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DEAR FRIENDS,

WE ARE FINALLY MOVING TO THE MOST INSPIRING TIME OF THE YEAR, WHEN NOT ONLY SPRING IS ALL AROUND AND LOVE IS IN THE AIR, BUT ALSO JE JOUE IS MAKING THEIR FASCINATING EVENT, PROVING ONCE AGAIN THAT SSE RIGA ISN'T JUST ABOUT FREAKY ECONOMISTS!

WE WISH EVERYBODY FULLY ENJOY THIS TIME, BUT DON'T OVERDO RELAXING NOT TO PROLONG YOUR SUMMER PRESENCE AT SCHOOL!

MYSTERY-LOVERS, IT'S FRIDAY 13TH! DON'T MISS AN OPPORTUNITY TO DO CRAZY STUFF AND AFTERWARDS BLAME THE DAY FOR YOUR PRANKS!

STILL FEELING BORED? THE INSIDER HAS A PERFECT SOLUTION FOR YOU – GOSSIP (IF ANYBODY STILL REMEMBERS WHAT IT IS)! AND IF THERE IS NOTHING TO WRITE ABOUT... CREATE THE REASONS FOR TALKS! ;) THAT'S ALWAYS SO MUCH MORE PLEASANT AND FUNNIER!

HAVE FASCINATING READING,

YOURS,

THE INSIDERS



MORTEN'S COLUMN

THE MARSHALL-LERNER CONDITION

ON 20 APRIL 2011 THE BELARUSSIAN ROUBLE DEVALUED BY SOME 40%, MAKING ITS NOMINAL EXCHANGE RATE SOMETHING LIKE 10,000 BYR PER LVL. WE KNOW THAT THIS NOMINAL DEVALUATION SHOULD IMPROVE BELARUSSIAN COMPETITIVENESS, THUS EXPORTS SHOULD INCREASE AND IMPORTS DECREASE, BUT BOTH POSSIBLY SLOWLY SINCE IT TAKES TIME FOR BELARUSSIAN EXPORTERS TO FIND NEW MARKETS AND TIME TO SUBSTITUTE IMPORTED PRODUCTS WITH LOCAL ONES. OR, AS WE WOULD SAY, IN THE SHORT RUN THE PRICE ELASTICITIES FOR EXPORTS AS WELL AS FOR IMPORTS SHOULD BE LOW AND THEIR SUM BELOW ONE, THUS NOT FULFILLING THE MARSHALL-LERNER CONDITION.

IN OTHER WORDS, WE SHOULD EXPECT THE BELARUSSIAN CURRENT ACCOUNT TO WORSEN IN THE SHORT RUN WHILE, IF ML IS FULFILLED IN THE LONG RUN, THE CURRENT ACCOUNT SHOULD EVENTUALLY IMPROVE HEREBY DISPLAYING THE J-CURVE.

BUT IS ML FULFILLED FOR BELARUS? NOT A BAD TOPIC FOR A THESIS, I THINK, AND IF NOBODY PICKS THAT UP I WILL BE DOING MY OWN LITTLE BACK-OF-THE-ENVELOPE ANALYSIS DURING 2011-12, AS THE SHORT RUN BECOMES THE LONG RUN, TO SEE WHAT IT LOOKS LIKE.



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Dear all,

In the past month we were very happy to experience two fantastic events: DoO and Peak Time. History shows that this year events were all time best by all means. Big thanks to organizer teams.

Nevertheless, everything continues and May as usually will be full of culture and sports. Annual paintball tournament will be magnificent and sporty as each year.

Our greatest sports enthusiasts will go to Kaunas and represent our school in the 17th annual SELL Games.

Above all, a grand event is organized by JeJoue team, who will fill our school with hundreds of emotions. "Muzeju Naktis" was extremely successful and hundreds of people visited this gorgeous event in our school last year. We all wish the organizing team to raise the spirits even higher and give enjoyment to more culture-oriented people.

May has always been the central month for Y3 students who present their most important papers: bachelor thesis. Furthermore in May: the next organization leaders will be announced and all Y1 are looking forward to it, and SA is going to visit our colleagues in Stockholm.

Enjoy culture and sport and enjoy one of the most eventful month in SSER!

"Culture is properly described as the love of perfection; it is a study of perfection."

/Matthew Arnold/

Yours sincerely,
Rihards Strenga
President of the SA 2011/2012

THE INSIDER IS
BROUGHT TO YOU BY:





Dear ladies & gentlemen!

April was a smashing month for Debate Society: we have won two tournaments, one in Latvia and one in Estonia (read an in-depth article in this Insider), participated in Jacob's Open in Bremen (April 29 - May 1) and now SSE Riga guys are going full steam ahead to conquer Vilnius (May 14-15). Wish us good luck and don't forget to enjoy the spring! :)

Best,

Debate Society



CHARITY CLUB

Hey everybody!

This time Charity Club is happy to announce that our cooperation with the donating event organized by European Hit Radio has been successful and 3 huge, full bags have been contributed to the greater cause.

Additionally, we would like to thank everybody who helped us to organize special even for the orphanage „Zīļuks” as it was probably the last one they will have before the dissolution of the orphanage as such. Especially we would like to thank all our little helpers, ForumCinemas, Riga's circus and student corporation- “Imeria”. You made this day special!



INVESTMENT FUND

Finasta Investment Game is close to its end and soon the winners who will share 2000 EUR prize pool will be announced. This year the game was

quite a success: for the first time in iFund history we introduced real time data for 15 international markets and additionally launched parallel competition on real-life platform provided by Deltastock. This was big fun and challenge both for players and market over viewers. Also there are more than 9000 users registered on our website! It's good news for current sponsors and an extremely good start for the next board, which is expected to be elected and overtake iFund in June. As for other iFund activities, Investment Unlimited 2011 has kicked off with quite many teams registered and SSE Riga students have a chance to compete for 600 EUR prize pool. Finally, congratulations to our first scholarship receiver, Andrejs Zavertjajevs, in Managerial Economics. Work hard and your name will pop-up next as the top score in MAF and 200 LVL receiver. Finally, they say this year iFund will revive their portfolio and there will be a chance to invest in stocks for real, just as in good old days.

SSE RIGA CHOIR

Early Saturday morning SSE Riga Choir went to visit “Tartu Üliõpilassegakoos” (choir) in Estonia and to perform together with them. So in midday the concert was held, after which of course “Get-to-know-each-other” party took place. SSE Choir showed their strength not only in singing, but partying too. After few games and dinner, both choirs accidentally started song battle, which ended only in midnight. We dare to say that SSE Riga won with spinning concert piano around the room, playing them, singing and dancing at the same time! Special thanks to two Estonians who joined the spirit with carrying around table during the song. After midnight choir went to student corporation “Raimla” where SSER Choir for the first time in history gave short unofficial concert. After concert in “Raimla” there was free time to continue to celebrate Walpurgis Night and party till the sunrise.



PEAK TIME

Dear SSE Riga community, Peak Time 2011 is officially over. We had an amazing event on 28 April - 1 May. To find out what happened and what you missed during these days, read the articles on pages 7-11!

Peak Time 2011 organizers



SSE in Washington

FOR majority of SSE Riga students this was the last month of the studies in this university as bachelor's thesis were defended. For the very same reason the society received various types of funding requests; some of them were grand and some were tiny; some for experiments and some for datasets. However, the story of the month will be about something different. It is a story about two SSE Riga students who received Leif Muten Society's support in order to present their thesis in Washington.

In April, Zane Silina and Krisjanis Krustins (both Y3 students) travelled to Washington, USA, to participate in the 10th Annual Carroll Round Conference where they presented their thesis paper on price discovery process in Baltic equity markets. The Carroll Round is an international economics conference held at Georgetown University, Washington, and it gives



20-30 of the world's top undergraduate student the unique opportunity to present their original research

projects in the environment of a professional academic conference. Zane and Krisjanis were first SSE Riga students who have applied and been selected

as participants among other students from leading universities around the world, including the University of Chicago, New York University, Harvard University, the University of Oxford, and the London School of Economics. The keynote speakers of this year's conference were Nobel Laureate Dr. Joseph Stiglitz and Dr. Jagdish Bhagwati. Not only did Zane and Krisjanis gain valuable feedback and suggestions to improve their paper, but they also had a chance to represent SSE Riga – both to people in Europe and the

USA – as an institution of academic excellence.

Yours,
BOARD OF LEIF MUTEN SOCIETY



Days of Opportunities



15 organizing team members
8 months of preparation
5 guest lectures organized during the DoO week
36 companies in total, 17 of them new!
5 universities from all over Europe
268 students attended the main event
More than 100 internship places offered!

thanks goes to our IT/Advertising Specialist Edgars Neverovskis.

All in all, both students and companies enjoyed the Days of Opportunities 2011 very much, which means that we have reached our goal of organizing a career fair of high quality.

Nevertheless, there is always room for improvement, and we are sure that the next year's event will be even better! And this is where YOU need to take part – the application for the DoO'2012 organizing team will start in the first week of May. If you have great ideas and the enthusiasm to make them happen, then follow our news on Facebook and apply!



DoO'11 TEAM

DAYS of Opportunities 2011 have passed, and we would like to thank our sponsors Oriflame, KPMG, and Aldaris, as well as the media partners BuzzPodium and Delfi, who helped to make this event possible in this high quality. We hope the collaboration will continue in the future.

What is more, we are extremely happy about the large number of companies that participated in the event this year and an even larger number of internship places they offered. We hope that all of you who attended the event are satisfied, and are now one step closer to your desired internship placement. We will be looking forward to hearing your inspiring internsip stories in the autumn!

This year we had KPMG and L'Oreal CV Clinics, which made it possible to get feedback from more than one experienced consultant. We are glad that you liked it, since the majority of students referred to it as being a very useful tool with nice specialists, who gave meaningful comments and valuable advice.

Furthermore, we have received a lot of positive feedback about the design of DoO'11 brochures – special



Peak Time Heroes

EVERY event starts with an idea. At first, the idea is generated by a creative team/person with strong motivation that makes it happen. Our idea came out twelve years ago at Stockholm School of Economics in Riga; it was called **Peak Time**, a business competition made especially for students and by default organized by students.

That first time turned out to be a great success for every single character involved in the event; organizers, participants, guest lecturers, sponsors and jury members claimed that there should be more and more to that. And, as a rule of SSE Riga, the great idea of Peak Time survived over the years and became one of the most recognized and challenging business competitions for students from all over the world. But as the idea remained the same, the question became who are those brave SSE Riga students who made it happen for the 12th time?

So, we are proud to present the heroes of Peak Time 2011: **Marius Miškinis** was digging for gold and paper money, everything that would look or smell like funds to help out the event. **Ieva Turlaja** was gossiping, she managed to bring the rumors of an awesome upcoming competition to all faraway lands. **Anna Skačeka**, being a real SSERigawife, was hosting event's guests, she transformed the school into a nice home, met everyone with bred and salt and made sure not to lose anyone in four days; **Sandra Janekalne** was keeping everyone updated, she spammed more Twitter and Facebook accounts than SSE Riga email system has ever seen. **Aija Novicka** was searching for mismatches and overlaps in the event coordination, she kept the track of every single bee that flew at the wrong time in the wrong room.



We definitely know that they are our heroes, but what do they think about that? We had a chance to obtain some details.

• **From all SSER extracurricular activities, why have you chosen to be a Peak Time organizer?**

Marius: All the projects happening in SSER are really nice and the person choosing which one to join only needs to make a decision on what exact skills she/he wants to develop, and in my case I wanted to experience how big projects with so many parties involved are run. In my very personal opinion, I believe that the Peak Time is like a 'simulation' of running a real business and it is the only project in our school which requires you to work on and explore all the fields that you would find in real

life: strategy, project management, sales B2B, B2C, brand management, customer (participant) relations, finances, PR, promotion, etc.

Sandra: Peak Time is awesome! It is challenging to organize; it brings value to others - both SSER people and students from all over the world. You can really see that your work is something valuable, it is not just about my experience as an organizer but also about other people who come to Riga to compete, to speak as a guest lecturer, or just support Peak Time.

• **What was your toughest challenge?**

Ieva: Learning how to use Adobe Illustrator at 3am. But in broader picture nothing is tough if you do it on time.

Anna: Google Docs and Reply to All button.

• **How Peak Time influenced your academic performance?**

Marius: Honestly, I had some problems (=fails) with several courses, but it was not the fault of Peak Time itself. I think it was a mix of unfavorable conditions that our team faced: need to organize Junior Peak Time, need to organize 'senior' Peak Time, only 5 of us in the team. The actions will be taken to prevent the next year organizers.

Ieva: It is a great challenge to pull this off.

Anna: In both years accounting suffered, but otherwise, you know, time management makes things happen.

• **How many hours have you slept during finals?**

Sandra: Who cares about sleep if Peak Time is finally on?

• **What is the most important thing that you've sacrificed as a Peak Time organizer?**

Anna: Family. At some point I just had no idea how they are doing and what is new in their lives.

Marius: I had very intense 4 days of working on PT stuff and thus totally forgot my mom's birthday. I know, shame :/

Ieva: The time that I could have spent with my friends that are not from SSE Riga.

• **Did everything go, how it was planned, during the event?**

Marius: Yes, everything went according to the schedule and in terms of competition we have not heard any negative feedback. I would like to thank all the helpers that were working hell hard and sleeping little during these days to make the event memorable and fun for our participants. And actually it is another thing why I like Peak Time: this 4 day experience unites people who are willing to go extra mile for the quality of the event, and makes them closer.

In general, there are always things that could have been done better, but thanks to our extremely com-

mitted helpers; the Peak Time 2011 was awesome.

• **Now, when Peak Time is finished, what have you enjoyed the most about it?**

Marius: All the awesome people I met before and during the event :)

Sandra: The time I spent together with my team. They are amazing people!

Ieva: The every single moment during the finals. The feeling when participants come up to you and say thank you is simply amazing.

Anna: The fact that people indeed enjoyed the time here and that our job was valuable for them.

• **In a few words, what is Peak Time for you?**

Anna: Some say "live your dream", but for me this saying transformed to "live the Peak Time!".



Marius: Few key words that I think would describe the Peak Time best: challenging, rewarding, recognized worldwide, uniting, very intense, new friends.

Ieva: Lots of work, no sleep and stress. However in the end it gives a rewarding feeling with lots of experience.

Sandra: Peak Time is sleepless nights, awesome moments of happiness and moments of frustration and tears, joy and gratefulness to all the people who say good words and thank the organizers for organizing the event. Peak Time is something that I will never forget, amazing experience.

• **What would be your advice for future organizers?**

Ieva: Start everything as soon as possible and there will be no problems.

Marius: Be pro-active, take the full responsibility for the things you do, always try to look for opportunities how to make things better, communicate with your team a lot about everything you do, don't have initial assumptions about how things work, and this is very important: be flexible.

I hope people will listen to this carefully and make next year's Peak Time unforgettable already for the 13th time.

Anna: Live the Peak Time!



Day 1

Here it comes! The Peak Time! The final event hosts 80 participants from different countries - our school is full of unknown people, with organizers and helpers running around, with confused students and weird atmosphere that every competition brings. That is overwhelming, but let's see what happens further...

Although opening ceremony and banquet officially opened the Peak Time 2011, everyone was still searching for orientation guidelines. Teams were lucky - they had the Compadres, always ready and eager to help.

There was additional work for PeakTime's 2011 innovation-teams made from individual participants.

"Today, we are excited to meet all our teammates for the first time. Under the pressure of competition there are a lot of small details that must be considered about each other, but we simply don't have time to do that. Our advantage is that in preliminary rounds we demonstrated that all of us are well-prepared, skilled and experienced and we can't say that in other teams all 4 are working as much as they should. So, team-building is the biggest challenge for us" team **Climber\$**.

The first guest lecture, given by **Muzzafar Khan**, Principal and Board Member of Space Energy AG, was a great start point for the event. His inspirational words on motivation, life achievements and brighter future made everyone in Soros auditorium to begin working. Literally, he removed the ice and point out the status of Peak Time 2011. It is all about "Racing towards Excellence".



"First day was the most interesting for me, because we had a Culture evening and had an opportunity to taste national food and drinks from various countries, moreover we were able to ask questions about them. Also, my team was the only one, which hadn't prepared a video, so they asked people in Soros what do they want them to do and someone told "strip". So they performed strip dance and made all the participants laughing." **Andrius, compadre of Culture club**

"We have spent a whole day getting to know each other, and in the cultural evening had rest together like really close friends. I guess this is the most important thing for compadring - not to become some kind of an overseer, who controls everything and tells participants what to do, but to be a part of the team and have fun together, helping when it is needed, entertaining when it is possible and enjoying whatever you do." **Jelena, compadre of ICEFS Strategy**



The day ended with the cultural evening and team videos presentations. By then, we already could say that Peak Time 2011 final event was AWESOME. And, we were looking forward to first CESIM rounds or even more to that, how the participants would wake up after national drinks and 150 bottles of beer?



Day 2

Everything started at 8:30 in the morning, looked like nothing happened last night; everyone was serious and ready to compete with each other.

Walter Naeslund, Founder & CEO of the advertising agency Honesty, continued the tradition of AWESOME guest lectures. He shared the secret receipt of how to succeed in running a business. Just look to answer the questions: "What do I want to do?" "Why do I want to do it?" "How do I do it?" The lecture emboldened the entrepreneurial spirit of the listeners and prepared them for next day's case studies.

"Pub Tour was the peak for some of us. In all four days we had a lot of energy to spend on nice parties, good people, great challenges and networking. We will miss Peak Time a lot!" ICEFStrategy team

"Probably the most memorable was the second day of Peak Time when the guys who at first were shy and silent at the end of the pub tour became real party animals." Aiste, compadre for team Maksaara.

After the guest lecture CESIM continued. Participants were busy counting the points and forecasting their ratings. We could see the results just by looking at their faces, the extent of their smile reflected their team performance in the group. And after a long day a juicy evening activity – Pub Tour was offered for participants.



Participants finished their Pub Tour tasks by the middle of the night, but the fun didn't stop. Teams were gathered together by compadres in the same place, to be counted and to watch a short photo review of the day. Slowly the party moved to Shot Café, what else a real SSER student can show to a foreigner?



Day 3

The day started with rumors, everyone was interested in other team's activity of the last night. Organizer's job was to supply enough bottles of water and to make sure that no one was hurt, although unfortunately one of our participants broke his leg and had to go to the hospital. But the competitive atmosphere came back with case study and all last night's friendships were forgotten.



Michael Pyner, Chief Executive Officer of the Shoreditch Trust, intervened with a lecture on social and creative business ideas: "I urge you to develop your business with responsibility and thought not only for your domestic market but for the world around you. It can be seen like an overwhelming responsibility nut unless each of us takes some role we leave nothing of value behind us."

"Peak Time is competitive. Whole experience was amazing and was very interesting to be in such kind of environment. Although jury members destroyed and criticized our Business Case presentation, it was very useful to get a truly objective feedback. Usually, we lack such approach in universities.", team ManageMen



Day 4/Winners

For someone Peak Time business experience was finished together with the presentations, and they had an opportunity to experience what it means to party hard in official Peak Time Chicago Party and only Top 5 teams had a chance to continue the competition.

- 1st – Naked Mind (SSER)
- 2nd – Norge Foreigners (Norway)
- 3rd – dis.rupt! (individual participants)
- 4th – SUSIIMK (Lithuania)
- 5th – Viva La Dream (China)

"Before coming I heard great things about the event. As the reputation is a big factor I checked everything that was available on the internet, caliber turned out to be high enough for me to attend it. The only thing to improve next year is to give better instructions for jury members, maybe empower a head jury - to break the lock. I met only friendly and smiling people, so definitely come back if invited" Mohamed El-Fatary, guest lecturer and jury member.

The winners of Peak Time 2011 are:

Ieva Pajarskaitė, Stanislavs Filatovs, Rokas Narkus, Andrius Oleinikovas
- year 2 students at SSE Riga were eager to share their thoughts about the competition:



• Why have you decided to participate in Peak Time?

Rokas: All buzzwords about challenging, myself, search for new experiences etc. can fit in here. But I entered this competition to win it and so my teammates. I thought that the team which we managed to gather was great and well-balanced so we had a good chance to win the PeakTime!

• How easy/difficult was to work together, as a team?

Rokas: Well, to me it's always a bit difficult to work in team as I'm heavily individualistic. But in this particular team everybody knew each other quite well.

Stanislavs: Rather fine. Sometimes I will be called a free rider by Rokas (don't trust him). We are kind of fitting each other.

Ieva: We had experience in working together before, so there were no big surprises. We know each other's strengths, weaknesses and a role in the team. I really enjoyed working in this team!

Andrius: It was easy to work in a team because everyone possesses different set of skills and this helped to separate tasks efficiently.

• Any funny moments of the team-work...

Rokas: There were some strange semi-rules during

simulation, such as figuring out that we need to ask for something really important 7 minutes before deadline (congrats to Stas managing to run fastly from fifth floor) and having "one free-rider at the time" rule.

Stanislavs: We were very serious. No fun. :)

Ieva: Trying to get a suit for Stas, 20 minutes before the presentations.

Andrius: During Cesim Stas was responsible for reading a book.

• What would be a secret receipt for winning Peak Time?

Rokas: When looking to winning it seems pretty easy. Just have a great looking presentation, have it filled with good ideas and supportive material and during presentation just wrap everything around persuasively sounding speeches.

• Finally, in one phrase What is Peak Time???

Andrius: Peak Time is making friends with people from all over the world.

Rokas: Peak Time is one of the largest international business student competitions in the world (Peaktime.org, 2011)

Stanislavs: Concentration!

Ieva: Peak Time is an amazing experience!

Consulting Club

SOME time ago there was an email in SSE Riga list about a new starting organization called Consulting Club. The idea belongs to Karolis Šarūnas who is a year 3 student and currently is also working in Civitta: a management consulting firm specializing in fact-based advice and project implementation support.

The application process was quite serious and only about a half got accepted as founding consultants, project managers, and communication and event coordinators. Overall there is a little more than 20 people who are now trying to define the future of the club as the exact path is not cleared yet. They will try, learn from mistakes and improve the club until it will fit SSE Riga and its students' the best way it can.

To help this process Consulting Club has defined its values, which are Experience, Learning, Honesty, Integrity and Constant development. These should be taken as milestones while the club keeps growing and expanding in both ways: number of participants and undertaken projects.

The club finally also has its mission: To provide companies with lack of resources with well-rounded, unbiased and realizable solution to their business problems which they are able to afford, as well as its vision: A well-known and reputable source of business advice for small and medium companies in the Baltics, whose solutions are implemented and creates tangible value for the clients.



Currently there are already 3 projects undertaken. The group working under Auseklis Sarkans supervision is working on IT company's internal system which is quite similar to our elearning platform but for task management and communication. Additionally, they are also developing exporting strategy. At this current moment the project is somewhere in the middle and there has already been brainstorming, looking through their internal system, and some interviews were conducted.

The second group with Paulius Lyngis as the project manager is helping a company named "Tarptautiniu projektu grupe" which is a start-up company which helps foreigners in variety of matters to establish business in Lithuania. The main tasks for Consulting Club are creating a marketing strategy, defining market size, finding out whether company services will be demanded and the communication channels. The hardest part in this project is to collect quite wide amount of data.

And the last, but not the least one is the group under Anastasia Oleinikova's touch where they are working with a private equity company called "EKO Investors" (where one of the founders is SSE Riga graduate).

The company wants to undertake a large scale investment project into regional development of Latvia. They will create an investment fund that will be investing into about 100 companies and create ~20 regional technological centers, where the companies will be located. The task is to create a public proposal by calculating the benefits of the project for Latvian government and persuade the government to participate in the financing of the project.

For the latter project the deadline is already on 5th of May, so let's give them our support and best wishes into succeeding.

For everyone who just now got interested in this Club or maybe for some reasons failed to get accepted in the first time, there will be second round on elections in September where you will be able to apply for senior and junior consultant places as well as junior event/trainings coordinator and junior external communications coordinator. **Good luck!**

LAURA DANBERGA



TEN years ago in 2001 a group of active students decided that school of economics also holds dazzling creativity and it should be put in use. An arts' organization "Je Joue" ['I Play' from French] was created to involve active and curious students in diverse activities where they could express their personality as they wished. The format is changing every year as new generation of organizers replace previous ones and bring in fresh ideas and experience. So far there have been concerts, fashion shows, graffiti workshops, drama performances, various kinds of challenging contests and many more. Last year, in 2010, "Je Joue" spread in the new heights by cooperating with Museum Nights in Riga. More than

thousand participants could enjoy a trip across the World by participating in different cultural activities, such as traditions from Japan, hippies from USA, literature from Latvia, photo art from France, movies from Spain, improvisation theatre from Italy, capoeira from Brazil and astronomy from Greece. They also had a chance to meet the magical midnight with a concert of a rock-orchestra and freestyle dancers.

This year "Je Joue" plans to create a whole different journey. If last year it was about visiting the outside World, then in Museum Nights 2011 with a title of "Emotions: soul neighbours" we hope to lead a journey through the participants' inner World by- guess what- visiting their emotions. Follow the RABBIT. 🐰



In memoriam of gossip pages: They say that Kestas managed to live off SSER students (eating their food) for two weeks and didn't spend a penny.



No emotions: sometimes you have to be numb to survive!

OUR journey begins at the no emotions state. Who hasn't experienced feeling of subtle loneliness and persistent melancholy? It's the state with no anger, no joy, no despair... For a brief moment nothing hunts us anymore, it's like to submerge into dense steam without any emotions. In this moment we can be with ourselves.

In the present days with the non-stoppable traffic sounds, everyday rush, neon lights and never ending daily pressure this emotional state seems to visit us less and less; but to find ourselves we need to get rid of all the nuisances and contact the inner selves.



Subconsciousness: that's where the fun starts!

IF we manage to find ourselves floating in the no emotion state, then it's not so hard to continue our journey to the subconsciousness. This is the part of us which shows the truest parts of human nature by quite often putting them in unsolvable riddles, which has fascinated different minds for centuries. To get to know this part of you might be one of the greatest experiences one human can outlast.

Surprise: Life is a series of surprises, and would not be worth taking or keeping if it were not!

HOWEVER, when experiencing something which usually comes totally unexpected the natural reaction of human is surprise. This might be really pleasing experience, as well as dissatisfactory one. How many people in the movies have we overheard saying that they hate surprises? On the contrary, please, do not deny that at least once in your lives you have received an enjoyable surprise which has stayed in your memories for quite a time.

By pressing on the limits of this phenomenon we make our lives more interesting, not foreseeable and worth remembering: unexpected things give a taste... a taste of the pure life force which channels through all living creatures in this Universe.



Fear: To fear is one thing. To let fear grab you by the tail and swing you around is another!

/Katherine Paterson/

UNFORTUNATELY, the same thrilling thing that led us to surprise might lead deeper in its neighbour: fear. Not for nothing there is a saying that people are afraid of what they don't know. Our own imagination is the greatest weapon that one can put upon others. By facing them we discover the warrior within ourselves who are in a constant fight with the small voice on our shoulder, which says "cannot, should not, not allowed, better never, not now, not, not, not, no, no, no, NO!"

Conquer your fear and you shall be free!

Love: You will never know love unless you surrender to it!

FOR some, the greatest fear is love. Love means to be vulnerable and open the deepest layers that we are so keen to guard from another people on daily bases. Sometimes to open up to love means to open up to possibility of being hurt like never before. But is it worth the risk?

If somebody will give you "no" as an answer, then he or she definitely has never been in love. The butterflies in your belly you get even just from the sight of your other significant must last as a memory for a lifetime. Life is too cruel; if we cease to believe in love, why would we want to live?



Happiness: ta ta ta ta tadada... don't worry, be happy...

/Bobby McFerrin/

AND what is the one thing that every man wants? Happiness... For each of us this word means something else, but for all of us it's the ultimate life goal: to be happy!



WE have a suggestion for you: at least once a day, every day do something that makes you happy, without it life is gray and boring.

Come to Je Jone on 14th of May and experience a little bit of happiness with some of its neighbours!



Who is behind?

Laura Danberga: "Growing OLD is mandatory, growing UP is optional!"



Aisma Linda Kiesnere: "There is more security in the adventurous and exciting, for in movement there is life, and in change there is power."



Kristilla Skrūzkalne: "Illuminated by an infinite expansion of ideas."



Madara Pundure: "Be yourself. That's crazy enough!"



Katarina Kordulakova: "..."



Nadežda Zute: "A smile is a curve that sets everything straight :)"



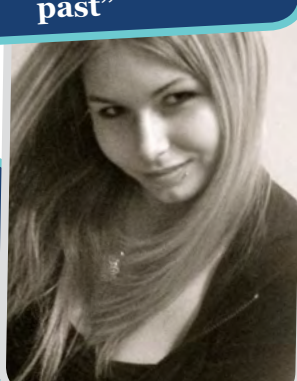
Kestutis Tyla: "I have more km under my belt travelling with a bicycle than with a car."



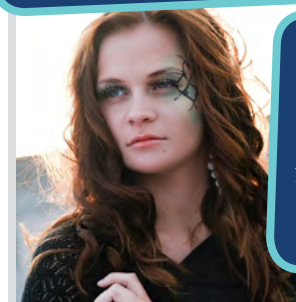
Jeļena Gvardina: "I like dreams of the future better than the history of the past"



Jeļena Sahovska: "You see things; and you say, 'Why?' But I dream things that never were; and I say, 'Why not?'"



Santa Grīva: "I need my trashy days to enjoy the good ones!"



Baiba Lokenbaha: "Smile, it is the key that fits the lock of everybody's heart."



Šarlote Bludiņa: "Life made simple by laughter."



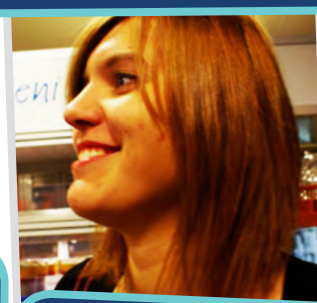
Gunta Urbanoviča: "Let your smile change the world, but don't let the world change your smile."



Liene Apsalone: "A smile is cheaper than electricity, but gives more light."



Linda Viksne: "Less is more."



Inese Mazarēviča: "It's all about happiness..."



Garage48

WE never ask for what reason the food in the lobby is prepared – it's always some random meeting, presentation or seminar. Well, once we had this very weird soup that was so oily you could use it to make sure that your bicycle didn't squeak. Ever wondered where that came from? The answer is Garage48, which was organized by a whole bunch of people, including our dearest vice-president Kristis Avots, who honoured us with his opinion and general comments in the matter.

• What can you tell about it in general?

Simply put Garage48 is great networking and a challenge to turn an idea to a working web/mobile product within 48h (It was actually 47h due to the time switch). 115 participants, 17 ready projects, prizes worth almost 35k EUR (15k grants, ~15k free resources, ~5k smart phones, trip to UK, etc.). We planned to host 100 initially, but the interest was so great that we added 15 extra places, which were booked within thirty minutes. So we understood that there was not much sense in going big in the media to get participants. Half of the participants were Latvians, the other half - Estonians and Lithuanians... So common for SSE Riga. Some more people from Germany, Denmark and a bunch of Finns too.



• Who were the people involved?

Participants – 20% of each – entrepreneurs, designers, marketing people, front end developers and back end developers with various backgrounds starting from students and enthusiasts up to CEO's and CDO's. Quite an eclectic set of participants, nevertheless, energy and motivation was common. Organizers – Garage people - Priit, Martin, Ragnar and Yuri – experienced start-up gurus, Gunars and Ernests from Open Coffee Club and me with Armands Liseks from SSE Riga. And some well-known jury members and mentors, including Justin Wohlstadter, head of Penny Black Venture Capital, Mads Mathiesen and many more.

• What did you like about it?

I must say that when I saw the initial ideas put on the table I liked only a few of them. But I was pret-

ty shocked to see what had been done in those 48 h. Amazing things.

Now I'm an official fan of Estonians. Why? 1. Garage was created by Estonians. 2. We worked on this for 3 months solely through Skype conference chat/call. So the whole organizing team met each other only in the event. That was fresh experience for me.

• What were the good things?

I learned a lot of IT and especially web terms and expressions.

• What were the bad things?

Guess what happens when you have some 100+ IT guys working simultaneously through SSE Riga wifi? Simple. It crashes. So we tried any idea one could come up with how to deal with that. Some laptops were taken to establish another wi-fi network. However, the most effective option was to run around the school and see which routers were not overloaded. And then the problem of locked ports... Aah it was fun.

• What was the best project?

My favourite was the overall winner – Planify travel guide app. If these guys finish it as good as they started they could rock the travel market worldwide.

• What was the craziest project?

From ideas put on table – Facebook of sperm; from realised projects – I'd go for Memorium – social network profile cemetery for dead people – as they stated the market is infinite

• Were there any interesting accidents or just stuff during the event?

You should see the presentation of Facebook of Sperm, the audience flipped over chairs.

• And how about those routers and new internet? (Answered by our IT.com)

The school's administration is investing quite a considerable amount into updating our IT system this year. We will get a fiber optic cable (which means higher speeds) and also new wifi routers, etc. It should fix all the problems we currently have. I'm not sure about the deadline, but it should be soon enough.

Garage48 will probably return to SSE Riga in late autumn, so start working on your ideas!

KESTUTIS TYLA

THE INSIDER 17

Loud and Proud

APRIL turned out to be an extremely fruitful month for SSE Riga Debate Society. Within one week, our teams have won two tournaments: one in Riga and the other one in the beautiful town of Tartu. We would like to share the best and most memorable moments with you.

Quest for a gentleman's kit

On April 9, as many as five SSE Riga teams jumped on the bus and headed to the mysterious Maskačka city district to take part in the annual Latvian University Social Science Faculty Debate Tournament (commonly known under an unpronounceable abbreviation LU SZF). The organizers were kind enough to allow an “English” room, i.e. where debates could be held in English; thus, non-Latvian members of our society were able to participate and gain some valuable experience along with others. Nonetheless, the finals were held exclusively in Latvian, so 4 of our 5 teams dropped out the second day. This did not stop the only SSE Riga team left from finishing first in terms of points, taking the best speaker award and winning the tournament as a whole.



In general, the tournament was organized very smoothly, and we all enjoyed it. The judging pool was dominated by SSE Riga people, which was so much appreciated by the organizers that the chief adjudicator Martins Vaivars has even received a cute medal. The best part – and, in fact, something our society should aim at – was that LU SZF managed

to attract quite a few sponsors; the funny thing was that they were as unlike each other as possible, namely the European Union, Durex, and Red Bull. As a result, the final motion about the future of Latvian education was held with a huge Contex banner in the background, and the main prize was a gentleman's kit of energy drinks, condoms, and a lubricant. Obviously, all this gave place for some bad humor; fortunately, the next weekend Reinholds and Vladimirs managed to prove that not only these kinds of prizes motivate them to win.



Ülikool was übercool

LU SZF was perfectly timed right before the annual Estonian Open, which took place on April 15-17 in Tartu, Estonia. Last year, when the tournament was held in Tallinn, 2 SSE Riga teams broke and one participated in the finals, which was good but not enough. Moreover, 3 Estonian teams debated in the SSE Riga IV 2010 finals, which made us think that some rehabilitation was needed and set pretty high goals in Tartu. It felt so good to achieve them.

Without doubt, the tournament was great. Apart

from being simply larger than the LU SZF (actually, more than twice as large), it was also much more international: together with a variety of Baltic debate societies there were people from Poland, France, Russia, and other countries. The motions were original and covered both “general stuff” and up-to-date events, e.g. in Libya. The CA and DCA admitted they were into science and engineering, which was clearly reflected in their choice for the final motion that was about using neuroimaging technologies (which influence people's decision-making process) for profit. This was definitely a hard one, but we were lucky to be in the 2nd opposition and have more time than others to come up with material. To be honest, our main and most important argument emerged only during the 5th speech (the 6th was ours), so there were equal chances we would talk total nonsense; fortunately, Reinholds' idea was cool enough to undermine cases of both governments and win the debate!



To sum up, all SSE Riga teams and judges had some decent experience as well as good fun in Tartu. Of course, a huge thanks goes to the organizers for hosting everything at such a level. And although the Tartu's nightlife did not impress us that much, the town itself was a wonderful place to visit, with its cozy parks, squares, and hills.

Future plans

Overall, it was very rewarding to have two tournaments in such a short period of time, especially because

both the scale, level of debating, and internationality increased accordingly. The results proved that both



Y2s and Y1s have some skills and guts and are ready to progress and face new challenges. The next tournament we challenged right after rocking the Baltics was in Bremen, Germany with all the Dutch and German guys, so the competition was even more exciting. And now another tournament awaits for us in Vilnius... So why not try to make a “killing spree” and win it? :) Wish us luck!



Stay tuned!

P.S.: if you'd like to see other photos and learn more about our activities, search for “SSE Riga Debate Society” on Facebook and join!

VLADIMIRS ZLOTNIKOV

the Baltic Wall Street

INTERVIEW with Laurynas Byla, Head of Securities Trading Department at bank Finasta, the main sponsor of the Investment Game 2011.



• **When was the company established?**

Established in 1994, Finasta Financial Group is the largest private banking and asset management group in the Baltic region. Companies of the group are dedicated to maximizing clients' assets and wealth by offering the highest calibre private banking, wealth and asset management, brokerage services as well as corporate finance services.

We take pride when Finasta is perceived as the synonym for investment. This has been earned by many years' hard work, high level of professionalism and clear vision where the company wants to be.

• **What are the main operations? What services does the company provide?**

Finasta operates in the area of finance and investment. Key services provided by the companies of Finasta group include: wealth management, investment modeling, investment management, mutual and pension funds, brokerage, investment banking, corporate finance, institutional banking, asset management and credits.

• **What are the countries of operations? How many employees?**

Finasta group, with its headquarters based in Vilnius (Lithuania) currently employs over 180 employees in the offices in Lithuania, Latvia and Russia.

• **What are the countries of particular interest? In which directions does Finasta plan to expand operations?**

Finasta group is rapidly expanding and looking for further growth opportunities in CEE, Asia (China) and other regions. For further business development Finasta targets markets with emphasis on economies

that have greater growth potential in comparison to the developed economies as well as countries with investment culture that is in early stages of development. We are also interested in countries that offer undiscovered opportunities in investment banking field.

Expanding and improving the business goes together. Of equal importance for us is further development of products and services reacting to clients' needs and expectations. Finasta Active - the trademark of service package designed for active investors – is one of the recent examples of client targeted product modifications. We offered a user-friendly tool for those investors whose investment strategy needs a functional trading platform and the flow of relevant analytical information.

• **Are you interested in hiring SSE Riga graduates? What skill and knowledge is Finasta looking for in employees?**

As we always say, beyond the high professional skills and experience, Finasta hires the right attitude. If you have the right attitude, Finasta is the right place for you. And the right attitude for us means energy, drive, creativity, professionalism, responsibility. We value passion and strive for results; we award teamwork and cooperation as well as individual achievements.

In general we consider SSE Riga to be one of the best educational institutions for finance professionals and this was one of the reasons why we decided to partner with you in the Investment Game project. So we truly look forward to meeting your graduates at Finasta.

• **During this particular time of year a very sensitive matter for students is finding internship places. Is Finasta interested in interns for SSE Riga?**

Finasta welcomes students for internship programs and provides an opportunity to test themselves in the field of investment banking. For this reason student internship program is in place. We take it seriously and appoint real tasks and projects for interns. To understand the scope, during the 2010 we had 15 interns in our team working in various functions.

Furthermore, students' practice training is not only an occasion to gain more knowledge on investments, but also a real career opportunity for them. We did have successful stories in the recent past when young people were offered permanent employment contract right after their internship or graduation.

We also had students from SSE Riga as interns at Finasta and they performed very well - bright and dedicated people, full of enthusiasm and high sense of responsibility, are always well accepted in this organization.

The usual procedure for applying for internships at Finasta is sending your CV. The number of vacancies and specific time of the internship depends on our business needs. To apply please send your CV and motivation letter indicating the position you would like to train at and the period by e-mail to praktika@finasta.com. One should also bear in mind that the period of training should not be shorter than six weeks. We believe this is the minimum time needed for a young person to acquire

certain practical job related skills and at the same time demonstrate his/her capabilities.

• **This year Finasta is the main sponsor of Investment Game 2011. What induced you for this cooperation?**

The Baltic countries do not have long traditions in the area of investment and effective money management in general. Therefore, there is a great potential and need for education and spreading this culture. In our opinion, every finance market professional should put some efforts in sharing with society an idea and ways of achieving financial independence.

We consider the Investment Game to be a very good educational instrument for that. It is really a great pleasure for us to contribute to this initiative by sharing our know-how and experience accumulated in investment bank Finasta as well as awarding the most talented investors. We truly hope Finasta remains to be the sponsor of the game and iFund will continue to cooperate in the future investment games.

• **Investment Game has been developed long time ago as a platform for students to develop their skills in investing. In your opinion, what skills and knowledge should one possess in order to be successful in this game? Or to be a successful investor?**



First of all, a successful investor should have a particular mental financial outfit and should be able to see an opportunity where others see only risks. A professional should follow investment rules with a discipline and should never lose belief. However, to win in Finasta Investment Game you have to be a

more speculative player rather than a long term investor because of quite short investment horizon. This means that you have to be even more attentive and active watching the market structures, observing the changes and reacting to them.

VADIMS PIKAREVSKIS

When SSE Riga is not enough...

WE all know that at SSE Riga the number of extracurricular activities offered to students is quite big and everyone can find a decent way how to spend free time. But what if it is not enough? There are a lot of proactive students that can't be satisfied

with being involved only in our community, thus, they are seeking for more and more opportunities. One of the solutions to slake the extracurricular thirst is AIESEC.

AIESEC is the world's largest student-run organization with more than 50,000 members present in 107 Countries

AIESEC provides its members with an integrated development experience comprised of leadership opportunities, international internships, and participation in the global learning environment. The organization's innovative approach allows young people focus on taking a proactive role, developing the self-awareness and personal vision, building networks, and developing capacity to drive change.

AIESEC developed an international platform of opportunities that provides its members with work abroad, 350 conferences a year and virtual tools to build networks. AIESEC Latvia was established in 1994 and has celebrated its "sweet 16" birthday in 2010. Currently, AIESEC is present in Latvia in 2 cities - Riga and Valmiera.



In order to find out more details about the opportunities that AIESEC offers we conducted an interview with Laura Katinaite, the president of AIESEC Latvia:

• Tell us about yourself

While I was growing up in my hometown called Panevezys (5th largest city in Lithuania), I never thought that being in my early twenties I would run a leadership development organization, would have visited India and Malaysia as a representative of my country among 600 young leaders of the world, or that I would be managing an international team everyday.

I joined AIESEC in the same year when I started to

study at Vilnius University, Economics faculty, and I still strongly believe that only being a part of this organization I could gather a great amount of practical knowledge about running an international company.

• In your opinion, is it important for a student to be involved in extracurricular activities?

Sure! During my school time I participated in debate club, scouts and choir. In university I got involved in students association and AIESEC. While being en-

gaged in extracurricular activities people build up an individual social network, which becomes a very valuable asset in nowadays.

• There are a lot of student organizations, why have you picked AIESEC?

I came to AIESEC by accident as I was curious to check out how the selection process is run. Apparently, I passed all three stages and got accepted into the organization. After that it was clear for me - I want to stay in AIESEC as it gives me opportunities to build an international network, develop myself and at the same time have fun.

• What was your first impression when joining AIESEC?

First impression: guys at AIESEC are crazy, of course, in a positive way. Everyone was friendly and energetic, they truly believed in what they did, and that inspired me. It was nice to see people dressed up in nice suits, going for sales meetings or having cold calls, and after going to celebrate the results in a party.

• Did you have a lot of responsibilities in the very beginning? What was your career path in the organization? How did you become the president of AIESEC Latvia?

My first responsibility was to make sales calls to companies and sell our internship program, which we have within AIESEC (including making market research). I was a part of the marketing team, which consisted of 5-6 people. We had weekly meetings as a team and, of course, I also had to attend local chapter meetings as well as various trainings. After a while, I became a member of the Organizing Committee of CSR conference. So, all in all there were different tasks to carry out on the way. Mainly, everything depended on me, as I was keen to learn, I took more and more responsibilities.

Later, I became the coordinator of business expansion to Asia project (we were offering internships for companies willing to expand into Asia); I was also a part of organizing committees for various national and international conferences.

In my third year in organization I got elected to the local chapter board, being responsible for our exchange program, apart from the main team and managing local chapter for one year. In my last year at the university I was in the national board of AIESEC Lithuania, I was coordinating sales departments and tracking their results in three Lithuanian cities, coaching one local chapter on running activities, and together with other members managing AIESEC Lithuania. We achieved historical results in exchange program execution, organized Baltic conference Synergy, Career Days and got around 4500 euro non corporate financing, which I am particularly proud of. And in April 2010 I was elected as the president of AIESEC Latvia.

• What are the most important things you have done and learnt being a part of the organization?

It would be a huge list from simple things as time management, negotiation, sales, presentation skills, to organizational management and crises management. Ways how to work with different people, how to prepare trainings, strategic planning, conference management from logistics to agenda creation, product portfolio building... I could continue and continue. But the main thing is that I understand clearly who I am, what I am capable of and what I would like to do in the future.

• This spring AIESEC organized Youth to Business Forum and Baltic Conference. Were the events successful?

Yes, we decided to organize Y2B this year in Latvia and it was basing on the feedback we got from outside, companies and students were very satisfied and enjoyed the time spent in workshops and panel discussion. We are planning to have the second edition of this event in autumn.

• Does AIESEC Latvia plan new events for its members? Maybe you can reveal some secrets of the upcoming events.

We usually have two types of events, ones which are only for our members, other which are opened for everyone. So, some of open events will be: GoSocial (13th of May) and Lotus (28th of May) conferences, as well as, we will be running selection for people who want to go for internship abroad. And for our members we are planning to have Leaders of Tomorrow (LOT) and Train the Trainer (TtT) conferences. LOT is conference oriented to prepare our members to package and present their AIESEC experience that it would suit the market needs; TtT is the conference for trainer skills development.

• Does AIESEC Latvia cooperate with SSE Riga students in some way?

Yes, it is an honor to have Diana Pauna as part of our Board of Advisers, we also run different events in the premises of SSE, and one of them will be GoSocial conference on the 13th of May.

• If someone is still not a member of AIESEC, in 10 words describe why he/she should become.

AIESEC = Global network, leadership development, opportunities and awesome time.

• What are your personal future plans?

In the nearest future my plans are to go for an AIESEC internship and to work in some global partner office, maybe Ericsson, maybe Alcatel-Lucent or DHL. Not sure yet.

• What would you wish to SSE Riga students?

Use your opportunities wisely!

They say AIESEC vision is Peace and Fulfillment of Humankind's Potential. We say we also share this vision and want to contribute towards its achievement!

TATIANA ARVENTI

GOSSIP*

* WARNING. THIS PAGE CONTAINS MATERIAL WHICH SOME READERS MAY FIND OFFENSIVE. THE INSIDER TEAM DOES NOT TAKE RESPONSIBILITY OF THE CONTENT APPEARING HERE AND THE ACTIONS THAT MIGHT HAPPEN BETWEEN INDIVIDUALS AFTER READING THE GOSSIP PAGE. IF YOU FEEL THAT YOU COULD BE OFFENDED IN ANY WAY, SKIP THIS PAGE. AND REMEMBER, THIS IS JUST FOR FUN ;)

THEY SAY ARTURS P. LIVES NEXT TO SECOND PRESIDENTS CASTLE IN SARKANDAugAVA (WHICH YOU CAN SEE ONLY IF YOU SAY SECRET WORDS : EGIJS, EGIJS!

THEY SAY VLADIMIRS (Y2) IS JUST A KID.

AS GUNNAR SAYS, WE HAVE NO EVELINA THIS YEAR... BUT WE HAVE ERKO!

THEY SAY THAT FISH IS GAY.

THEY SAY THAT KOZLOVSKIS LIKES DAVID HASSELHOFF FROM BAYWATCH...

THEY SAY JESUS WENT CORPORATE.

THEY SAY THAT WALLS ARE MORE RESPONSIVE THAN IGOR'S EMAIL.

THEY SAY NEVER TAKE THE ROAD 620 IN POLAND, EVER.

THEY SAY THAT JESUS CUT HIS HAIR JUST TO PLEASE ONE GIRL... KEEP GOING MAN! ;)

THEY SAY THE INSIDERS FOUND A PLACE TO WORK, A NICE PLACE.)

THEY SAY SSER SA'S PROFILE ON FACEBOOK HAS BECOME A VICTIM OF APPLICATIONS.

THEY SAY REVEAL YOUR FEELINGS - JE JOUE IS COMING!

THEY SAY KPMG IS A FINANCIAL MCDONALDS, WHILE SSE RIGA IS A RYANAIR IN EDUCATION.

THEY SAY DOMANTAS (Y1) IS VERY PROUD OF HIS SIX PACK.

THEY SAY SOMEBODY RISKS TO REPEAT YEAR 1.

THEY SAY MARINA(Y2) WANTED WINTER AND SUDDENLY IT STARTED SNOWING IN MAY. THEY SAY ALEXEI'S (Y1) HAIR IS GETTING WILD.

THEY SAY ANDREY Z.(Y1) WENT TO LITHUANIA TO VISIT A FRIEND OF OURS. THEY SAY TOMAS (Y1) LIKES TO PARTY AT SSE, BUT ONLY TO PARTY.

THEY SAY PARASITE WORDS ARE COMMON IN SSER, NU BASICALLY AND SO BASICALLY ARE THE BEST ONES.

THEY SAY FOR SOMEBODY THE SUMMER WILL BE

SHORTER THAN USUAL.

THEY SAY MAF EXAM WAS THOUGH, SEE YOU NEXT YEAR!

THEY SAY MARIUS (Y2) IS A LUCKY BASTARD AS HE SURROUNDED HIMSELF WITH 4 PRETTY GIRLS.

THEY SAY THERE IS NO SPRING IN RIGA, ONLY THE ILLUSION OF IT.

THEYSAYRIHARDSGOTLUCKY.THEYSAYPROOFREADING GOES SMOOTHER WITH FUNNY BEVERAGES.

THEY SAY THAT MARIUS (Y2) IS LIKE FACEBOOK AND IEVA (Y2) IS TWITTER AND IF YOU POST SOMETHING ON MARIUS IT WILL AUTOMATICALLY OCCUR ON IEVA.

THEY SAY KOZLOVSKIS FEELS TIRED AFTER "TEXTING" IN THE TOILET.

THEY SAY WE WILL MISS MORTEN.

THEY SAY DOMAS (Y1) AND ANDREY (Y1) ARE REAL GLUTTONS. NO KIDDING, THEY LOVE FOOD SO MUCH ;)

THEY SAY JOKES BECOME BETTER IF YOU ARE SHOUTING THEM. APPROVED BY DEBATE SOCIETY.

THEY SAY THAT LAIMA (Y2) HAS FOUND A SUDDEN ATTRACTION IN TURTLENECKS THIS SPRING.

THEY SAY S.S.R.RIGA (SOVIET SOCIALIST REPUBLIC OF RIGA).

THEY SAY THAT MARIUS (Y2) KISSED A LOT OF ASIAN GIRLS DURING PEAK TIME 2011.

THEY SAY THAT SSER IS EMPTY WITHOUT YEAR 3.

THEY SAY IF YOUR LIFE IS NOT "COLORFUL" ENOUGH - EAT SOME PAINT AND GET SHOT IN PAINTBALL!

THEY SAY THAT IF YOU GIVE REINHOLDS A REDBULL HIS AVERAGE SOUND LEVEL RISES FROM 70 DB TO 120 DB.

THEY SAY ANDREY "BIG FAT PIG" B. (Y1) IS REALLY GOOD AT POOL.

THEY SAY THERE'S NO SEXIST OR RACIST JOKES, THERE'S ONLY DEBATE SOCIETY'S HUMOUR.

THEY SAY PEAK TIME IS ALL ABOUT BROKEN HEARTS.

IF MR. PRESIDENT TAKES CARE SO MUCH OF HIS IMAGE,MAYBE IT'S HIGH TIME TO CHANGE HIS DAILY SOCKS AS WELL.

THEY SAY IRINA (Y1) LIKES WHEN PEOPLE GOSSIP ABOUT HER.

THEY SAY THAT THERE WAS A STRIPPING SHOW TO SPICE THINGS UP IN PEAK TIME.

THEY SAY THAT ARTUR'S HAIR WOULD HAVE PASSED STRATEGY... THEY SAY THAT ARTURS SURNAME PERFECTLY RHYMES WITH ONE HIS MAIN CHARACTERISTICS.

THEY SAY REINHOLDS (Y2) AND VLADIMIRS (Y2) HAVE WON ENOUGH LUBRICANTS TO SUPPLY THE SCHOOL. BECAUSE THIS IS WHAT DEBATING IS FOR.

THEY SAY THAT NIKITA TENDS TO SECRETLY SNEAK INTO GIRLS' ROOMS WHILE HE IS PLAYING. THAT'S ACTUALLY HOW HE FINALLY HAS FOUND HIS RUBIK'S CUBE.

THE FIRST ROW DURING FINANCE SAYS, THAT 97% OF US PASSED FINANCE. AND WHAT ABOUT YOU, 3RD ROW?

THEY SAY WHAT HAPPENED AT VOVA'S PARTY STAYS AT VOVA'S PARTY.

THEY SAY AISTE (Y2) IS GORGEOUS AND PEOPLE STARTED TO NOTICE THAT.

THEY SAY GIRL-MODIFICATION OF TEQUILA MONSTER APPEARED AT THE PEAK TIME PARTY!

THEY SAY FOR SOME GUYS IT JUST DIDN'T BALANCE FOR 3 NIGHTS.

THEY SAY SOME TEAMS SWITCHED TO HAVING OVERNIGHTS OUTSIDE SSE, AND THEY ARE COMING TO A NEW LEVEL...

THEY SAY MARTIN M IS A MINUTE MAN...

THEY SAY NUMBER OF STUPID GOSSIPS IS A FUNCTION OF A SIZE OF SCHOLARSHIP WON.

THEY SAY DOO PARTY WAS AWESOME... UNTIL THE POLICE ARRIVED.

THEY SAY KRISTINA (Y2) HAS A PASSION SOMEWHERE FAR AWAY IN LITHUANIA... HIS NAME IS KAROLIS.

IN THE FINANCIAL ECONOMICS THERE HAVE BEEN MIGHTY NOTABLE JEVGENI BABAICEV (JB), JUSTINA BANYTE (JB) AND NOW ANASTASIJA OLENIKOVA (BJ?)

THEY SAY WE'LL MISS KENTUCKY SO MUCH!

THEY SAY PEAK TIME WAS, IS AND WILL BE AWESOME!

THEY SAY THAT THE NEXT INSIDER WILL NOT HAVE A GOSSIP PAGE...

PHOTO OF THE MONTH



THEY SAY DEBATE SOCIETY HAS THEIR OWN SLEEPING BEAUTY

Going “Crazy”

ECONOMIC anthropology is a strange course which takes place after Finance and requires people to do random things. This description is almost correct, except for that it covers pretty crucial concepts of our life in the theoretical part. “Random”, though is quite valid description of the activities one does for the project work. I will try to tell about them more here.

The aim of the project is to “research” some phenomenon in anthropology using observations or experiment. Usually that means going out and making others feel uncomfortable or/ and making yourself feel uncomfortable. I think the biggest value of the project is that you are forced to do things you would otherwise never imagine doing. The lecturer reinforces this feeling by words “the crazier is your project, the more points it gets” and “I don’t take responsibility for your injuries or accidents with the police”.

Here are some projects that I have heard about from the previous years. (Sorry for the fact that I can’t give you very objective view about the projects as I will be telling only about ones I have heard about and they do not necessarily include the most interesting ones). In my mind projects are divided roughly into two parts: “sexually challenging” and “socially challenging”. The first category includes things like going into a bar and asking people for threesome sex (we were told, they were “exploring” subjects who agreed, but I still am not quite sure whether it was just an interview). Quite many projects used utilitarian logics and tried to see how much a woman can cost in Riga. This activity spreads from creating fake Facebook profiles and making offers there to actually doing “field-work”. This year it was the case for one Lithuanian team. They went to night clubs and pretended to be a



pimp who is selling a girl. They tried different outfits (sportswear+”semechki” vs suit and normal dress). They came to the conclusion that prices tend to converge and not really depend on outfit.



Second category, “social challenge” is a bit broader. Here people were trying to measure the likelihood of going in front of the queue in the shop with different outfits and different products (vodka vs groceries). They came to the conclusion that the best way is to go in suit with vodka. Some people were measuring the distance at which, if you go behind the person in a dark alley, people become scared. We were trying to hold people’s hands and walk with them as far as we can. We found that people are more likely to walk with you when you give them some explanation (even though it’s even stranger than the action of holding hands itself). We also found that our males are very afraid of homosexuals. I liked very much the name of the project “availability of marijuana in the old town after 10`o clock”. Some teams tried to come to the shop with a dog (they always succeeded regardless of the size of the dog). Others were tying tape around bus stops or speaking about people loudly behind their backs.

Whatever one does for the report, in the most cases it’s not about report, but about overcoming one’s prejudices and weaknesses.

STANISLAVS FILATOV

Summer Challenge

To have a summer with lazy afternoons on the beach and crazy parties all night long, eating mother’s made breakfast and waking up at noon seem quite impossible for most of SSE Riga students as you have to find an internship. And if you were partying too hard during the school year, you most likely are kindly invited to attend the third re-exam session...

Does this sound like you? Yes? Then stop all the winning and start making a plan how to have the most awesome summer and squeeze the last drop out of it. If you are rather a lazy one, don’t worry, that’s what this article is for - to offer some ideas for the best summer you could have while working.

First, make it clear what do you want from this summer. There are two possible options. First one, you want to earn money, get some experience and a nice record for your CV. You can either establish your own business or work for a big company... Here your priorities are quite obvious: work, work and a bit more of work. Seaside, friends and parties are not so important and not a necessity for the nice summer. In this case, there is not so much place for your imagination to thrive, you work all week and party on weekends or spend them on a beach (which if you are Lithuanian and work in Vilnius or Kaunas is quite impossible).

For the second option you can fulfill the minimal internship requirement and dedicate more time for funny things. Unfortunately, by this time you should have understood that if you want to earn money, you have to work pretty hard, and if you choose the second possibility, you should put your biggest hopes that your parents will be as supportive financially during the summer as during the school year.

In this case you have more possibilities and more space to be creative, therefore, we are announcing a **COMPETITION**. Make a list of things you want to do during summer (the crazier, unexpected, interesting and creative they are - the better) and send it to us. In autumn give us some proof of what you have done and let SSE Riga people decide who had the best summer. A nice prize will be waiting for a winner(s)!

To help you with your plans, we are listing some suggestions for the outstanding summer.

Camping & Swimming

These seem like ordinary activities, but just look at them from another perspective. Have a bonfire in your backyard and gather your friends for a horror story night. You can also go camping to the middle of City Park for several days. Here you can refresh yourself with a nice noon bath in a fountain. Just make sure someone sees you, as it is much more exciting and you can find some company. Or go for a week long holiday to the sea, and to make it cheaper - don’t take a hotel, just set up your tent in the middle of dunes. And it is always fun to enjoy naked night swim!

Develop a new skill

It can be everything that could make your life easier starting from cooking, for instance, so that you would not eat half of the ton of Narvessen sandwiches or secretly “borrow” food from your flat mates.

To be continued...



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Think inside the box*



*Because if you open your mind too much it may fall out