-11 Cameron Library 6:00-9:00 pm)

Intermediate course dealing with content analysis and activity reports through Google Analytics
<https://careerconnect.business.ualberta.ca/myAccount/eventsCalendar.htm>



Hello

Lazy Faire has a fresh new look and direction to reflect our outstanding work, university, faculty, alumni, and of course students!

Here are some behind-the-scenes examples of hand-made concept drawings for our new logo and visual identity by Kyle Bigoray.

The topmost example is the logo used in previous years, followed by a selection of iterations that were used in finding the final look and feel of Lazy Faire.

The entire Lazy Faire Team is extatic for you to get familiar with our new visual direction, and all the superb content our team delivers!





Foreword from the Executive Director

“Do it For Yourself and For
Others to Be Proud Of.”

That is the motto I created for Lazy Faire Magazine. You'd think it would've taken months of hard work to create something as important as that. But I thought of that phrase one sunny afternoon, seated beside the Filisitx in the SUB Basement while having a late lunch.

Why was it so easy for me to capture our organization's foundation in such a short amount of time?

Over the past two months since we started operations, I've witnessed each and every Lazy Faire member embody this motto in spirit. Their dedication to their craft constantly impresses me, everyday. Our motto fits our team's culture so well, you'd think that we've been working together for years.

What people don't see is that to get to where we are now, we had to undergo many, many changes. To bring together a team of dynamic individuals, each with their own skill set, we have to embrace change to work together. As this magazine's leader, I am constantly in the forefront of change, witnessing my team debate with one another, hit after hit, like a ping pong match. In good spirit, we bounce ideas off each other. Only to either buzz in delight when we finally settle on an agreement, or stay silent with pursed lips if our pitches get shelved for a later date.

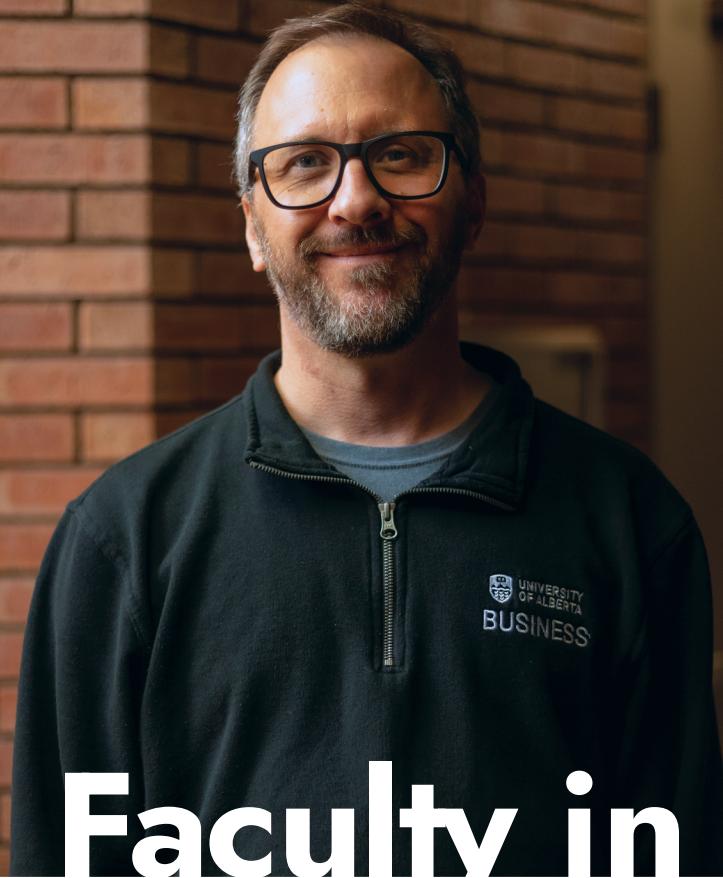
Witnessing our magazine at work is like watching a beehive vibrate in real time. That's because our team is made up of the most talented, passionate and dedicated people I've ever come across, in my time at the Alberta School of Business (ASOB).

There is no singular strategy in Lazy Faire Magazine. There is no one leader. We're a collaborative group, and each and every one of us has our own strengths and voice to contribute to the success of our team. Our resurgence, from being the faculty's most outdated club, to now being the most innovative and digitally connected student group, is a result of immense change. One that I'm only so grateful to have accomplished with a team like this year's Lazy Faire.

My job as Executive Director is to make sure our talents are heard, by sharing the stories of the most excellent students our faculty has to offer. And after two months of rigorous work, I am proud to say that this November issue is nothing short of excellent.

I hope you leave today's issue with the same warmth and pride that matches mine. Happy reading! :)

Kyrene Benedicto
Executive Director



Faculty in Focus

Article by: Ashlyn She

Lazy Faire sat down with **Robb Sombach**, a BTM professor at the ASoB, to discuss changes at the ASoB and in industry throughout the last couple years.

Could you summarize for us your experience within industry and academia, as well as any other background information you would like to share?

"I was a student here, back in the late 80s, early 90s. I grew up loving Indiana Jones so I thought maybe I'll be an archaeologist! After graduating, I realized that there aren't a lot of archeology jobs around here, so I got into technology. I did two years of computer engineering at NAIT and got a computer engineering certificate in the mid-90s. I was working in industry and I started to figure

out just how much technology was going to change the world. I was fortunate to be right at the beginning as that technology came along and to see how that evolved. In my mid-40s, I went back to education. I taught at NAIT for about 5 years and then I had an opportunity to teach BTM 311. That was around Winter 2013 and I've been here ever since."

Having undergone a pandemic for most of their university years and with the rise of information available on the Internet, there's no doubt that the current cohort of students are different from previous ones. What are some of the biggest changes that you can see from students before 2020 and after?

"Taylor Lorenz, a writer for the Washington Post, said that the pandemic was really the first event that showed everyone how important technology was, as it kept our world going during that time. It had already been around for 30 years, but once the pandemic hit, it became the primary way we worked. It's changed many aspects of life over the last three or four years and it will continue to do so. Some people are concerned about what effects this has had on students, but the technology that we began using on a day-to-day basis in the last few years has made us more productive and communicate much easier. Students nowadays are way smarter than I was, and I really think students are alright. You went through a lot and changed a lot, but things will always change and there's no going back. So how do we go on? I see students pushing forward."

With generative AI becoming accessible to almost anyone, what changes do you foresee happening within both academia and industry? Would you say there's an overall positive or negative effect from its recent popularity?

"I wouldn't say it's perfect. There are both good and bad regulations, but in the last 100 years, we've seen so many technological changes and the Internet hasn't ruined how we communicate. In fact, I think it's opened up so many more channels. I'm one that fully embraces it, and I think there is a future for it. In an academic setting, there's lots of questions about things like cheating. No matter how hard I try to prevent it, if someone wants to use it, they're going to be able to. I'm happy to work with this technology, and I'd rather embrace it and incorporate it."

You have been a professor at the UofA for many years. What has been your favorite change within the ASOB that you believe has had a positive impact on the greater community?

"A huge change is diversity - more students from international countries that I have an opportunity to talk to. As a full-time instructor, I appreciate when students are willing to share stories and have conversations. Whenever I have an exchange or international student, it's been really interesting to get to know them. The size of the international community here is one of the outstanding features of the university. We just have so much diversity here and, recognizing that the world is a pretty crazy place right now, I think it's fantastic."

“Students nowadays are way smarter than I was, and I really think students are alright. You went through a lot and changed a lot, but things will always change and there's no going back.”

BTM 311 has been a core business course for many years. How has it changed over the last couple years?

"Today, BTM 311 is much more focused on what we need to do strategically. It's not a computer science class and there's not a lot of programming. BTM 311 used to be oriented towards those areas, but it's evolved to strategic technology use because that's the business perspective. I always say to the students that come into my class: you are business students, first and foremost, you're here to learn how to run a successful business. You can't do that without technology. So the question then is, how does that technology become part of your strategies? That's what we aim to explore in BTM 311."

BTM 311 is currently a core course, but additional BTM courses are not required for non-BTM majors. Given the changes in the professional world and its use of technology, do you believe that more BTM courses should be required?

"I think everyone should take some BTM courses and that other courses should bring in BTM materials. Since technology is everywhere, understanding, analyzing, and designing a solution for a business requires

technology. Even with the Blue Jays last year, it sounds like the analytics people make the decision on the pitching changes. That's technology. Additionally, many tasks that were traditionally done by IT departments are now moving up into businesses as the expectation is that all employees are technologically literate and capable. Who knows what changes will come in the future? It's best to equip students with the tools they need for success."

I noticed you'll be teaching BUS 222: Professionalism and Responsible Impact in Winter 2024. Can you tell us more about that course?

"A key thought that I had was I'm not sure where students learn how to shake a hand or be a professional. When thinking about how best to prepare students for industry, Andras Marosi and I wanted to explore how we are professionals and how that contributes to a team. BUS 222 is a course on professionalism, like writing, communication, and research skills, and covers the business learnings that other classes don't cover. I really want this to be a fun, practical, and valuable course to introduce students to these broader, industry-type questions that they might not get exposure to."

The business world is constantly evolving and changing. In your opinion, what can be the most difficult change to overcome for young professionals entering the workforce, and do you have any suggestions or tips to remediate these difficulties?

"When you enter the workforce, be prepared for nobody telling you what to do and for some hard work. There are so many problems humans have caused that need to be fixed, but I trust that this generation and the one after are smart and capable of fixing them. Have the confidence to trust yourself to do so, and believe that you present value to the organization. You may not have much experience, but they obviously saw something in you. Be confident in your abilities, and take skills and things you've learned from other companies with you as you move through the industry. Most of all, get excited! I always say it's such an exciting time. It's a bright, wide open world, and there are lots of opportunities out there!"

Responses have been edited for concision and clarity.

Writer's Choice

Core Changes in the ASoB

Article by: Ashlyn She

The Alberta School of Business is constantly undergoing changes both within the student community and the academic offerings that it provides. As students, we should be aware of these changes and what they mean for our time at the ASoB.

Perhaps the most visible change to the ASoB would be the shift to direct entry from high school in the 2022/2023 school year. I'm sure upper year students can remember when we were required to complete a pre professional year including introductory Statistics, Math, Economics, and English courses. With this shift, first-year students were now introduced to and integrated within the Business community faster.

In terms of academic requirements, students now had to take only one ENGL course. The other ENGL course requirement was replaced with INT D 101: Inspired to Dream: Becoming a Leader, a newer course focused on leadership and impactful guest speakers. Another requirement of first years was BUS 101, a rebranded BUS 201, which was formerly a required course in one's second year.

"With this shift, first-year students were now introduced to and integrated within the Business community faster."

The addition of BUS 101 created a new requirement for students to take BUS courses every year, something brand new in the 2023/2024 year. The previous offering of BUS 201 developed skills such as group work, entrepreneurship, and company analysis, and was the only required BUS course. It not only developed these key skills, but I know many people who found their long term business friends from their BUS 201 groups.

However, students entering the ASoB this year are required to take BUS 101, 222, 303, and 404 in progressive years. BUS 222 will focus on professionalism and community impact, while BUS 303 focuses on how to apply previously learned concepts and BUS 404 includes a capstone project. A pivotal focal point of these new course offerings will definitely be seeing how students continually progress in their professional skills, and classes that emphasize collaboration with fellow students will help to build the interpersonal skills that are critical for the business world. I'm sure many of us, as we progress towards interviews and the job search, will appreciate courses centered on professionalism and other soft skills. Additionally, these new course requirements can help students to consistently develop their leadership traits, and help create forward-thinking leaders within our community.

Core courses are also undergoing constant change as they adapt to student needs and updated curriculum. This year saw a shift for MARK 301 from multiple classes with different professors to one consolidated class across all cohorts. This new system enables a uniform delivery of material while ensuring that all students have opportunities to listen to guest speakers. Next year also sees core Business courses (ACCTG, MARK) offering a 200-level equivalent, making these courses available to first year students. Students must still complete necessary prerequisites, but this offers more flexibility in Winter and Spring terms before the start of Year 2.

With industries constantly evolving, the School of Business consistently re-evaluates their course structures and offerings to provide graduates with an all-encompassing, diverse curriculum that meets the demands of today's professional world; being prepared in curriculum will also help enhance our confidence as we step forth.

The beginning of direct entry from high school acts as a way for the School of Business to encourage early integration into the Business community while reducing administrative and student stress of transferring and transitioning to business in Year 2. The new course offerings for 2023/2024 also give students the opportunity to develop their professional skills throughout their degree, better equipping them with the tools for success. I'm sure any of us graduating this year can look back throughout the years and think of all the new skills we've acquired that we can carry forward into the workplace.

Though only time will tell how these changes affect students, especially incoming ones, we are looking forward to seeing just how much our fellow Business students will grow.



Club Feature

November Club Feature

CESA

Article by: Riya Rex

The Cooperative Education Students' Association (CESA) is an Alberta School of Business club founded in 1993 that supports business students while they navigate through the Co-operative Education program. Through various events and services, CESA provides many opportunities throughout the year to assist students to network with the work industry as well as other members of the Alberta School of Business.

The Co-op program is a valuable opportunity for students to integrate their academic knowledge into the business world and gain 12 months worth of practical work experience. From the very beginning, CESA provides crucial information to ensure students know the several benefits of the program. Co-op students are able to explore several career paths out in the business worlds to see what fields they are interested in. The club has compiled the experiences of senior co-op students who have had diverse experiences in all the various fields of studies provided by the Alberta School of Business and use their past experiences to provide incoming students with tips to succeed in their placements.

Additionally, the co-op program enables students to grow in both a professional and personal way. As the work terms provide value to the students' resumes, it also allows the students lots of opportunities to improve their soft skills with coworkers and other people in the business industry. CESA hosts technical events to aid students in preparation for potentially securing a placement such as Resume Review Nights and Mock Interview Nights with employers who work in the business industry. This provides students with

the opportunity to learn what companies seek in students as well as give them the chance to network with potential employers from all different corporate backgrounds.

Furthermore, CESA provides even more networking opportunities for students with employers, sponsors, and other prospective students with their Business Career Fair and CESA Mixers. Networking is a vital skill that business students need to succeed, and these events allow students to create meaningful connections with others which are significant for future placements as well as their careers. According to general statistics, approximately 50% of co-op students will receive a permanent full-time offer of employment from one of their placements with their hard work and the great connections made from the program!

Club Contact Information

Email: cesa@ualberta.ca

Instagram: [@cesaualberta](#)

LinkedIn: Cooperative Education Students' Association

Website: cesaualberta.com

Business Co-op Contact Information

Email: businesscoop@ualberta.ca

Website: ASoB website > Student Services tab > Co-op Applications to the Business Co-op program close November 30th.



ASoB Club Feature

The Network of Empowered Women

Written By: Ellie Simonot | Edited By: Rebecca Araujo-Aikman

Designed By: Hafsa Mohummed

The Network of Empowered Women (NEW) is an undergraduate organization within the Alberta School of Business. At its heart, NEW is dedicated to supporting young women and students to dream big, build confidence, and establish a foundation for professional success. NEW's major initiative to accomplish these goals is their annual conference at the scenic Fairmont Chateau Lake Louise. Here, 100 student delegates from across Canada have the chance to learn from standout professionals from a variety of disciplines and from each other. NEW provides keynote presentations, breakout sessions, networking and social opportunities, workshops, and delegate challenges over the course of four transformative days.

Tashya Perera and Sofia Jimenez, this year's co-chairs, have been working hard with their incredible team to prepare for their upcoming conference in March. Their 2024 conference theme, "Embrace the NEW, Embrace the Change," embodies their organizational goals to inspire personal and professional growth in conference participants. The theme also gestures towards innovation, as well as the importance of flexibility and open-mindedness within professional spheres, particularly in a rapidly evolving world. Considering NEW's mission, the theme also carries a strong undercurrent of women's empowerment. It is a call to action for disciplinary change, advocating for inclusive and safe environments for women to reach the heights of their professional capacity. "My passion for female empowerment has always been a guiding force in my life, driving me to support women in realizing their boundless potential," Perera writes. "In my current capacity as co-chair, I am thrilled to be part of an exceptional team that shares this commitment to advancing women's empowerment."

The 2024 conference will take place from March 14th-17th, and delegate applications are open on their

website until November 10th. Although NEW is geared toward supporting women, they also encourage male and gender diverse students to apply, as they believe that everyone has a role to play in women's empowerment and gender equality. The conference is also open beyond the Faculty of Business, supporting students with diverse professional goals.

Additionally, NEW will be hosting a pre-conference brunch event on November 25th at Central Social Hall, beginning at 11:00 am. In Perera's words, the event serves as a "teaser" for the upcoming conference, giving delegates an idea of what to expect in anticipation of the conference in March. A keynote speaker will give a presentation on the 2024 theme, and attendees will then be free to network and forge connections with one another. NEW encourages any interested readers to attend.

Contact information for the club:

Email: uofanew@ualberta.ca

Instagram: [@networkofempoweredwomen](#)

LinkedIn: Network of Empowered Women Annual Conference

Website: networkofempoweredwomen.ca



Student Trailblazers

with Paige Boyer

Written By: Natalie Zanatta | Edited By: Kyrene Benedicto

1. Tell me about your major, your involvement in the ASOB, and how you became the Business Students Association President.

I am a Business Law & Economics major. Originally I was a Finance major, but I realized that it was not for me. I switched in my second year and have enjoyed law courses so far. I think it's a cool major because you get a more interdisciplinary experience – going from contracts to environmental law courses, and the economics part adds a more math view on things.

I originally got involved in the ASOB through being my cohort representative, and continued to be involved through JDC West as a Challenger on the Challenger team. In my third year, I was VP Academic, and I also was involved with the venture capital and private equity clubs at the university. Then, through my role as

VP Academic, I was able to sit on the Dean's Election Committee, which was probably one of my favorite experiences from university. It was very interesting to hear so many different perspectives on the process. Plus, I had a bit of governance experience, so I really enjoyed that. After, I decided that I'd go for it and run for President of the Business Students Association. There were two of us in the election and it was a very tough race, my opponent did an amazing job, so I really appreciate all the students who supported me.

2. Did you always know that you wanted to pursue a degree in Business Law & Economics? If not, what changed your mind?

Originally, I thought I wanted to go into sustainable finance, like ESG-related investment banking. However, that's still a very niche realm, and I realized that though

I love math, I didn't want to pursue it that intensely. I've always considered law or something similar, and with B LAW, you actually get to take some classes and see what you'd be learning in law school. It solidified my interest in going, or trying to go into law school. I wrote my LSAT over the summer, so fingers crossed!

3. Given your extensive experience in the ASOB community, are there any changes you'd like to see to help encourage greater student involvement?

In my second year, an older student told me, "80% of the activities in the ASOB are put on by 20% of the students." This is still true. We have such an amazing community from all our clubs and activities, and I think we need to make more opportunities for people to get involved in less intense roles. Not everyone wants a high time commitment, so with my time on the BSA, I've been trying to open up more low-commitment roles. Once you get people in the door, they realize how awesome of a community it is. Then, hopefully they are more likely to join in on more activities. So the core of it is to make things more welcoming, less scary, and more inclusive. You don't have to do everything to be involved.

4. What is the biggest risk you have taken during your time at the ASOB, and how did it work out for you?

Looking back, the biggest risk for me was running in my presidential election because it was contested. There was another individual running, and I was really worried. When you put yourself out there, you put yourself at the mercy of your peers. They are determining whether you are able to do this role. I like to do things when I know that I can do them well, and when I was in that position, it really came down to, "I can put all my effort into a campaign, but the decision of my peers will determine the outcome." That's something I struggled with: letting go and not having control over the outcome. That was a risk for me because I couldn't control the situation, and it turned out well, but at the end of the day, no matter the outcome, it doesn't make me more or less of a person.

5. What changes to the ASOB are you most looking forward to?

I would love to see more student involvement on activities, and change that 20/80 figure. I've been brainstorming on how we reach those students who we have on the edge, where they're not uninvolved,

but they're also not entirely involved. That would be something I would like to see change, and it's definitely something that we can change. Student involvement, through the clubs, the culture, and the community, is the heart of the ASOB. So, if we can improve that, even getting to 30/70, we can get more of the school involved and engaged.

6. Do you have any organizations or events you'd like to shout out? Where can our readers find you? [preference to LinkedIn]

Readers can definitely connect with me on LinkedIn, Paige Boyer, or they can send me an email at bsa.pres@ualberta.ca. If they're interested, I'm happy to meet up and chat with them. If they go to BSA tabling at Carruthers, while I might not be there personally, they can definitely pass along a message. All of the ASOB clubs are amazing, I encourage everyone to check out the full list at <https://www.bsavoice.ca/clubs>. We're working with all of the clubs to create a club calendar with activities scheduled in that will be public so all students can see what activities are in the works, so look forward to that in the future. We'll also be making announcements on our Instagram (@bsavoice) and also our website (<https://www.bsavoice.ca/>), so stay tuned!





Interview with ADITYA SHARMA

Interview Conducted: October 20, 2023

Article Written By: Kyrene Benedicto

Rarely do you get to meet someone who's story and strength in character outshines their success.

Within a five year degree, Aditya Sharma has managed to secure a full time position at Goldman Sachs, being one of only three University of Alberta students to have secured a position with the firm. For his extracurricular involvements, Aditya is a Fund Manager for the Program for Research and Investment Management Excellence (PRIME), a highly competitive and student-run investment program that gathers a team of twenty students to manage a fund worth approximately C\$2,000,000. On top of being a full time student, Aditya maintains an above 3.9 GPA while working as a Teaching Assistant for Operations Management 352 and the Bloomberg Finance Lab. He has also hosted events with the Cooperative Education Students' Association (CESA) as their Events Director.

But in getting to know him, the most memorable impression Aditya left me with is that in his spare time, curiously, Aditya likes to spend his evenings working at a fish and chip shop.

What motivated you to pursue Finance at the University of Alberta?

"I picked the U of A because I want to live with my parents. My dad plays a big influence in my life. Back home, he was a VP at a big engineering firm. My mom was a tax professor, and then they came here and started from nothing. They worked at McDonald's

for five, six years and then they grinded. So I'm like, okay, I got to make a lot of money so I can take care of everyone.

My dad's an engineer, but he loves trading stocks. He'd tell me about that stuff as a kid because he wanted to grow money for retirement. Investing is the type of tool where if you have money, you can grow it. If you keep it in a bank account, it's never going to grow. Saving rates and your checking accounts are usually low. Now we're in a high rate environment so it's different, but usually you're never going to grow your money if it's just there.

I picked Finance because I want to make money. I tell my dad that to this day, I would never be here if he didn't tell me all about stocks and trading. It's still surprising that so many people don't know about the stock market or the financial world. But it's because of him that I'm here. I wouldn't have looked into finance magically if he wasn't pushing it towards me."

Could you walk me through how you developed the skills needed to be successful in your field?

"Sure! So, actually, I was never good at math. Even in high school, I did really really bad at math, but then grade 11 came around and those marks will be used for applications. So I was like, okay, I got to get it together. So I grinded.

I had some really good teachers in highschool who taught me that if you just put in the work, things will

happen. I was the type of guy who hoped that I was smart enough to just go in, write the test and never study. But then I realized that I'll only get better if I do something about it. So that's how I started getting really good at math. In my first year at the U of A, I took six math classes all up to the 200 level and I did well in all of them. Seeing that I did the work really showed me progression.

If you study, make some changes in your habits, and grind, you can do anything.

That's a big part of my personality, is that I'll work hard in everything. I know that I can do anything if I just work hard enough. And that's perfect for finance. To be successful in this field, you have to work 24/7, grind and get it done."

So how hard was your first couple of years of university?

"Oh, it was extremely bad. I knew how to work hard, but I worked hard in everything. I was a part of two clubs, working twenty five hours in part time jobs, I was doing all the home chores and I didn't have a realistic idea of how hard university would be. I got a 3.1 my first semester and that GPA wasn't what I needed for the high finance jobs—"

I'm sorry, did you say a 3.1 GPA? (As if that's a bad thing...?)

"Yeah. a 3.1. Out of 4. It was pretty bad. But in my second year, I really learned how to balance things out. I lowered my workload, quit one of my clubs, dropped to working only ten hours per week and that brought my GPA up to a 3.9.

That's why I always advise my students and the first years to do everything that you want to do, but prioritize your grades first. First year is always the hardest, but the second and third are much easier. The more you learn, the smarter you get. And having a co-op experience really helped, because then I can understand things better after seeing them in real life applications."

Helping others out seems to be incredibly important for you. How involved are you with the first year student community?

"So I TA, I host events in CESA, I was on the PRIME recruiting team last year and I did a Co-Op panel. I met a bunch of first years there. I walk around the school trying to find people to talk to because I just want to give back as much as possible. Whenever I get the opportunity, I tell people to also hit me up on LinkedIn. The whole reason why I do this is because I met

"I was born in Dubai and then I moved to India when I was ten years old. My family then moved to Canada when I was twelve, because the opportunity here for education was much better than it was back home. I'm very thankful for being here, because back in India, there's no way I would be where I am. Realistically, a 99% grade doesn't get you into the best universities. It's that cutthroat. The competition is completely different, but over here, I can do well."

someone called Paul in CESA. He was an after degree student with a background in engineering. He's now in Toronto, working at BMO in investment banking, a really successful guy. When I met him here, he revised my resume, redid my cover letter, did mock interviews with me and he just helped me. He didn't gain anything, but that's just how it works. Now that I have the time and the job I always wanted, I can now help other people."

PRIME is the most prestigious program to get into for students in your field. It's a really great opportunity to have, but there are a lot of people who don't get in. What changes did you have to go through in order to get into this program?

"So, the biggest issue with PRIME is that there's only a limited amount of seats. And that inherently makes it very competitive. When I first found out about PRIME, I didn't even know about the alumni network and how successful they were. I just got obsessed with it because I thought it would be a very good experience to have on my resume. You're dealing with real money in the program. That would teach me so much.

But I was in turmoil because I did poorly in my first year. I thought to myself, 'oh, there's no point in applying.' But in my second year, I did better, so I went to the info session. But here's the thing right, I went in, I sat there

for an hour, but I got so scared, I walked out of that info session and didn't apply.

That ate me away all of my third year. I kept thinking I should've applied instead of waiting and wasting a year. That was the biggest change I had to make. Now, I just do everything. I never say no to anything; I never say no to an opportunity. I always, always do what comes my way. Fear is not going to hurt you in the long run. It might hurt your feelings, but all it does is show you you're not good enough. But that's good to know now rather than twenty years down the road. So in my third year, I applied and got in."

PRIME has a bit of a reputation for being very exclusive. Unfortunately, the competitiveness of the program doesn't help the negative perception the program gets. As someone who recruited for PRIME, what changes in the program have you observed that addresses this problem?

"I find that a lot of the people who don't get in contribute to the negative image of PRIME, which I understand. Don't get me wrong, I don't mean it from a mean perspective because a lot of people get obsessed with it. I did too. But I want to change that.



A lot of people in PRIME feel that way too. We want everyone to know how much we care about the school. And, historically, everyone at PRIME has always been outgoing and fantastic. As a recruiter, you meet so many business students who are all fantastic, but that level keeps getting harder and harder. Everyone we've screened is so capable. But the difference between each applicant is so marginal. And, unfortunately, we only have a limited amount of seats. We can't add any more either, because there's only so much money. If you split up C\$2,200,000 between fifty people, it's not going to make any sense. Like, I personally manage around \$300,000 out of that 2.2 million.

So while we can't give everyone the opportunity to join us, what we have been doing is that we focus on giving back as much as possible. All twenty of us at PRIME are nice, we're people pleasers and we care about the school. The money we're growing – all of it goes back to the school and the students. So the biggest change

we're implementing in the program is that we want to show people we're a group of really fun people who care. We don't want to be hidden or closed off. We want to be more public facing.

My connection with CESA has made the inroad for this possible. All of us at PRIME have really strong finance positions and an impressive network. So we decided to host a resume review night with CESA this year and held our own booth. With our network, we invited analysts from JP Morgan and other really big banks to make notes and recommend changes to students' resumes. Women in Finance is hosted by PRIME, and they now have really big sponsors.

Personally, I work in Finance and there are not a lot of women or people of colour in the industry. Which doesn't make a lot of sense. But we're addressing that by pushing PRIME to be a big advocate of that. Now, Scotiabank Global Markets and big investment bankers come down from Calgary to Edmonton, which never happens. But they are now, and that's all because we're using PRIME's connections to help the community as much as possible.

And the wonderful thing about PRIME is that it's a program. So it's collective decision making. I may have helped our culture change with my connection to CESA, but all twenty of us agree that moving in this direction is the right step. It just makes sense. We want people to know that PRIME is a fantastic program that provides a lot of value even if you don't get in."

There is a lot of value in failing and not getting an opportunity you've always wanted. Can you share some of your experiences with this and how you changed your perspective to appreciate the value of not getting in?

"I've had a lot of failures. Imagine writing 142 cover letters, networking with over 20 different companies, but only receiving three offers. I learned so much from that entire process, because I went through that struggle. I think not getting in is even better than getting in, because you always, always learn so much more when you lose. If you got everything right the first time, you would never work harder or re-evaluate yourself and your boundaries. It takes trial and error and you always fail, but you learn.



Having gone through that, in my fourth year I only applied to eight places. Because by that time, I had PRIME, Nutrien, my TA experience, I had a math minor and I knew how to code. I was pretty well-rounded at that point and I knew I only wanted to get into investment banking or sales and trading, so I'll only pick these eight Wall Street firms in Calgary. All banks.

It took me four years to get that confidence. I've never done that before, but after four years of learning, like okay. I probably deserve to set myself up correctly."

What was your experience in Goldman Sachs like?

"So, Goldman Sachs Calgary primarily trades natural gas. Something really cool about the firm is that it's one of the few banks on Wall Street that does physical trading. We physically transport natural gas. From Canada, we can push it down to California in the pipelines. We own billions of dollars of storage and pipelines.

And everyone there is really, really good. Our traders are in the top five or top four in the world. That's how good they are. I never thought I'd work there in a million years and I still can't believe I worked there. It is the best bank in the world.

I'm the first intern there in seven years from U of A, so I'm really trying to make inroads there. I want to make sure they continue hiring from U of A and not from Toronto because we have better talent here than in Toronto. That's the goal. And what proves it is when Julian [Kriviak] joined, he's the fastest VP in Goldman in that shop in Calgary. And the biggest thing about Calgary is that Calgary's the headquarters for natural gas trading in the entire world. When Julian joined from Alberta, in six years, he made so much money for the firm that he's now a VP. He trades all of Texas himself. And he was PRIME. He was U of A.

The biggest thing I tell people is that when you're young, it's better to take the most risky path. Even if you fall off, you're only 20 something. It doesn't matter. You'll figure it out. So that's why I'm like, I want to take as much risk as possible when I'm younger and then if it all blows up, I'm still 25 with a lot of good things going for me. Don't play it safe. Do whatever crazy stuff you need to do, but do it now. Don't wait until you're 30.

What parting advice can you give our readers in terms of integrating change as a part of life?

"The way I would put it is you should have a long-term goal and then have thousands of short-term goals. My long term goal is to get into finance and make a lot of money. One of my short term goals was to get job experience. I used to work merchandising at an ice cream shop and that wasn't much, but I made it into something. I impressed all my interviews by showing them how I understood sales from that job. So always take those small opportunities and make small steps because they add up.

People always clown me when they learn I work at a fish and chip shop. I have a comfy job, I work in sales in trading, but I still want to grind. I want to make money and I want to keep myself active. And what do I learn from that experience?

I learn how to manage a restaurant. I learn supply chain. I learned that if you want to order fish, you have to make an order one month in advance. And that's just it, there's always learning. The moment you think you're above a job, that's when you know you have to keep learning. You can't have too big of an ego or be full of yourself. So the biggest rule that got me to where I am is to have a long term goal, but always do the small things. If you focus on the long term, you don't know when you're going to get there, if ever. But if you take small steps that lead you there, you'll make it.

And I want to preface this by saying that everyone has a different definition of making it. Not everybody is going to do what I do. For me, 90% of me is work, but that's just because I love it and that's who I am. Maturity is realizing that other people aren't like that and everyone has different meanings of life. Some careers just don't fit what you want out of life, so first, figure out what you want, then find a job that fits that. Why ruin yourself over something that you're going to be miserable doing? Life first before career."

To learn more about PRIME and meet Aditya, make sure to catch PRIME's info session happening at December 5th, in the Carruthers Student Commons 5:00-7:00 pm.

Change your mind

Why Embracing Change is the Key to Success

Heraclitus' paradox of change has become a favorite of philosophers and university professors alike. The Ancient Greek philosopher famously reflected on life's contradictory reality: nothing stays the same, and thus that is the only constant. In the modern era, we see the world changing around us at remarkable speeds. In the world of business, it takes form in rapid innovation, accelerated trend cycles, and market volatility. Apple releases a new iPhone every year, sometimes with new features, other times with imperceptible adjustments; fast fashion brands like Shein releases new collections every week, with hundreds of items added to the website each day. We can't choose to avoid change, but we can choose our attitude in facing it. Businesses should adopt an attitude towards change that allows them to leverage it to their advantage. This is the most optimal strategy for dealing with change, but we observe a spectrum of mindsets regarding change that are all represented in business settings, with varying degrees of success.

"Nothing stays the same, and thus that is the only constant."

1. Change-averse

Change-averse individuals and firms encounter change and knowingly resist or reject it. They try to maintain the status quo, doing things how they've always been done, or that have historical success. In cases where there is no mass-adoption of a change, this approach can protect an organization and its assets. Even experimenting with small degrees of change is avoided, so as not to risk wasting resources. Ironically, the desire to avoid the risks associated with change in order to preserve the success of the organization can ultimately lead to its failure. With major advances in technology and the emergence of the Internet, resistance to change has repeatedly proven to be businesses' downfall. Well-known examples include Blockbuster and General Motors. The former didn't adjust its business model to reflect the transition to digital technologies, while the latter failed to adapt to changes brought on by globalization, such as increased competition.

2. Change-neutral

Those with a neutral response to change don't resist when they encounter it, but they don't seek it out and may not even be aware of some of the changes occurring around them. Businesses with this approach adapt to change once it impacts them directly. Adopting a new technology because competitors are doing so, or joining a trend that has established popularity with consumers are examples of incorporating change in a passive way. While this might sound like the perfect balance between rejecting change and falling behind, or embracing change before knowing the outcome, a neutral response to change typically produces neutral results. It can lead to stagnation in organizational growth, as a firm may become one of many in a market oversaturated with similar business models.

3. Embracers of change

Firms and individuals with this attitude toward change stay actively informed on the latest trends, technologies, and strategies. They strive to be early adopters, implementing innovations and leveraging new opportunities as soon as possible, generally to establish a competitive advantage. Being at the forefront of adoption can mean becoming an industry leader and establishing brand equity in a market. However, when a change has negative outcomes or a trend doesn't gain as much traction as anticipated, it isn't always good to be first. The risks of embracing change increase in direct relation to the amount of adjustments a firm makes to its business model for market adaptation. Generally speaking however, firms that conduct thorough risk-assessment and embrace change strategically will benefit through payoffs like organizational growth and increased profitability.

4. Change agents

Change agents go beyond being the first ones to encounter change; rather, they are the force behind it. Instead of leveraging the opportunities presented by change, they leverage change itself as a business tool used to influence outcomes and create firm-specific opportunities. Individual change agents within an organization can influence its structure and shift the organizational culture to one that embraces change. The orchestration of this takes many forms, ranging from innovative technologies to marketing campaigns, but the underlying goal remains the same: to optimize business success. Driving change can have unintended consequences however, which can negatively impact the organization and its stakeholders; certain technologies that were introduced years ago have shown some negative side effects, leaving some innovators to question whether they should've initiated that change in the first place. There will always be unpredictability associated with change, but if change agents initiate it in a responsible way, they can reduce or eliminate potential risk.

How to **embrace** change in your own life?

- Stay up-to-date on new developments in business and technology. Publications like Harvard Business Review and websites like the Verge cover the latest developments and trends with insights on their business implications.
HBR features articles from industry experts and leaders that often show how to incorporate their knowledge into your own business. The Verge focuses on trending topics in tech, such as Big Data and AI, as well as news on companies like Amazon or Google.
- Step outside of your comfort zone and learn something new. Business Technology Management and International Business courses are becoming more relevant as many aspects of business undergo automation and internationalization.
For alumni and almost-graduates, it's never too late to learn a new skill. Online platforms like Coursera, Udemy, or Skillshare have courses for learning data analytics, marketing, and more.
- Stay connected and find support from others with a shared desire to embrace change. Many student-run clubs at ASoB offer opportunities for personal and professional growth, and some strive to be change agents themselves.
To anyone already navigating the corporate world, observe changes happening within your organization, and notice where (or who) they're stemming from. Find support from senior leadership, or become a support to graduating students as they enter a new stage in their career.

“ With change, you can’t resist it. The only thing that isn’t changing is death, living is changing. ”

Interview with

Nicholas Beauchesne

Lazy Faire sat down with Nicholas Beauchesne, a University of Alberta professor, to discuss his experiences with change, its impacts, and how he thinks it can be embraced to create a positive outcome.

Please give us a quick rundown of your professional and academic background, along with any additional information you’d want to contribute.

I started teaching at the University of Alberta in 2013. I finished my Ph.D. in the fall of 2020, right at the height of COVID. I had to defend my Ph.D. over Zoom, rather than at the Psalter Reading Room. I wasn’t interested in going to University right away. I moved to Vancouver

in 2006 with my bandmates where we started playing metal music. We pursued music for about five years, then we went our separate directions. I went back to school in 2009. I was 25 and a more mature student, but my attitude was way better. At that point, I decided I wanted to finish my English degree. I finished my Bachelor of Arts in 2012 and did my Master of Arts from 2012 to 2013, and finally my PhD from 2013 to 2020. After that, my academic path seemed to be set. During that time in Vancouver when I was doing music, I was also working in the business field, I used to work in investor relations. I worked in a venture capital firm, quite a career shift. When the 2009 stock market collapsed, they didn’t need me at the office. So I went back to school when things weren’t working out, and it was starting to change. I went back to what I was always good at, which was academics. I adapted to the change in my music career switching back to academics, and things have been rolling ever since.

How can someone embrace change and see it as an opportunity for growth?

I’m an expert in the philosophy of magic and Western esoterism. Change is the ultimate constant, the universal constant, and a good magician or alchemist has to be a master of change. The prime characteristic of a magician is their willpower; that being the ability for one to cause change to flow in accordance with their will rather than fighting against the currents of change. Now things happen and life is always going to happen. Rather than fighting the stream, I’ll swim down the stream where the change is leading me.

How can someone maintain a sense of identity and stay true to themselves during periods of change? Or in other words, how did you do it?

Identity is nothing more than a collection of core principles and ethics, that kind of stuff is very unlikely to change a person. It’s just all the details that are

"The prime characteristic of a magician is their willpower, that being the ability for one to cause change to flow in accordance with the will rather than fight against the currents of change."

constantly changing. It's kind of like planet Jupiter, right? At its core, it's just a small rock. The biggest part of Jupiter is all the swirling colors on the gasses, but that stuff is constantly changing. It's never in the same shape, it's always unique. But at the core, there's just a little rock underneath all that. That artifice and I think personality is kind of like that. So as long as you have your core identity as that solid rock and you know who you are, know what you want, and know what you're capable of, you can roll with any change because it's just a matter of swapping minor variables.

Do you think change can be a negative thing?

With change, you can't resist it. The only thing that isn't changing is death, living is changing. However, to say the change is always positive would be really privileged. Some people's lives have no control over their change, but if they can survive that, they usually turn into pretty strong people, and not everyone does. Those who survive usually find a way to find something positive in it. Even in the worst things, maybe they find

a community of like-minded survivors. Who knows, right? You never know where your life will take you. So yeah, of course, change can be bad and negative. But, I think that even when the worst thing has happened to people who are strong enough to survive, they manage to find a way to view it in a positive sense.

In your opinion, how does change impact the person's emotions and mental well-being?

I think it comes down to the mindset that someone familiar with change is someone who has a more precarious sense of life that isn't as steady or stable. People with more experience. I think it will be easier to accept privileged change. Some people are lucky enough to have everything always go right, but they develop a sense of entitlement. So I think that humility and experience can help temper that. But yeah, change can be quite a shock for people who always expect things to go a certain way. But I think that the nature of the universe is not for things to go a certain way. It's chaotic. So you have to embrace the chaos.

Interview with **Anna Sun**

Lazy Faire sat down with Anna Sun, a University of Alberta student majoring in Computer Science and minoring in Business Technology Management and Economics, to discuss her involvement in student-focused activities, how she adapts to change, and how she thinks technology will shape the future.

Tell us about yourself!

Hi! My name is Anna Sun, and I'm a fourth year student majoring in Computer Science and minoring in Business Technology Management and Economics. Before I transferred to Computer Science, I had majored in the Faculty of Business as well. At the time this is being written, I'm currently doing a work term at PCL as a data scientist; I'm really passionate about data and being involved with my local community.

You've been heavily involved as a leader in a variety of organizations and activities, both on and off campus. What experiences have most challenged your growth or expanded your mindset, and how?

The majority of my extracurriculars are my involvement with UofA's School of Business clubs! For instance, I was a Marketing Director for UofA's Enactus branch and for TedXUAlberta, I served as the VP of Logistics for the Alberta International Business Competition, and I was a Business Technology Team competitor for two years with Alberta JDC West. I also was involved with our university's Google Developer Student Club. All of these experiences were thrilling challenges, and put my organizational capacities and confidence to the test. What impacted me most has got to be case competitions. I am passionate about helping businesses figure out a solution to a problem and presenting my insights to like-minded people. They really helped me find my footing within the business world, become more confident, and expand my critical thinking skills. At this point, I've been involved in fourteen case competitions, and I can't recommend them enough.

When you assume a new position or undertake a new project, how do you adapt to new expectations, stressors, and environments?

For the first few weeks, I'll usually detail my daily experiences in a journal. I outline the tasks that I need to complete or that I've already completed, and I determine key takeaways. This includes what challenged me, what I enjoyed, and what I learned. Keeping track of these trends helps me develop expectations and evaluate how I'm doing overall. Consistently evaluating my experiences, mistakes, and progress helps me to consciously and actively grow within a new set of pressures. After a few weeks, I begin creating weekly to-stop lists, which is the opposite of a to-do list. This is a concrete, visual reminder for me to work on the things that may be holding me back from success as I adapt to a newfound set of expectations. Every week when I make my to-stop list, I can see what I need to improve on, and can better achieve my goals and get involved to the best of my ability.

As a BTM and CS student, what emerging technologies or tech-driven changes in the business world are you most excited about, and why?

I'm incredibly excited to witness all the innovation and originality that technology will make possible in the near and far future. There are so many students and



"Consistently evaluating my experiences, mistakes, and progress helps me to consciously and actively grow within a new set of pressures."

strong, inventive ideas, but it can be difficult for them to find a way to actualize their creativity. It's a struggle to achieve these big goals when the means to execute them don't necessarily exist. Technological advancements open the door to new possibilities and can make these ideas come to life, helping so many people and creating a better world. Innovation will definitely rise with technology, and I can't wait to see the results.

What encouragement and insights would you give to a beginner struggling to learn how to code or program?

Try everything! There are so many exciting and diverse ways to use programming, and everyone can find a

young entrepreneurs who have big dreams and such way to make it fun according to your own personal interests. The possibilities are absolutely endless, and if you explore them, you'll find programming a lot easier and more enjoyable. It's also helpful to try to break down big challenges or projects into small steps; that way, you can solve each small problem one step at a time. Another big challenge is that coding seems really difficult and intimidating at first, but it's important to believe in yourself and keep trying.

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If you could go back in time and give your first-year self any piece of advice, what would it be?

Getting into my fourth year, I'm realizing that university is the perfect time to try new things and discover yourself. There are so many possibilities open to you, and no default path! You can try different extracurriculars, internships, and even go to new cities and countries to pursue your passions. There's also no shame in switching to a new major; now is your opportunity to explore your academic interests and figure out what really inspires you. It's equally important to figure out what you don't enjoy as what you do enjoy, so if certain pursuits don't work out, it's not a waste of time. Any time used to try new things is time well spent.

Do you have any ventures or clubs you'd like to shout out? If people would like to network with you, where can they reach you?

There are three UofA business clubs I'd love to shout out: Enactus, AIBC, and Alberta JDC West. Being involved with these organizations has been so fulfilling for me. I've had the chance to meet professionals, make new friends, and expand my critical thinking skills. I recommend that readers check them out! Also, I'm always open to chatting with new people! You can connect with me on LinkedIn or reach out to me on email (asun4@ualberta.ca).



Switching Majors

Writers Choice Short

Written By: Nour Marawad | Edited By: Rebecca Araujo-Aikman

Designed By: Hafsah Mohummed

Switching your intended major can seem daunting, especially if you have a strong sense of identity tied to a certain degree. Change is inevitable, especially at this age when we are transitioning into adulthood. It's a period where we're exploring new experiences, learning, and figuring out one's self, a challenging yet exciting time. It takes courage and embracing uncertainty to fully immerse within yourself, to navigate the uncertainties along the way, and to trust your abilities.

When I was switching majors, I was concerned that switching paths would be a waste of the time and resources that I had invested while also incredibly unsettled about the future. The job market's fluctuations made it feel nerve-wracking enough, and my uncertainty around my employment prospects only added to this stress. I felt overwhelmed and began questioning my abilities and self-worth, constantly wondering why I was so far behind my peers.

I eventually worked up the courage to change majors, but the stress around majors wasn't over. I left career day feeling discouraged this year, as I barely found booths for my new major. I was left pondering if I made the right decision, and regretted switching out of my initial major. However, I've come to realize that it's typical to experience self-doubt during a period of change. It's how we analyze circumstances and face our decisions. Despite career day not going as well as I had hoped, I decided not to compare my expectations of my new major to my previous one. Instead, I reminded myself about why I chose a new path, and in doing so, I realized the importance of contextualizing this decision and of adopting a growth mindset. After

doing this, I became excited about the abundance of new prospects and benefits that awaited me.

I also discovered that it's okay to be true to myself in the pursuit of change. I've learned along the way how to listen to what I felt I needed and to stay resilient against what society deems as "successful" and "unsuccessful," as this is constantly changing. In the process, I learned the power of adaptability and of remaining ambitious and resilient throughout the struggles. Switching my majors has shown me that holding onto your ambitions and persevering against whatever setbacks you're facing is so incredibly crucial beyond just academia. It's taught me to take that leap of faith and to believe in myself. Change is risky, it's intimidating. However, staying in your comfort zone also carries risks. I now know that managing change is about weighing the uncertainties, embracing the growth, and choosing your risk!

Changing majors might be a burdensome choice with its share of trials and tribulations, but change in general introduces the chance for personal development, self-discovery, and a different path that could be more rewarding. It's crucial to keep in mind that the road is not always straight, but diversions can lead to unexpectedly pleasant outcomes, and that's what makes it all worth it.



Editor's Note

Hello, and welcome to Lazy Faire Magazine's November 2023 issue! My name is Rebecca, and I'm going to be your Editor-in-Chief for the 2023-2024 academic year. This is my first year with Lazy Faire Magazine, and I look forward to engaging more with my passions for writing, editing, and helping students tell their stories.

We're so excited to bring you our first issue of the year, especially with our new team, style, and look. We have undergone many changes, and as such, it was only appropriate making our first issue's topic about change.

In the past few decades, the world has experienced unprecedented change. For many of us, we have lived through it and experienced incredible developments that have forever altered the trajectory of human development and history. However, as we welcome first-year students to the stress of university finals, and as fourth- and fifth-year students begin thinking about life after graduation, I'm reminded of the significance of smaller-scale change. When we think about what

has changed us the most, we often think about the moments and people in our lives that personally affected us. Through these connections that we build with the world around us, we learn more about who we are, and more importantly, who we want to ultimately become.

However, knowing who we want to be and actually becoming that person isn't always an easy process. Oftentimes, growing into that person means needing to change some aspects of ourselves or our lives, and that can be uncomfortable, awkward, and daunting. Personally, I set my 2023 New Year's resolution of expanding my comfort zone to get more comfortable with these discouraging aspects of change. While I have definitely had some growing pains and a few cringe-worthy moments, I have also found new passions, new communities, and new friendships. Becoming acclimated to the discomforts of change has helped me prepare to embrace it, and has helped me continue growing into the person I want to be.

Lazy Faire Magazine wholeheartedly embraces this philosophy, and we have also experienced some changes. Our team was selected with the intention of staying true to our core values while taking a fresh, bold approach to our publication. By adopting a new style, a new approach to digital media, and bringing you new types of content, we aim to better meet the interests of our readers and to help our team members develop their skills. However, though we come to you with a new look, our core mission remains the same. We remain committed to giving students in the Alberta School of Business a platform to enhance their professional development, and our content will continue to help students develop their knowledge and adapt to the challenges of university and the workplace.

As such, we encourage you to engage with our magazine beyond just reading. If you relate to the story or background of our interviewees and want to learn more about them, connect with them on LinkedIn! If you have questions about our content, want us to address a topic, or want to connect with the team, message us on the Lazy Faire Magazine's Instagram! Go beyond simply reading this publication, and you'll discover just how many amazing opportunities are at your fingertips.

On behalf of the Lazy Faire team, welcome, and thank you for accompanying us on this journey



Rebecca Araujo-Aikman
Editor-in-Chief

