

the INSIDER

#4 (111) 2011

Stockholm School of Economics in Riga

And what are your
plans after graduation?



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DEAR FRIENDS,

THIS IS THE LAST ISSUE THIS ACADEMIC YEAR, THUS, WE WISH YOU ALL HAVE A MEMORABLE SUMMER! SECRETLY HOPING TO RECEIVE BREATHTAKING ARTICLES ABOUT YOUR ACTIVE LIFE, WE INSPIRE YOU BE INVOLVED IN ALL SORTS OF SERIOUS AND FREAKING CRAZY THINGS!

Y3, YOU PERFECTLY KNOW ALL THESE FLUFFY WISHES CONNECTED WITH A NEW STEP IN LIFE, SO... SIMPLY ROCK DURING YOUR GRADUATION PARTY! IT'S TIME TO GO INSANE!

Y2, MAKE SURE YOU CLOSE ALL THE DEBTS WITH FE, AND USE SUMMER FOR MAKING "BODY CRASH TESTS" ON PARTYING SEVERAL DAYS IN A ROW – THEY SAY IT HELPS BEFORE EXCHANGE SEMESTER.

Y1, THIS IS THE LAST TIME TO TEASE YOU BEING HERE THE SMALLEST ONES... RETURNING AFTER THE SUMMER INTERNSHIPS, YOU WILL ENTER SSE RIGA BEING COMPLETELY DIFFERENT PEOPLE – MORE EXPERIENCED, MATURE AND ARROGANT :)

MAKE THIS SUMMER BE A REASON FOR SHOCKING GOSSIP!

DON'T KNOW HOW? GRAB SOME IDEAS FROM THIS ISSUE.

HAVE FASCINATING READING,

YOURS,

THE INSIDERS



MORTEN'S COLUMN

WHAT A DIFFERENCE TWO YEARS MAKE

IT'S LIKE WITH BELUGA CAVIAR – WHEN YOU HAVE TASTED THAT, SALMON ROE JUST NEVER WILL BE THE SAME AND THAT'S HOW I FEEL ABOUT THE BALTIC ECONOMIES: AFTER 2009 WHEN ESPECIALLY LATVIA ('THE NEW ARGENTINA', REMEMBER?) WAS THE FOCUS OF ALMOST EVERY ECONOMIST AND JOURNALIST IN THE WORLD, 2011 IS DULL BEYOND BELIEF. YES, GROWTH HAS RETURNED BUT WHERE ARE THE JUICY NEWS?



I WAS REMINDED OF THIS YET AGAIN WHEN MAKING A PRESENTATION FOR A CONFERENCE IN BARCELONA, WHY DO THEY WANT TO HEAR ABOUT THE BALTICS DOWN THERE? WELL, NOT FOR HOW IT IS GOING – TOO BORING – BUT FOR HOW WE GOT OUT OF THE MASSIVE RECESSIONS – THE PIIGS ARE LOOKING FOR ROLE MODELS AND I AM, QUITE FRANKLY, ALSO MUCH MORE INTERESTED IN HEARING ABOUT GREECE AND IRELAND THAN ABOUT MY FELLOW BALTIC COUNTRIES. NO OFFENCE...

GOOD DEVELOPMENT? I GUESS SO – IT IS OF COURSE CYNICAL TO ALMOST WISH FOR ECONOMIC CRISIS BUT 2009-11 DOES PROVIDE EVIDENCE OF STABILIZATION BEING POSSIBLE. NOT CLIFFHANGER-ECONOMICS ANYMORE BUT I GUESS I JUST HAVE TO GET USED TO AN ECONOMY WITH LESS EXCITEMENT AND LESS MADNESS. PERHAPS I CAN EVEN APPRECIATE IT SOME DAY.

AND TO Y3 AND SOON-TO-BE-GRADUATES: GOOD LUCK OUT THERE IN THE BOTH DULL AND EXCITING ECONOMY!

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THE INSIDER IS
BROUGHT TO YOU BY:



Dear all,

June is a very thrilling month, as many of our schoolmates are graduating from SSE Riga. This is a wonderful moment for everyone, but especially for our next Alumni.

I wish you, our graduates and friends, in these last days look back at your best moments in SSE Riga, so they become your boost and fill with energy necessary to take a next big step in life.

Set new goals, reach higher peaks, gain new life experience, but always try to stop for a moment and look around, and then with full power go ahead. In those free moments remember SSE Riga, visit us and share your life experience, because for the next students it will be as important as it was for you.

The "life road" is open to you, guys. Drive carefully, look in the mirrors and know the map.

I hope that everyone will share the joy and excitement with our graduates. We all are proud of you.

"Education is a lifelong experience. Experience is a lifelong education. Education plus experience equals expertise."

/Michael Bugeja/

On behalf of the SA board, I wish you all to find your expertise!

Yours sincerely,

Rihards Strenga

President of the SA 2011/2012



DEBATE SOCIETY

Dear ladies & gentlemen,

This study year finishes on quite a positive note, as we have shown some impressive performance during MRU IV in Vilnius: 3 teams broke in the semifinals, 1 team took part in the finals, and the best and second-best speaker positions were captured by our Society.

At the moment we are arranging our traditional annual Forest Party (the preliminary date is June 11-12) to celebrate this year's achievements and discuss future plans. We are also preparing for the European Universities Debate Championship to be held at the beginning of August in Galway, Ireland, where our Society will be represented by one team and one judge. Challenge accepted!

Cheers and have a nice summer,
Debate Society



Dear all,

The board of Leif Muten Society wants to congratulate all the graduates of 2011. Together we had a great run this year. 2010/2011 turned out to be rather challenging period as many applications and requests were received, but a very small fraction had to be rejected. Throughout the year students demanded funds for variety of projects and seminars, for different research expenses, for participation in international events. As expected, the late winter and early spring was the most intense period due to bachelor's thesis and finance papers.

To keep it short, once again we want to send our congratulations to graduation class of 2011 and wish the best of luck in the nearest future as this might be a very important and challenging period in your lives. We hope that everybody will find or even create a job that brings passion to your professional careers.

Best,
The board of Leif Muten Society

4 THE INSIDER



BALTIC ECONOMIC FORUM FOR STUDENTS

Dear everyone,

It is bizarre to imagine that only a year ago the idea of the forum had just been born – an event gathering great and ambitious students, speakers and entrepreneurs and give them the chance to discuss economic matters in the Baltic States. This March we managed to organize the first Baltic Economic Forum for Students, gather a great variety of speakers and students and gain publicity in the largest media Internet portals in Latvia. Now we are at our development's next stage – taking one step further in creating BEFS a great and acclaimed event in the Baltics. First and most important order of business – find a new, creative and hard-working team of organizers for the next year's forum (we're looking at you, Year 1 ;)). Moreover, BEFS will have a new theme next year, we are also planning to expand the promotion and attract participants not only from the Baltics, but also from Central and Northern Europe. But for now, BEFS wishes you a great summer and see you again in autumn!

Truly yours,
BEFS



Dear SSER community,

By the time you receive this last issue of this semester's Insider, most likely you already know those fellow students organizing Peak Time 2012 and Junior Peak Time 2011. Peak Time 2011 Organizing Team would like to use this opportunity to thank SSE Riga community once more for making this event happen. Thank you, associates, thank you, administration! For us this has been a breathtaking year with two great competitions – the "senior" and "junior" Peak Time, moments of great fun and hard work. Thank you all and good luck to the new teams! Peak Time is awesome, and so it shall be next year as well!

Your Peak Time 2011 Organizing Team



PAUSE.MOVIE TIME

BLOOD ALONE MOVES THE WHEELS OF HISTORY!

Have you ever asked yourselves in an hour of meditation, which everyone finds during the day, "how long we have been striving for greatness?" Not only the years we've been at war - the war of work, but from the moment when being kids we realize - the world could be conquered. It has been a lifetime struggle, a never-ending fight, I say to you, and you will understand that it is a privilege to fight. **WE ARE WARRIORS!** Students of Stockholm School of Economics in Riga, I ask you once more rise and be worthy of this historical hour. No revolution is worth anything unless it can defend itself. Some people will tell you "economist" is a bad word. They'll conjure up images of used car dealers, door to door charlatans and unfunny comic strips. This is our duty to change their perception. I say, economists and women of the world... unite. We must never acquiesce, for it is together...

**TOGETHER THAT WE PREVAIL.
WE MUST NEVER CEDE CONTROL OF THE
MOTHERLAND...
FOR IT IS TOGETHER THAT WE PREVAIL!**

Pause.MovieTime, Wednesdays @ 17:15



SSE RIGA CHOIR

SSE Riga choir has been quite active this year. The choir has participated in various singing contests as well as friendship concerts! One of them is coming up very soon - on 3rd June in Anglikāņu Church. You are very welcome to be there, as we will sing together with student choir from Sweden. Of course, traditions will continue and the choir will perform also during the graduation ceremony. But very close to that is also Gaudeamus, student singing festival in Vilnius, coming up from 24-26 June. This is expected to be marvelous event and a huge student party at the same time. So be sure that you don't miss it! All in all, we wish the best of luck for this year's SSE Riga graduates, and still welcome our students and their friends to join the choir!

NEWS FROM ORGANIZATIONS



CHARITY CLUB

Hello, hello in this sunny graduation time!

As a part of this spring we would like to announce that charity club is planning to visit the dog shelter. If you are found of fluffy, sweet, furry, amazing, caring and affectionate living creatures you are welcome to drop us an email so we could coordinate our plans with the willing volunteers. Send it to **liene.putnina@gmail.com** or **laura.danberga@gmail.com**.

Additionally, we are planning the next annual International Cultural Event (ICE) early this autumn. If you are interested in meeting different exchange students but maybe don't have actual time for being a compadre, you're welcome to join us. Just drop a mail to the previously mentioned addresses.

See you in next year,
Your charity club!



INVESTMENT FUND

An extremely fruitful year was experienced by iFund this year! So many things have been accomplished and yet so many fun things are still ahead. Finasta Investment Game is over and the winners are invited to the award ceremony, which will take place on June 3 in Soros auditorium. Investment Unlimited is almost over and soon we'll see which teams out of 10 will share 600 EUR prize pool. Three more things are waiting some of you: first, we are still looking forward to find out who will receive 200 LVL for the top score in MAF. Second, for the first time this year iFund organizes conference with the financial support of Soros foundation in Latvia. If you can handle Latvian, come and listen to prominent speakers talking about the investment in the new field: alternative energy. Politicians, bankers, CEOs and media will be present there, so don't miss your chance as well. Just register at **www.ifund.lv/konference**. This year we got a brand new website, thanks to Edgars Neverovskis! And finally, elections process is on! On June 18, in a nice sauna in Adazi we will find who is going to be the new board of iFund. Those who are invited to the event, expect free-flowing beer, lots of food, and of course lots of fun. See you there;)

SA 2011/2012 HALF-YEAR REPORT



WHAT WE HAVE DONE:

New projects:

- In cooperation with the school's administration we launched a new database system MIRA that will help a lot with fundraising. The chief accountant's assistant will be the main manager of the new database system.
- Established cooperation with "Mentor club": SA members will be able to have mentors from the mentor club to improve their skills, thus to improve the whole SA.
- Garage48: The fantastic IT event, which was held in SSE Riga premises and organized by Kristis Avots.
- Cooperation with EMBA program, which let us create a lot of new contacts. The first step is to start the cooperation on the academic level.
- Project Management System - Basecamp

New traditions:

- Shots after Finance
- Baltic Economic forum: SA tried as much as they could to support this new fantastic event
- Graduation Ring

Things we continued doing great:

- Winter symposium 2
- Cooperation Council meetings
- Paintball Tournament
- Master Study project guest lectures
- Organized LSA (Latvian Student Union) congress
- Assistance to administration in representing our school to delegations from Sweden and other countries
- Cleaning the SA room

Board/Business/Representing meetings:

- 5 full board meetings
- The exchange event
- 2 informal strategic meetings
- SA presentation to administration
- Meeting with administration about Mira
- Meeting with Anton Abele
- Meeting with RGSL SA
- Established contacts with Muzzafar Khan
- Meeting with Deborah Nelson

Stockholm business trip:

In Stockholm we visited Swedish parliament. We also met SASSE (Stockholm's Student Association) and presented our SA to them. After several meetings, for the very first partnership points are:

- 1) At the end of every month we will receive monthly newsletter from their SA. 50% of the content will be about Master Program. We will also send the monthly newsletter about our school as well.
- 2) When our main events as PeakTime, DoO, InvestmentGame will be approaching us again, we will be able to advertise them in SSE magazines and newsletters.
- 3) Our career fair DoO will be suggested to their partners, where to recruit the best employees from the Baltic States. Moreover we had a meeting with their administration as well, where we discussed cooperation between the school and Alumni.

Parties:

- Retro Valentine Party
- Takeover Party
- PeakTime Party
- DoO Party
- Graduation Party

SUMMER HOMEWORK:

- General Offer
- SA vision
- Update SA articles
- Newcomers Guide
- Newcomers Camp
- Merchandise line

NEXT GOALS:

- Launch SSER Business Review
- Key account managers
- Increase the SA's budget

MUSEUM NIGHTS

As every year in spring, Je Joue art event concurred SSE Riga premises. This year it was also the second time when we participated in Museum Nights. This is officially a tradition now.

If last year we travelled across the world by discovering cultures of different countries such as Brazil, Latvia, USA, France, Italy, Spain, Greece, etc, then in this year we got to know people's emotions by visiting happiness, sub-consciousness, surprise, fear and love.

Entering the lobby, visitors could take awesome photos with a cardboard set painted as a sunny summer's landscape rotated with flowers, sun, snail or a bird. Additionally children's favourite entertainment was face painting and games with our awesome Katarina as a cheerful clown. For a little bit older persons the workshop was the best place to let out their creativity.



On the 3rd floor, the surprise and fear rooms provided entertainment.

Fear room offered educational material by describing different phobias with explanations in three languages: Latvian, English and Russian. On one side of the floor additional video was shown while blindfolded people entrusted their friends with guiding them through the labyrinth. On the other side dentist equipment was put on display, as well as "customers" could let out their fears, writing them down on the summarizing black board.

Surprise room was the most favourable for most of the male-visitors due to sparkling and smiling girls in swimming suits and Hawaiian skirts. They could also try their luck by choosing the chocolate candies while some of them got only beans inside the wrappers instead of milky Fazer chocolate... meah, meah, meah...

The most entertaining and discussed part of the surprise room was the "flashy guy" who "flashed" the visitors and offered them the question of the evening: "And what did you expected"? He also participated in some of the improvisational theatre performances.



On the 5th floor, the love room created the most comfortable atmosphere for lovers. Everyone was offered a chance to find out their destiny by a computer program calculating their life-lines. The most popular thing was the chocolate fountain where one could dip either a banana or an apple and enjoy the sweet taste of it!

In Soros was created subconsciousness atmosphere with a creepy video, sound effects and colourful lights. The visitors could also participate in creating different tales of dreams by writing beginning, mid-section or ending of different stories written by other visitors.

At ten o'clock already mentioned Improvisational Theatre took over the stage and all of the seats (in contrast to lectures) were filled with happy and smiling faces enjoying the show.

To conclude, one of also most enjoyed part was a dance workshop in the Lobby lead by our own graduate - Līva, and dance performances shown by three different groups covering a scale of different styles from Lindy-hop to belly-dances.

The event was closed around 12 o'clock and only positive feedback was given. Let's meet you next year with a different programme once again ;) See you there!

LAURA DANBERGA

SHARING JOY

ON the 30th of April the Charity Club organised already a traditional event for kids from the orphanage „Zīlūks”. In total 13 kids, 2 teachers and 8 our students got together to spend a whole day doing different entertaining and joyful activities.

And if someone would fast forward a film of that day, at first, she would be amused by the colourful scenes of the jungle in the cartoon called “Rio”. Actually she would follow the kids in their way to Bastejkalns, still having the nice samba dance melodies in head. And on the top of Bastejkalns she would find some light lunch packs that would provide the participants with lots of energy necessary for energetic games that followed the lunch. While watching kids playing, she would laugh all the way, but also at some point she would actually stop the fast forward mode and even roll back to see once more one kid's flip backwards. After a minute she would find herself in the middle of a circus arena, having a photo taken with a bear. Then again in her eyes would pass a lot of colourful artists – a dancing bear, air gymnasts, clowns and acrobats. Her head would be going round after watching countless high speed flips that gymnasts would make. This way the time passed unnoticed. However, after a while she would find herself sitting among children having dinner and still



discussing the spectacular performance in the circus. And the end would be full of “Thank you!” and wishes to meet each other soon.

THE DIVERSITY OF
PEOPLE THAT ONE HAVE
MET IN HIS LIFE MAKES
HIM/HER SO RICH.

Behind this review of the day and photos a lot of feelings and positive energy are left unmentioned. This was again the moment when the necessity for such kind of connection between different parts of our society became apparent for us.

Because the diversity of people that one have met in his life makes him/her so rich.

We would also like to thank those sponsors who made the event possible: Stockholm School of Economics, VSIA “Rīgas Cirks”, SIA „Forum Cinemas”, K/T Kino Citadele, SIA „Maxima Latvija”, „Coca Cola Hellenic”, SIA „Mārtiņa Beķereja”, SIA „Cadets de Gascogne”, Kivitv.lv and student corporation „Imeria”. Another great wave of applause goes to our students that helped to organize the event and participated in it so enthusiastically – Liene Putniņa, Laura Danberga, Laura Zauere, Mārtiņš Zvejnieks, Linda Viksne, Olga Peškova, Līga Melngaile and Alīna Sokaļska.



ALĪNA SOKAĻSKA

JACOBS AIN'T JUST COFFEE

I guess quite a few people have already heard of the debate's club trip to Bremen (Germany) by now. No wonder – it was really awesome... and not only because of the free food and a great tournament, for which we have to thank the Jacobs' university debate club, but also due to a really interesting trip.

We had three teams and three judges going to the event, 9 people in total. The tournament was scheduled to start at 5 in the afternoon on Friday, April 29, but there was a long road ahead of us, so we decided to leave quite early – on Wednesday evening. More than twenty hours in a little van with 8 other people? The best idea ever. In particular when you decide to explore the polish countryside by taking the mysterious road 620. At times it seemed that the holes on the road could easily fit our van plus/minus a few cows... We also saw something that bore the unnerving resemblance to a zombie bus – imagine one in the middle of nowhere with all the people seemingly asleep, driver included, and all the lights left on. Nevertheless, our driver showed remarkable nerve and kept on driving. There were a few other things that proved his ignorance towards the dangers of the polish land, but you have to directly ask debate society members if you want the spicy details.

Anyways, we arrived on Thursday afternoon and spent the rest of the day exploring the city and playing table games: tennis, football and hockey. This brings us to another thing - the Jacobs university campus. It was converted from an army camp to a beautiful place of learning which has pretty much everything: football fields, basketball courts, tennis courts, huge leisure rooms with lots of games, separate cafeterias for all four dorm buildings, lots of grassy open space, you name it. Sort of makes our inner yard look like a closet... Of course, we enjoyed it as much as we could and the sunny weather surely helped. Since we had a lot of free time on Friday too, we decided to go to the city and check out some local attractions. Word of advice – don't go to museums there, you will see some shiny stuff, but nothing of real value. Also, everything is in German and English translations cost extra.

MORE THAN TWENTY
HOURS IN A LITTLE
VAN WITH 8 OTHER PEOPLE? THE
BEST IDEA EVER.

The tournament lasted for three days – one round on Friday, four on Saturday and the semis and finals on Sunday. It was well organized, even though some delays were inevitable. There were many high level teams which proved to be quite an obstacle – our best team ended up nineteenth in the tab and was quite far from getting into the semi-finals. Our friends Estonians did get through to the semis, but even their Eastern-European-jokes-filled speeches couldn't get them into finals. The final motion was 'This house would promote atheism'. Interestingly,

imaginary Cookie Monsters came up a few times during the speeches that day. (As a synonym to God... no offence intended, our devout Christians) A Dutch team called "Stop trying to make 'fetch' happen" from Leiden with Becky West and Rogier

Baart won the tournament. (There was also a team called 'Fetch')

We had decided to do a little shopping before going back to Latvia, but the Germans sucker-punched



us. Apparently, they haven't heard of spontaneous parties – only gas stations work on Sundays, so we had to come back with only our tails between our legs as souvenirs. Even so, the trip back was also eventful – that's where the gossip like "jokes get better when you shout them" or "there are no sexist jokes, only debate society humor" comes from. Keep an eye out for more news from debate society!

KĘSTUTIS TYLA

L'OREAL BRANDSTORM

ON May 14th the Baltic finals of L'Oréal Brandstorm were rocked by three of our school teams Approach, Umbrella and Katapults. All our teams were awarded and recognized by the jury as follows:

1st place – Approach: Antanas, Indrė, Paulius
3rd place – Umbrella: Jelena, Kristina, Maija
Best Team Spirit – Katapults: Ave, Bruno, Rolands
Best Communication Campaign – Umbrella

Nerius Juzumas, the main organizer of the competition agreed to answer a few questions about the event.

• **Could you tell us a short history of the competition? What is it all about? What is the structure of it? Why is L'oreal organizing it?** Created in 1993, L'Oréal Brandstorm is a unique opportunity for students across the world to experience real life marketing through revamping an existing L'Oréal brand. The game requires students to analyze current market conditions and identify niche opportunities for their products.

The competition involves 43 countries worldwide. The students create teams of 3 and prepare the pre-case study which they present for the jury on the local finals. 3 teams (from SSE Riga, ISM Vilnius and EBS Tallinn) are selected for the next round to compete on the Baltic level. The winning team has the opportunity to travel to Paris and represent the Baltic States.



• **Why should students participate in this competition?** The main reasons are: seeing the real



corporate environment, understanding what marketing is about, trying your hand at real business and seeing if marketing is a field that interests you and of course - getting to know the coolest students in the Baltic States!

• **How did the winning team stand out of other teams? Why were they the best ones?** What caught the jury's eye was the uniqueness of the team Approach proposed product – the team designed an instantly removable hair colorant for men – an offer to a new target group and focus on overall picture (product, service, communication).

• **This competition gets a lot of attention from SSE Riga students. What could you advise for students who are willing to participate next year?** Since in the two years that L'Oréal Baltic is organizing the competition in Baltic States SSE Riga took home two highest trophies, we are sure you have a good environment to grow even more marketing talents, so we encourage participants next year to consult with the winners what took them to the final.

All in all – BE BRAVE, THINK BEYOND and go BRANDSTORM!

Also participants share their ideas and impression about the competition.

• **Why did you decide to participate?**

PAULIUS: Friends' recommendations played a crucial role for me. From what I have heard, it's the most entertaining competition SSER students can participate in; well, obviously that's true (sorry Peak Time).

MAIJA: We decided to take part in the competition as we wanted to develop our own product line and advertising campaign for L'Oreal Professionnel brand, work with the advertising agency and understand what International Brand Managers actually do. And a trip to Paris was a great temptation too!

ROLANDS: It is one of the greatest opportunities to explore the field of marketing and branding.

• **How did you gather your team? Was it hard to work together?**

PAULIUS: Several minutes before the application deadline I received a call from Antanas & Indre. Even though formed on the spot, team proved to beat all expectations. While there were some disagreements and swear words in the process, fun and enthusiasm was there were all time, marginalizing the effect of two former ones to 0.

KRISTINA: The team somehow gathered itself. We are really good friends, thus we decided that we will have a lot of fun working together. And we did!

BRUNO: It happened very spontaneously. I met Rolands and we discussed that it would be nice to participate, so we teamed up. Ave was walking by and we casually asked whether she wants to join our team and she agreed. It happened in 5 minute interval.

• **What was the toughest thing during the competition?**

ANTANAS: Two days before the deadline we realized, that our initial idea is already implemented, it was really tough to pull ourselves together and move on.

• **What was the funniest moment during the whole time of the competition?**

KRISTINA: We decided to film a promotion video to show the atmosphere of the brand, and we were in need of male actors. One day, we were sitting in a lobby, and Maija saw some guy passing by. So we decided to talk to him (and Lena was the brave one). He seemed quite shocked at first, but then he agreed to help us. That's how we met Hamid, who turned out to be a really nice guy.

PAULIUS: Drinking B52s in the Shot Cafe in the morning just before final. We were already late printing the materials but couldn't resist this team building gesture. Desperately lighting 6 B52s in the

wind while suited and being observed by tourists should probably look considerably awkward especially having in mind that it was still morning.

And of course the winners, their feelings and thoughts.

• **Did you expect to be the best ones?**

INDRĖ: After seeing all the presentations I had some doubts. Cause we had really strong competitors.

PAULIUS: I did.

• **What does it take to come up with a wining idea?**

ANTANAS: Two boys and a girl to kick their asses.

• **What was the first thought after hearing that you have won?**

PAULIUS & INDRĖ: OMG! Paris!

ANTANAS: That the initial plan to go & see "Fast and Furious: Rio Heist" afterwards is probably off now.

• **What are your plans for Paris?**

PAULIUS: As the prize is 10000 EUR for traveling, while being in Paris we expect to finalize our decision where we shall waste this sum.

We also were staggered by the support we received. Besides people I already mentioned, Eglė Grušelionytė spent hours to help us develop our visual materials (even on her birthday [!!!]), Žilvinas Janukėnas stayed with us till late hours just to hear our rehearsal

and deliver feedback that allowed us to purify the message, Vytautas Jakštys together with Žilvinas supported us in the finals (and man, I've never seen somebody so much into the thing when it comes to awaiting the announcement of the winner). We thank all these people with biggest sincerity.

What administration says:

DIANA: Thanks for doing a great job! In short meetings with Approach and Umbrella in the evening I was happy to find out that your learning experience was at a high ebb. I felt really proud of seeing all SSE Riga teams delivering high quality presentations in the Baltic Finals, and it was recognized by the jury with 4 out of 5 awards being given to SSE Riga teams.

KRISTINA MALŪKAITĖ



SA's TRIP RIGA - STOCKHOLM - RIGA

"THEY SAY WHAT HAPPENED IN STOCKHOLM STAYS IN STOCKHOLM."

BUT... there is (almost) nothing to hide and it would be fair to reveal some details of our trip to all of you. So here they come!

First of all, some may think that SA's trip to Stockholm is just an entertainment and a waste of SA money. However, I would like to argue that those five days were full of new experiences, very important and useful activities as well as great opportunities to build bridges over the Baltic Sea.

So, what actually happened there?

Sunday – The lazy rainy day

After exciting 16-hour voyage on the boat, we arrived at our destination Stockholm, which, unfortunately, greeted us with rain and wind... Nevertheless, thanks to our Mrs. President's Swedish skills, we easily reached our teeny tiny hostel. As there were no official plans for the rest of the day we had an opportunity to enjoy the city. According to people's preferences some went to see how wonderful the Stockholm is, the others managed to get lost and had to take 10 kilometers way back, and the rest chose to 'shop till they drop'. The very first day in Stockholm ended in a very wonderful and cosy pub where we joined a crowd of Finns and Swedes in a patriotic-spirit and watched ice-hockey match (Sweden against Finland).



Monday – Great experiences

In the morning we went to visit the Riksdagen (Swedish Parliament) and also had a meeting with the youngest (only 19-year-old!) Member of the Parliament – Antons Abele. It was a very interesting and amazing experience to see the Parliament from inside, learn more about the current political issues in Sweden and have a nice chat with Antons, who (according to our Mr. President) 'was just perfect!'.


In the afternoon we reached the aim of our trip and met with SASSE (Student Association of Stockholm School of Economics). After a thrilling excursion around their huge school we had an extensive four-hour meeting at their premises. It was a great opportunity to have a discussion and compare both SAs' structures, working strategies and main activities; also, to develop future plans and visions, decide on collaboration possibilities and simply get to know the most important students at SSE.

Later on that day we had an amazing

chance to attend SSE Student Council meeting and see from the very inside how they hold meetings and discuss questions for hours (!). Fortunately, this meeting was unusual (meaning short) and lasted just for 3 hours (sometimes they leave school at sunrise...). This time they discussed about quota principle for bachelor students of SSE Stockholm when they apply to Master programme. The second question was about their business trip to Singapore.

Afterwards, we had an informal and nice chat with SASSE and Student Council board members, which was a wonderful possibility to get familiar with these nice, friendly and absolutely amazing people. The evening ended in a park when two of our most persistent girls – Daina and Irina – were trying to catch a rabbit with the help of cheering old and new friends, which is a good-old tradition of the visits to Stockholm.. Unfortunately, they did not succeed... Nevertheless, nobody was upset because the whole day was full of wonderful and positive feelings.

Tuesday - Follow up & Reverse party

There is always time for a discussion! Therefore, in a quite early Tuesday morning we all gathered at SSE premises again to have a short (three hours) follow up session and closed up the deals between the two SAs. We decided on the three main things: **1)** At the end of every month we will receive monthly newsletter from their SA. 50% of the content will be about Master Program. We will also send the monthly newsletter about our school as well. **2)** When our main events as PeakTime, DoO, InvestmentGame will be approaching us again, they will serve special advertisement places for our events' advertisements in their magazine (MiniMax) and weekly newsletter. **3)** Our career fair DoO will be suggested to their career fair partners, where to recruit the best employees from the Baltic States.

In the lunch time our chief accountant and presidential couple had 2 meetings with administration, where they shared ideas and knowledge in cooperation between

SA and Alumni. The meeting was very constructive and they got a very good insight and positive future options, how to broaden our networks. Afterwards, a wonderful and sunny weather encouraged us to go for a small excursion in Stockholm; however, sadly, it started to rain again. But it did not ruin our mood, because a nice Norwegian dinner and a 'Reverse' party were waiting for us. The story behind it is that Swedes and Norwegians are constantly making fun of each other. The Norwegian Independence Day on 17th of May was a perfect reason to do that again. So, in order to stress the fact that Norwegians 'do not know how to party', Swedes held a party which was organized backwards: it started with hangover food from McDonald's, after it the dessert was served and finally we were able to enjoy the traditional Norwegian main course. The following party was not only a great opportunity to develop even closer (hopefully long-term) relationships with our new friends, but also a perfect way to relax and a great opportunity for our Party.com to catch and bring some fresh ideas to SSE Riga parties.

Wednesday - Problem solving and seesaw

Our last day in Stockholm started with the "Bakis" and some wonderful collaboration in problem solving while packaging our bags right before leaving the hostel. Also, during our Last Supper in this beautiful city our Mr. President showed some even more superior problem solving skills that we all should (or should not) try to develop later.

Before saying 'goodbye' to Sweden we had an amazing opportunity to say 'hello' to a graduate of SSE Riga - Egle, who currently is pursuing her Master's degree at SSE. She told us some details about the university, its inside life, her own experiences and also about Swedes

themselves. Hearing such things from somebody who is close to us in the way of thinking was not only very interesting and exciting, but it also helped us to compose a fair and reasonable picture of SSE.

Our very last night together was just great! It does not matter that the ferry was half-empty, that some of us actually felt a bit seasick or that the thoughts about the work which was waiting for us in Riga darkened our minds... We still managed to have some remarkable team-building in one of the cabins. We did not even have to solve many problems because both the sea and the ferry joined their forces together and solved all the problems for us.

To conclude in a few key-words, the trip to Stockholm was a wonderful and inspiring experience, a good team building for our SA (mainly by solving problems), an amazing opportunity to develop collaboration and prepare new future plans with the

newly elected SASSE and, of course, a great way to make new friends. SASSE have already accepted our invitation to come to Riga in autumn.

So thank you, guys, for such an amazing time!

AISTĖ MAŽULYTĖ

SOMETHING SMELLS EIN BISCHEN ROTTEN?

Marketing has confused Y1 to the point that some of them are wondering what their names are. One thing, however, made them think. The SSE Riga marketing project forced the students to look into our administration's and SA's work and see whether anything can be improved. A number of things were pointed out - (1) both SA's and university's facebook pages are updated rarely, there's almost no interaction in social media, (2) the lack of information about the school's organizations in sseriga.edu.lv, e.g. Junior Peaktime or descriptions of others, is worrisome, and etc. A recent survey, which was conducted by a student of our own, shows that the student body is happy with the work of the administration - it got 6 out of 7 possible points. The SA, on the other hand, has been evaluated at only about 4.5, with about 40% of the results below 4.

This is a cause for concern - a big part of the student body doesn't trust the SA and thinks it is slacking. When students were asked questions about the work of SA, most couldn't identify what exactly it was doing and what resources were being used. Maybe the only thing that's needed is a little bit of transparency? The Advisory Board Minutes that are sent out every month help, but maybe a small report from each of the SA's members is needed? How about a small financial report? It would certainly help clear up things with the transparency issues and identify inefficiencies in the SA. The survey which was used had one problem - it did not let you evaluate each of the SA's members separately, so those 40% of the displeased responses might very well be directed to one particular xxx.com. The issue remains - the students aren't informed fully of what's actually going on.

ANDERS PAALZOW

AGE: 47

STUDYING VS. PARTYING: Sometimes I like studying, sometimes I like partying. I like doing both. Study hard party harder, or what we say here...

DESCRIBE YOURSELF IN 5 WORDS: That's a very difficult question to answer. But I could say that I'm fairly **tall**, quite **impatient**, I also like to **work** and sometimes I can be very **lazy**. I think these four are good enough.

HOBBY: Definitely winter sports as I am a winter person. I like different kinds of skiing and skating.

DREAM PROFESSION SINCE CHILDHOOD: I always was dreaming of something related to business and economics but definitely not in education. And I also knew that I want to study at SSE (Stockholm)



H **OW did you become a rector?** I was teaching Macroeconomics here from 1994 to 1998. I was instead of Morten, but he does much better on this subject now. After previous rector retired, I was offered the place in 1999. And I took the position as I think that one should always say yes to all opportunities, because later you can change your mind and if you say "no" you can regret your decision.

I DID MANY THINGS
THAT I SHOULD
NOT OR WAS **NOT**
SUPPOSED TO.



• **Why did you choose Latvia for your work?**

Because this country is much more dynamic than Sweden and also more dynamic than other countries in Europe.

• **What don't you like the most about Lithuanians, Estonians and Latvians?**

It's really hard that they all speak very different languages. It's so hard when the languages differ so much! Otherwise I like people here.

• **What is your usual day routine?**

Well, I come to the office around 9 (I am not really an early person), check my email and calendar for tasks to do or to get direction what to do first. Then, around 9:30 people start coming with various questions. I also have to go to Soros for various events and lectures for some speeches. And somewhere in between I need to answer emails. So my day does not have a clear structure.

• **What do you find the most boring in your job?**

Oh, many things... For example all those papers on my desk and the fact that I need to sit there.

• **What is the favorite part of your work?**

I like it as it is very diverse and unstructured. Also I have many problems to solve here, and it is so much fun to work with people.

• **What makes you happy here, in Latvia?** Well, I am in general a fairly happy person. Hm... I think Riga makes me happy as it is so green and welcoming, and nice walking distances.

• **In which organization would you like to participate if you were a student here? Why?** Maybe I would like to be in the Insider as I really like writing. And Party committee chairperson position, not so much for partying, but more that I like organizing such events for people. Or sports committee chairperson just in order to organize something with skiing. And that's it, because otherwise there would be no time left for studying.

• **Do you think that it is hard to study in SSE Riga?** I can assure you that people here study much harder than in SSE Stockholm. And sometimes SSE Riga students really study hard and a lot, but sometimes they could do more.

• **What is the most memorable thing about SSE Riga?** There are lots of them, but I really loved Eesti band when they played. And I hope they will come to the graduation. I would like to see them playing again.

• **What is your biggest fear, phobia?** I am mentally stable and have no problems. No problems with taking elevator or walking on school's roof... But I do not like small and narrow caves where you feel tight and you can easily get stuck. I do not appreciate going there. On the other hand, I have never done bungee jumping and would never do, as it seems extremely unpleasant experience.

THAT IS WHAT OTHER LECTURERS SAY ABOUT ANDERS:

• **If you would be a rector what would you do differently?**

MORTEN: If I were Rector I would resign in order to become the Macro lecturer again.... :-)

• **What kind of person is rector when he is not at school?**

KĀRLIS: When Anders is not at the School, he likes to meet new people, likes travelling and exploring new countries. He likes nature, sometimes is cycling, swimming and skiing, skating in winter. Anders

PEOPLE HERE STUDY
MUCH HARDER
THAN IN SSE STOCKHOLM.

• **What is the craziest thing you have ever done?** Do I do any crazy things? I think you do more crazy things when you are young and by such age you start forgetting them. But I probably have been skiing in places where one shouldn't and I have been on ice where one is not supposed to be. I did many things that I should not or was not supposed to, but I'm still here.

• **What was your biggest failure?** It sounds like something we always ask our applicants. For me it's hard to think about it now - I am still waiting for one. It is yet to come and you never know when it will approach you, it might even be this afternoon.

• **What is your biggest wish or a life long dream?** I am fairly happy with where I am right now. So my wish would be to continue developing things I am already doing and remain happy.

• **If you could be any animal in the world, which would you be and why?** There are so many animals in the world. But I would like to be some kind of a bird. Maybe a Stork. They cover long distances in terms of flying and travelling and they still are civilized, they have their nests. They also live in Latvia during the summer time which is good time here.

• **What would be your wish or last advice to Y3 students?** Make sure to have some fun in your life. Do what you enjoy and not necessarily what makes the most money.

also likes to explore new cuisines and enjoy a nice "slow food" in a cozy restaurant. Nevertheless, even being outside the School, he is thinking about the School, its current business, future development and strategy.

• **On what topics you and rector have the most discussions/arguments? Why?**

ALF: Anders and I talk about many things, often about economics, surprisingly we agree about many things, however in general he 'believes' more strongly in the market economy than I do, though not as strongly as Morten. On more broader things we disagree about 9th May but have no major differences on gay rights. We share an interest in bandy ... you might ask him what that is, and we share an interest in race horses... at various times we have both been owners of racehorses.

KRISTINA MALŪKAITĒ

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 THAT LIGO@GAUJA IS BIG ENOUGH FOR EVERYONE.

THEY SAY THAT LITHUANIANS, WHO HAVE BEEN ATTENDING LIGO@GAUJA FOR 3 YEARS NOW, HAVE LOVED IT. (ALTHOUGH THEY COULDN'T REMEMBER MUCH).

THEY SAY IT IS C, FOR SURE!

THEY SAY THAT DAINA (Y1) KNOWS YOUR LAPTOP PASSWORD AND WILL GET ALL THE INFO SHE NEEDS.

THEY SAY THAT ALEXEY (Y1) SAYS MORE SWEAR WORDS A DAY THAN ANY OTHER PERSON SAYS PROPER WORDS DURING A WEEK.

THEY SAY RICHARD'S (Y1) SOCKS ARE BECOMING MORE POPULAR THAN ARTUR'S HAIR.

THEY SAY VALERA (Y1) KNOWS LYRICS OF ALL THE RUSSIAN PRISON CHANSON BY HEART.

THEY SAY JEGORS WANTS TO LICK MADIS.

THEY SAY MADIS WANTS TO GET HEAD FROM ARTURS.

THEY SAY TATA (Y1) IS IN EXCELLENT SHAPE AND HAS A GORGEOUS NEW HAIRCUT!

THEY SAY THERE WAS SUPPOSED TO BE A FAREWELL INSIDER ARTICLE ABOUT ARTURS' HAIR AS HE WAS SUPPOSED TO LEAVE THE SCHOOL. HOWEVER, AS THE ARTICLE COULD NOT BE FINISHED IN TIME, IT WAS ARRANGED THAT SVANTE KEEPS ARTURS IN SCHOOL FOR ONE MORE YEAR. HE'S A HAIR ENTHUSIAST TOO, YOU KNOW.

THEY SAY RIHARDS OWES KRISTS A WHOLE FORTUNE JUST BY CONSTANTLY SAYING "SERIOUSLY".

THEY SAY IRINA HAS HER SECRET ADMIRERS AFTER THE STOCKHOLM TRIP.

THEY SAY THAT THE MORE NORTHERN A COUNTRY IS, THE SLOWER PEOPLE ARE THERE.

THEY SAY THAT SANTA GRIVA TRIES TO SEARCH FOR INSPIRATION TO STUDY FROM IGORS (Y1) DURING THE SCHOOL PARTIES.

THEY SAY THAT SOME STUDENTS BECAME VERY

CLOSE WITH A TEACHER DURING MARKETING COURSE.

THEY SAY RIHARDS PAYS KRISTS FOR EVERY WORD "SERIOUSLY".

THEY SAY THAT ADOMAS (Y1) HAD QUITE A GOOD NIGHTLIFE EXPERIENCE WITH THE NEW AMICA GIRL IN PRIEKŠ.

THEY SAY JURGUTIS (Y1) PARTICIPATES!

THEY SAY THAT NASDAQ SEPARATES FRIENDS.

SOME SAY THAT YOU CAN SEE ZEMGUS NAME ON ONE OF THE HIGHEST BUILDINGS IN RIGA, MORE PRECISELY FROM VANŠU TILTS.

THEY SAY THAT JASPER IS THE GIGOLO OF SSE RIGA.

THEY SAY AURELKA.

THEY SAY THEY WILL MISS AMICA PANCAKES DURING SUMMER.

SOME SAY THAT DAVIS Y3 IS ONLY DRINKING BEST LATVIAN WHISKEY - HEKTORS

THEY SAY THAT ISM AND SSER COMPETE NOT ONLY IN EDUCATION BUT IN GIRLS SUCH AS MADARA (Y1) AS WELL.

THEY SAY DMITRIJS (Y1) DIDN'T DRINK FOR 4 AND A HALF MONTHS, BUT FREE WINE WAS TOO MUCH OF A CHALLENGE.

THEY SAY THAT ANDRIUS (Y1) GOT TO FINALLY KNOW THAT RIGA STREETS ARE NOT SAFE AFTER HAVING A FANTASY RIDE WITH SOME LITHUANIANS.

THEY SAY THEY FEAR THAT SOMEWHERE AND SOMEHOW A DUCK IS WATCHING THEM.

THEY SAY THAT MARTINŠ (Y2) IS HUNG LIKE A HORSE. A FEMALE HORSE.

THEY SAY THAT SIGRID (Y2) HAS LEGS LIKE A BOX OF CHOCOLATES.

THEY SAY STAS (Y2) GOES OUT IN THE PARK WITH HIS NOTEBOOK ONCE IN A WHILE.

THEY SAY JELENA (Y1) DIDN'T JUST MISS THE START OF THE LECTURE. THIS TIME SHE OVERSLEPT.

THEY SAY THAT SOMEWHERE, SOMEHOW A DUCK IS WATCHING YOU.

MESSAGE FROM KATERINA: ZONE OF POSSIBLE AGREEMENT IS COMING!

THEY SAY STAS (Y2) IS AN EXPERT ON BALANCE SCORECARDS.

THEY SAY IF JELENA C. (Y1) WOULD RECEIVE 20 KG OF FAZER CHOCOLATES INSTEAD OF 10 KG, SHE WOULD BEAT ALL THE WORLD RECORDS IN BOTH LOAD HAPPY-SCREAMING AND HIGH JUMPING!

THEY SAY ANTONS (Y1) RUNS HIS BMW M5 ON LPG

THEY SAY KRISTINA (Y2) WILL STOP GOSSIPING ONLY AFTER SHE WILL STOP BEING RUSSIAN. THEREFORE, THE BOTTOM LINE IS STRAIGHTFORWARD: **Мы обречены!**

THEY SAY THAT MARINA (Y2) IS PUBLICLY LISTED.

WHEN YOU FEEL SAD, JUST THINK HOW PEOPLE WHO ARE IN ONE GROUP WITH ZLOBINS FEEL... YOU WILL IMMEDIATELY PERK UP!

THEY SAY THAT DURING ECONOMICS OF NETWORKS COURSE NEW GAME WAS INVENTED "GUESS WHAT COLOR SOCKS THE LECTURER IS WEARING"

THEY SAY THAT VOVA Z. (Y2) ENJOYS MAKING GIRLS FEEL WARM UNDER THE BLANKET.

THEY SAY NORISS SNUKI KURU.

THEY SAY EJ DIRST! © LIENE

THEY SAY THAT DAVIS (Y1) REGRETS THAT HE SLEEPS SO TIGHT, BECAUSE THEN HE SKIPS THE PART WHEN GIRLS MAKE OUT IN THE NEXT ROOM.

THEY SAY THAT THERE IS A NEW ELECTIVE CALLED ARTIFICIAL INTELLIGENCE AT SSE RIGA.

THEY SAY THE ONLY ENGLISH WORD KRISTINA (Y2) KNOWS IS AWESOME.

THEY SAY JELENA C. (Y1) LIKES CHINESE BOYS.

IT IS SAID THAT DAVIS IS A REAL MASTER PIECE WHEN IT COMES TO DIETS.

THE SAY THAT ZLOBINS HAS FINALLY JOINED HIS DREAM FREE RIDERS TEAM.

THEY SAY THAT AFTER THE TRIP TO STOCKHOLM SA HAS FOUND FOLLOW UP SESSIONS VERY VALUABLE WHILE SOLVING PROBLEMS.

THEY SAY THAT IT LOOKS LIKE TOMAS Z. DIDN'T NEED MUCH TIME TO RECOVER FROM BREAKING UP AS HE HAS ALREADY FOUND A NEW SUBSTITUTE.

THEY SAY THAT NIKITA WAS SUCH A GOOD JOKER THIS YEAR THAT SSE RIGA COMMUNITY IS PLANNING TO SAVE HIM THIS POSITION FOR THE NEXT YEAR AS WELL.

THEY SAY THAT IF YOU WANNA HAVE A SAUNA SESSION JUST APPROACH NIKITA. HE'S A SPECIALIST IN CREATING SAUNA ATMOSPHERE IN ANY ROOM.

THEY SAY THAT SSE RIGA PEOPLE DON'T KNOW HOW TO PARTY ANYMORE. EVEN ROBERTS STOPPED DRINKING DURING PARTIES.

THEY SAY REINHOLDS DECIDED NOT TO GO ON EXCHANGE JUST BECAUSE HE WANTS TO GET BETTER NEW Y1.

THEY SAY DAINA DOESN'T LIKE NIKITA.

THEY SAY THAT IT'S HIGH TIME FOR MADIS TO FIND A GIRLFRIEND OR BEGIN DOING EXERCISE AS HIS MR. BEER BELLY IS GETTING BIGGER AND BIGGER EACH DAY.

THEY SAY THAT IGORS IS SO OBSESSED ABOUT THE IDEA OF BEING A TOP SCORE THAT EVEN DURING SA TRIP TO STOCKHOLM HIS BEST FRIENDS WERE HRM COMPENDIUM AND CALCULATOR.

THEY SAY THAT AMICA HAS A HIGH EMPLOYEE TURNOVER. FROM THE HUMAN RESOURCE FRAME, THAT IS NOT SO GOOD.

PHOTO OF THE MONTH



THEY SAY TALIS IS ON THE RIGHT

THEY ABOUT THEM

• Who are your favourite Y3 students?

TĀLIS PUTNIŅŠ: Krišjānis Krustiņš and Zane Silīņa for the intellectual stimulation, Justina Banyte for her hard work and helpfulness, Karolis Cekauskas and Vytautas Liatukas for the Lithuanian-style freakonometrics, Ieva Klava and Imants Auzins for their friendly and lively spirits.

KATERINA HELLSTRÖM: I have some but I keep it for myself :-)

GUNNAR LINDHOLM: My teaching assistants!

• What was the funniest/most memorable moment with the graduating class?

KATERINA HELLSTRÖM: The class actually thought that the exam in Accounting and Finance was too easy.

TĀLIS PUTNIŅŠ: Lecturing about how to get into the Zone of Potential Agreement in mergers and acquisitions using the acronym “ZOPA” and not understanding why the Soros auditorium erupted into laughter...

SVANTE SCHRIBER: The most memorable things are when you get that positive, constructive, and fun energy in class, when you really get the whole classroom to bring discussions forward. As a teacher, if you like teaching, the feeling from those moments is what stays and makes it worthwhile.

MAIJA POLE: All the moments spent together are just like footprints that will forever stay in our shared part of a long road called “life”. The class is really unforgettable, emotionally saturated and uniquely inimitable!

• What was the silliest/funniest thing that a student has written in exam/report?

SVANTE SCHRIBER: I think a favorite expression was something like: “Here is our report. Please threat it gently.”

KATERINA HELLSTRÖM: “I hope to pass and graduate this year - again.”

ROGER HENNING: When students haven’t studied the literature they just guess...

TĀLIS PUTNIŅŠ: “If I had more time I could write more things”

RITA KAŠA: This would be the silliest in the review of B.Sc. thesis empirical findings: “We have no methodology”.

• What was the silliest question you’ve ever been asked?

KATERINA HELLSTRÖM: How I got my surname.

GUNNAR LINDHOLM: I have never been asked a silly question!

MORTEN HANSEN: I have actually had the silliest question on countless occasions: It is when a student looks into my office and asks the unforgettable “Is Roberts here???”

• Do you actually read the reports that we write?

SVANTE SCHRIBER: No, no. I just print them so that I can put under a table with uneven legs. If the table becomes stable on the first try, the report gets a good grade.

MORTEN HANSEN: I read the reports and with interest - they provide another dimension when assessing the abilities of students. Often reports may be ‘nothing special’ but there are real gems in there from time to time.

KATERINA HELLSTRÖM: You would not believe that but yes. And occasionally it even happens to be fun.

TĀLIS PUTNIŅŠ: Yes and when (i) the topic is interesting, and (ii) the student has put in the effort to be creative and rigorous, then reports are a real pleasure to read.

• Which students do you remember the most after they graduate?

MAIJA POLE: I will remember everyone, because everybody is special! But if we think for a while, then Auseklis Sarkans - because of his distinct name and surname! =)

GUNNAR
LINDHOLM: I
HAVE NEVER BEEN
ASKED A SILLY
QUESTION!

ROGER HENNING: The best students.

GUNNAR LINDHOLM: Those who have own ideas.

KATERINA HELLSTRÖM: Those that talk - either with me or with their neighbors.

MORTEN HANSEN: I decline to answer which type of student I remember the most - that would provide information for students to reduce their fear, which is not in my interest. :-)

RITA KAŠA: I remember many students, but of course the ones that are some sort of examples like “chose an ambitious project and succeeded” or “chose an ambitious project and failed” are among those to whom I refer the most when talking with students about their upcoming B.Sc. thesis projects.

• How does this graduating class differ from the others?

SVANTE SCHRIBER: It of course is better than any earlier class. They always get better!

MAIJA POLE: For me this year students were very special as exactly they were the ones with whom I started working at SSE Riga!

GUNNAR LINDHOLM: This graduating class was much better.

TĀLIS PUTNIŅŠ: For me, it is the first SSE-R graduating class that I have taught. I look forward to following up on what these graduates are doing in a few years from now, and seeing them back at SSE-R in the various roles that alumni fulfill.

RITA KAŠA: They are cool in their own way just like everyone else before them.

• Why do you continue to teach in SSER? What’s so special about this place?

GUNNAR LINDHOLM: This spring was my last semester in Riga. Riga will always be special for me as here I have enjoyed my years in Riga. I have met so many nice students, but now it is time to stop.

SVANTE SCHRIBER: I like it for so many reasons. It is a small school with a family touch to it. Both students and the people working there. Students are good and often motivated. It also is really nice to come back to the School and Riga over the years and see how

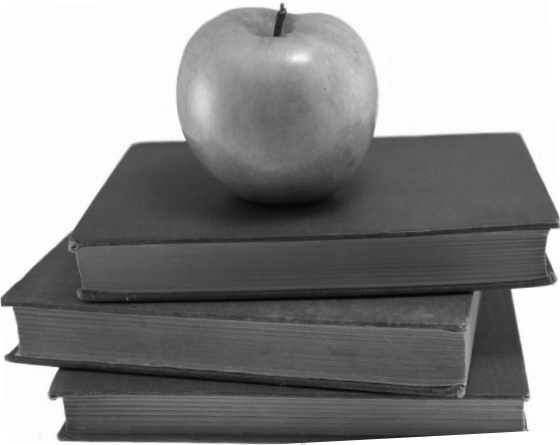
things develop. I mean, during the financial crisis it was so obvious that Latvia was struck very hard. It is very good to see that things seem to be going in the right direction again.

INGRĪDA KARIŅA-BĒRZIŅA: SSER has energetic and talented students, dedicated leadership and great resources. The school creates a fantastic atmosphere for the exploration of ideas.

ROGER HENNING: Still many years. SSE Riga is special because it is a school with motivated students and high competence and with possibilities to daily student contacts.

TĀLIS PUTNIŅŠ: The people - excellent colleagues, excellent students.

JÖRGEN HANSSON: This year will probably be the last year.



• What should SSE Riga do to survive as an institution of excellence?

INGRĪDA KARIŅA-BĒRZIŅA: Never compromise on academic standards (one of the things that really set the school apart).

KATERINA HELLSTRÖM: Never ever lower its requirements in any course.

MORTEN HANSEN: There are many obvious answers to the question of how SSE Riga survives as an institution of excellence so let me emphasize that it also relies on the students. Not only lecturers need to be smart, hard-working and dedicated; students need the same.

SVANTE SCHRIBER: Keep the high academic standards. Ensure high ethical standards of the students.

• Anything else you would like to add?

GUNNAR LINDHOLM: Thank you for many nice years in Riga.

SVANTE SCHRIBER: I wish you all the very best of luck in your future careers!

RITA KAŠA: I wish you the best of luck in all your future endeavors!

KRISTINA MALŪKAITĒ

KRIŠJĀNIS KRUSTIŅŠ

NICKNAMES: Many, but none seem to stick.

RELATIONSHIP STATUS: Unmarried.

HOBBIES: Reading, thinking, and motorcycling.

DREAM JOB: Jet fighter pilot.

FAVOURITE BOOK: Foucault's Pendulum by Umberto Eco.

GREATEST FEAR: Being mediocre.

GREATEST ACHIEVEMENT: Going on a six-day trip to the US with nothing but my laptop bag for luggage.

GREATEST AMBITION: To live forever and witness the fate of mankind; to fly in space and see everything in the universe worth seeing.

I HAVE NEVER BEEN more satisfied with my life than today.

I CANNOT IMAGINE MYSELF going to another party at SSE Riga premises; once was enough.

FAVOURITE QUOTE AND MOTTO: I could be bounded in a nutshell and count myself a king of infinite space. /*Hamlet*/



are on quite a different level entirely. Still, Zane and I had every reason to be proud of our paper, and it was very well received.

RUMOUR has it that he scored 770/800 on the GMAT, and that he'll be among the top-scoring graduates of 2011. Last month, he and Zane Silina also presented their bachelor's thesis at the Carroll Round, an international economics conference at Georgetown University, Washington D.C.

• **For you, what were the highlights of the Carroll Round conference?** Meeting people from some of the world's top universities really put into perspective my own knowledge and experience. Although SSE Riga students are good, some of the people that we met from the likes of Harvard and Oxford

• **Anything else you'd like to add?** Zane and I would like to encourage SSE Riga students to apply to next year's Carroll Round. We'd also like to thank the Leif Muten Society and the administration for supporting our participation.

• **What's your recipe for being a top-scorer?** Do everything and then a little bit more. Most importantly, always be aware of how little you really know and understand.

• **How much of your time do you devote to studying?** Probably around 50%, but that doesn't mean that I devote the rest to partying.

• **Do you consider yourself smart or hard-working?** Although many people attempt to distinguish between the two, I

NEVER STOP
THINKING,
WONDERING,
AND IMAGINING!

don't really think about it - the most important thing for me is to achieve my goals and be happy in the process.

• **You've received several scholarships. What has been your largest purchase?** A 2001 Suzuki Bandit, after my first year.

• **What do you like most about motorcycling?** The fact that riding a motorcycle clears my mind of all redundant thoughts, as it strains the senses much more than driving a car does, especially at higher speeds. Also, I like freedom, acceleration, and well-executed turns on twisting roads.

• **Have you ever been caught speeding?** Occasionally, policemen have taken a curious interest in me, I admit.

• **What do you plan to do after graduation?** I'll work for a bit as an analyst in an asset management company in Riga, while retaining my position in BICEPS. After that, I'd like to get a master's degree, and I currently hold an offer of admission from the London School of Economics.

• **Do you plan to get a PhD? If so, when?** After getting my master's degree, I'd first like to work for some time in an applied research role in a financial institution in a developed country. After that, I'd most likely want to get a PhD and set out on a more academic or policy-oriented career path.

• **Have you thought about going into politics?** Yes. Some part of me wants to, because I really do care for my country, and because statesmen have a great capacity for good. But it's a cutthroat occupation, and I'm not sure whether I'd want to do that to myself.

• **What would be your political philosophy?** I'm quite libertarian. I believe in minimal state intervention in the affairs of the individual, and I think that reducing government presence would go a long way towards eliminating rampant corruption and incompetence in Latvia.

• **So you believe in the free market?** Partly, but mostly I believe that government failures are greater than market failures.

• **Would you consider coming back to SSE Riga to teach?** Perhaps, but I'd have to improve my teaching skills by quite a bit.

• **You've already been a TA in a number of courses.** Indeed. It was a good way to improve myself. Still, I'm perfectly aware that there were more effective TAs out there.

• **What was the most difficult part of being a TA?** The fact that it's not just about knowledge and

understanding — it requires you to literally think on your feet. For me, it was also difficult to relate to students whose only goal was to pass.

• **Some people were wondering why you stopped leading seminars in Macro...** The only reason is that I was quite physically unable to be in most of them. I enjoyed the ones that I did lead.

• **Do you believe that one should strive for leadership?** From what little experience I have, I think that leadership is something that you end up with when you have unique skills and care deeply about some idea, venture, or project. You should strive for a result and take on leadership if necessary.

• **Do you consider yourself a leader?** In some tiny sense, yes. I've ended up taking the initiative when writing many of the team reports here at SSE Riga. However, I would've preferred to just sit back and do only my small part in the greater whole.

• **Could you name a large turning point in your life?** The moment when I realised that humans, with all their concerns, are insignificant relative to time and the universe. This realisation greatly improved my outlook on life.

• **What would you do differently, given the chance?** I'd certainly like to have engaged in more extracurricular activities during my childhood: to have learned more about the arts and sciences, for example.

• **What ability would you like to have, and why?** The ability to be completely consumed by whatever it is that I do, because I rarely am.

• **If you had enough money to do anything that you desire, what would you do?** I might travel the world and try out my hand at becoming a writer. I've been told that I'd become one, and language does fascinate me. I'd also buy my very own jet fighter: recently, a working private Su-27 was sold in the US, for only \$5 million.

• **Most memorable moments from SSE Riga?** Nothing compares to my first day, when I came here, eager and excited to learn and to make decisions that would shape my life.

• **Which part of SSE Riga will you miss after graduation?** The people (hopefully, they know who they are). Walking into Soros auditorium in the very early morning and reserving my seat. The banquets and the subsequent opportunities for free snacks. All in all, I'll miss being part of a small and tight-knit community.

• **Your advice to fellow students?** Never stop thinking, wondering, and imagining!

LIENE GRIZĀNE

THE INSIDER 21

LIENE GRIZĀNE

NICKNAME: Lovely Liene

DESCRIBE YOURSELF IN ONE SENTENCE: I am curious

LANGUAGES SPOKEN: reasonable English & Russian.
Basics of Spanish, French, German & some 200 words in Lithuanian :)

TOP 3 TERMS LEARNED IN SSE RIGA: Survivorship bias, multicollinearity and arbitrage!

COURSES THAT YOU WOULD LIKE TO ATTEND ONCE MORE: FE & Strategy

DREAM JOB: Psychologist & undercover journalist

DREAM DESTINATION: Playa Del Carmen, Caribbean

TOP AMBITIONS: To make a lasting difference / to run a marathon

IDOL/INFLUENTIAL PERSON: Jean Valjean

FAVORITE AUTHORS: Hugo, Dumas & Ariely

FAVORITE QUOTE: You can't force others to change, but you can set an example. And others may follow.

I HAVE NEVER... eaten the last piece of cake.



• **WHAT made you so devoted to all "Insider" events of SSE Riga?** The traditional apple pie. I was a very active member of SSER LMT Debate Society in year one, but the only free thing you could sometimes get there was vodka, so I switched to the Insider.

• **Which parts of the present Insider are result of your ideas?** Few years ago I thought it might be interesting to have an interview with one exceptional

I HAVE ALWAYS BEEN
AMAZED BY THE
ASTONISHING ACTS
THAT OUR MINDS ARE
CAPABLE OF.

student in each of the issues; the idea was transformed into Hero of the Month. I've included a few of now typical interview questions, like "I've never..." I also made my humble attempts to initiate other sections, e.g. How to..., psychological articles and quizzes at the end of each issue; yet, unfortunately, they didn't become a part of every Insider.

• **Most interesting experience in SSE Riga?**

Two years ago I had a short chat with one of Peak Time participants who later invited me to a ball in Cambridge (Times listed it as 7th best party in the world). The

event was truly breathtaking; I don't think I could ever describe the priceless moment when fireworks

started along with Pirates of the Caribbean theme song being played, or how entertaining it was to see Cambridge girls going wild after hearing that Calvin Harris will perform at our party.

• **What is the silliest thing you've done in SSE Riga?** I think my yearbook page meets the requirements for the silliest thing I've done lately. I didn't want to make yet another page with a picture and a sophisticated quote, so I somehow ended up with this idea.

• **Which are your top hobbies?** I really enjoy active sports, like snowboarding, surfing and rock climbing, i.e. the actions that release adrenaline in my blood. I'm also very much of a bookworm, I've read around 1500 books in my life. A typical memory of my childhood involves me sitting on a window sill with my favorite novels by Dumas and reading them for hours.

• **Do you consider yourself a happy person?** Most certainly! Primarily because I do not pursue many of the tempting opportunities that offer a chance to make myself unhappy. Though from time to time I do get some ill pleasure by telling myself how terrible and sad my life is.

• **Greatest challenge in your life?** To develop the qualities in myself that I've not been born with and to eliminate the ones that damage my own life and the lives of others, e.g. to stop blaming others for mistakes but to always, always think what are the things that I could have done better.

• **What are your largest fears?** To have a meaningless life and to realize at some point in my life that I've caused more harm than positive emotions. I'm also a bit afraid of public speaking that is why I often end up presenting reports in SSE Riga.

• **Do you have any daily rituals?** I used to do one thing that scared me every day. I found out that bungee jumping is far less frightening than starting a conversation with a certain person.

• **What are your future plans apart from working hard?** I like teaching (and some say that I'm pretty good at explaining), so I'd enjoy teaching some practical psychology subject after some 10 years. If I will be given a chance and have enough time, I will also come back as a TA in Financial Economics.

While I have never been completely seduced by the shifts of supply and demand curves, I have always liked the behavioural aspects of economics, the things that cause the conventional economic models to collapse. So I may do some research in behavioural economics one day. I would also like to write a practical book in psychology, put some handy ideas there and wrap it up with a layer of humour so that people would actually read it for more than few minutes.

• **Why do you find psychology to be so interesting?** I have always been amazed by the astonishing acts that our minds are capable of. And I find fascinating some of the things that a person good at psychology is capable of.

Also, understanding some of the basic principles may really improve your life and relationships with others. For instance, understanding that when females are stressed they usually look for someone to listen to them not give advices; when you are tempted to make an impulse purchases, a strong urge will only last for 20-30 seconds before your mind will switch to other thoughts. When people have strong morale believes but they somehow end up going against them, they are more likely to change their believes than to admit that they made a mistake.

• **Do you have any regrets regarding the past 3 years?** There have been quite a few good thoughts that have crossed my mind, yet somehow I've never gathered enough courage to transform them in kind words. I certainly wish I've told some SSE Riganians how glad I am to have met them.

• **Are there any lecturers you would want to stay in touch with?** Without doubt I wouldn't mind meeting any of the lecturers from SSE Riga again. Particularly I'd love to meet my favorite lecturers; perhaps have a cup of tea with Benjamin and Svante. Also, it would be great to have a beer or three with Roberts, Tālis or our awesome thesis supervisor, Ivars Austers.

• **What are your plans for this summer?** Finally get my driver's license, attain a satisfying GMAT score and, most importantly, spend some quality time with my most beloved people from SSE Riga.

• **What would be your advice for future Insider reporters?** Skip the exchange stories!

TATIANA ARVENTI

VALUE OF STUDIES

THIS year several Year 3 students were dedicated to research topics related to higher education and Stockholm School of Economics in Riga in particular. One of the studies attempted to estimate the **Return on Investment** for studies at our school, taking into account the recent substantial changes in the tuition fees for the Bachelor's program. The ultimate goal was to eliminate uncertainty for the prospective students by verifying whether it is economically justifiable to obtain higher education at Stockholm School of Economics in Riga. While the topic was rather ambitious and thus required several simplifying assumptions, there are several insights you might find interesting.

Firstly the authors, with the kind support of the school's administration and the Alumni Association, carried out substantial data gathering to summarize data on the current students' costs of studies (accommodation costs and opportunity costs less income during studies) and the graduates' post-graduation income respectively. Secondly, statistics on other higher education institution graduates' and high school graduates' income was obtained and the calculation was carried out as follows:

$$ROI = \frac{\text{Median total income per period} - \text{benchmark income per period}}{\text{Total investment per period}}$$

A number of prudent assumptions were applied for difficultly measurable aspects to compare the data samples and, in result, it was estimated that an average SSE Riga student receives a 13.54% higher annualized excess Return on Investment during 9.5 years after graduation than an average Bachelor's program graduate of another higher education institution, given that they both are employees (as opposed to entrepreneurs) without additional academic degrees employed in the Baltic states. Similarly, a 21.83% higher ROI is received over employment right after high school graduation (without a higher education degree). It was also proven that the industry-adjusted, nationality-weighted and scholarship- and risk-adjusted excess return measures cannot be compensated by

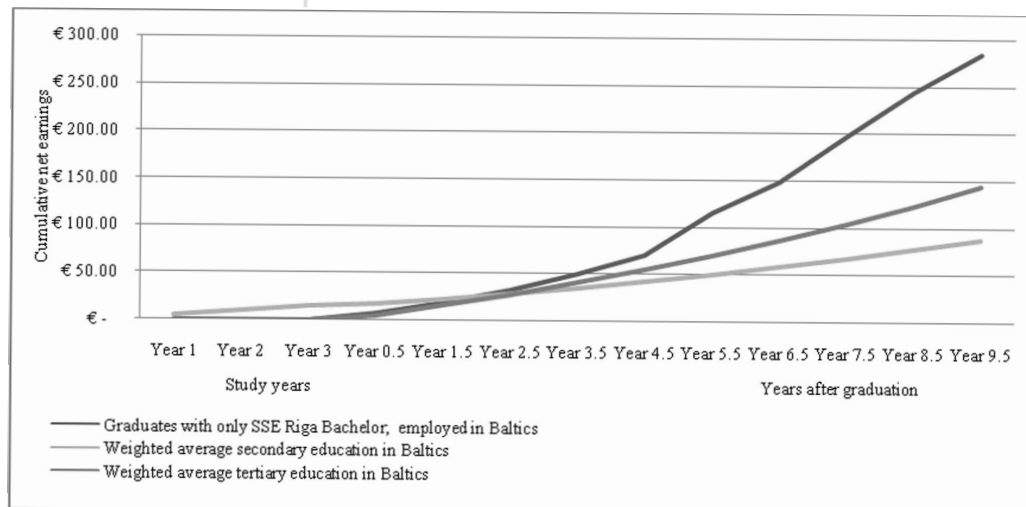
additional low-risk investments and studies at SSE Riga are still justifiable from an economic point of view.

In addition, it was concluded that these measures might also be to some extent increased or decreased with respect to individual choices students make. In particular, working during studies (Year 2 or Year 3) and participating in more extracurricular activities leads to higher ROI. While more expensive accommodation (living apart from parents and closer to school) reduces the expected ROI.

This study, being the first attempt to estimate such measures, surely has some place for improvement. Therefore, we hope that some of you, the future graduates, will pick up the research to take it further to the next levels.

Did you know?

- **Every fifth SSE Riga graduate chooses to undertake further studies right after graduation.**
- **20% of graduates become entrepreneurs (as opposed to employees).**
- **Half of the graduates are employed in Banking & Finance or Audit & Consulting sectors.**
- **Two-thirds of the current students have taken on liabilities to cover tuition fee expenditure and 87% - to cover accommodation-related expenses.**
- **Neither academic performance nor gender have an impact on ROI**
- **On average, SSE Riga graduates receive 13.54% higher annualized excess ROI than graduates of other Baltic universities!**



RUN, RIGA, RUN!

THREE... Two... One... *POOF* Run!!! Scourching sun, muscles that keep reminding you of their existence by making you squeal out of pain and the feeling that your legs won't be able to support your weight if you try to continue even for a minute – that's the daily bread of a marathon runner.



On May 22, Sunday, our students had the chance to participate in Nordea Riga Marathon and try these “pleasures” of an athlete's life with their own hides. The exact number of runners from SSE Riga is unknown, though, as we had students in other teams, some didn't make it in time for the race or their results were simply not published due to some faults on the side of the marathon organizers. Anyway, our team, the Sexy Sporty Economists, had around 35 members who ran various distances – 5, 10, 21 and 42 kilometres. The marathon and half-marathon runs started at 8:30. The weather was a bit chilly at first, but it gradually got warm, even a bit hot. One particular strip of these courses was rather straight (12km!) and provided little to no cover from the sun – as a result, some runners were roasted... medium raw. The ones that were running just for fun (although there are exceptions) chose the 5 km distance because you could see so many weird, yet amusing people:

“The forum cinema guys were dressed as smurfs, but looked more like... well, last year we had Durex representatives running around dressed as spermatozoa and they looked really similar. Then there was one girl running with rainbow coloured hair, then 2 guys carrying a cardboard image of Chuck Norris. There also were 2 guys running in suits, like really running, and approximately 10 guys in suits walking with R. Reagan masks carrying something huge. Then there was running bread and huge packs of chips, but those are plain company campaigns. Oh, then there were bride-ish girls and, of course, lots of parents with kids in strollers. “

Linda Viksne

Long and medium distance runners also shared their impressions:

“I liked the event. You don't compete against other people, you compete against yourself, your laziness, which asks you to stop and walk for a while, but you say no and continue running. I had three of such dialogues. It was great that there was a shower near Mc'Donalds - it was refreshing. “

Dmitrijs Ļihačovs

OUR TEAM, THE
**SEXY SPORTY
ECONOMISTS,**
HAD AROUND 35
MEMBERS



“What can be better than falling down on to the ground in the third of 42 km :)? Then in the 25th km another guy fell down just like I did. :D (While running over train rails) Huge psychological stress between 16 and 25 km, thoughts about withdrawal - first time I have been so weak :(And, as always, I cannot do without some blisters on my feet.

The event was great; I was able to eat about 2 bananas and 2 oranges during the race. However, in the finish they couldn't feed me with their tasty sandwiches due to a “Pārtraukums” - break of half an hour (WTF?!). People were very cheerful during the whole race and there were quite a lot of Finns shouting something supportive in their language.

I managed to run first half in 1:49:10 and finished with the result 3:56:27 which gave me 368 place out of something like 965 participants. This is of course nothing to be proud of. But due to my mindset - to finish the race even if I would have to crawl - I managed to keep going and finish under 4 hour mark.

Ainārs Tambaks

KĘSTUTIS TYLA

THE INSIDER 25

TIME TO ROCK!

Bang! The SUMMER is here! Apparently, for all SSE Riga students it equals to an internship and/or summer schools, but why not to add something more to this casual equation of student's summer life? Knowing that many of us are too busy ~ lazy to search for what's actually going on, I made my Baltic-oriented top list of concrete events and places which might be worth visiting.

Obviously, it's only a tiny part of 2011 summer festivals. In terms of "close location" + "lots of fun"/"costs" ratio, I would definitely not miss OlleSummer. This music & beer event is hardly comparable to the Munich Oktoberfest, but Erko says it's still cool. :) And MOBY concert in Trakai is indeed a nice option, if you are lucky to grab a relatively cheap ticket.

Don't forget about the "Critical Mass", a bicycling event held on the last Friday of every month in over 300 cities around the world, including Riga, Vilnius, Kaunas, Siauliai, Panevezys, etc.

AND of course don't forget simple camping and spending fortnight on the beach as Jūrmala, Ventspils, Liepāja, Palanga, Klaipeda and especially Kuršių nerija, which perfectly suit for it!



Music Festivals:

- MOBY/Tuborg Green Sound Castle: 13 June, Trakai, Lithuania. Headliner: MOBY
- ProvinssiRock: 17-19 June, Seinäjoki, Finland. Headliner: System of a Down
- OlleSummer (~Beer Summer): 6-9 July, Tallinn, Estonia. Headliner: The Cranberries
- Sonisphere Festival: 8-10 July, Stevenage, UK. Headliners: Metallica, Megadeth, Anthrax, Slayer, Slipknot, Biffy Clyro
- Positivus: 15-16 July, Salacgrīva, Latvia; Headliners: OK GO, Editors,
- Summer Sound: 22-23 July, Liepāja, Latvia. Headliner: Guano Apes
- New wave: 26-31 July, Jūrmala, Latvia, as usually many Russian artists and "new stars"
- Kazantip: 6-20 August, Crimea, Ukraine
- Reading/Leeds Festival: 26-28 August, Leeds, UK. Headliners: MUSE, My Chemical Romance, Offspring, Deftones

Sport Events:

For those, who love to combine exploring new places and running there is a whole set of half-marathons:

- 19 June – Ventspils
- 17 July - Liepāja
- 6 August - Kuldīga



● If you dare to try kayaking, Andrejs B.(Y1) is a right person to approach...

Places to visit for active relaxation:

Adventure Parks (tree-climbing/hugging and all that jumping-crawling-flying stuff, which everybody should try at least once in their lives!):

- Ventspils Adventure Park
- "Mežakapis" in Sigulda
- Labas nuotykiu parkas in Vilnius
- "ONE" nuotykiu parkas in Druskininkai
- Nõmme's Adventure park in Tallinn
- Otepää Adventure Park
- Valgeranna Adventure Park in Pärnu

Aqua Parks:

- Līvu akvaparks, Jūrmala
- Nemo akvaparks, Jūrmala
- Vichy aquapark, Vilnius
- Druskininkai aquapark
- Pärnu aquapark
- Viimsi Tervis Spa, Tallinn
- Laulasmaa Spa, Hiiumaa Island

Squeeze maximum out of summer!

SUMMER CHALLENGE-2

Become a book worm

How long has it been since you read anything that's not required for the exams? Not since last September? Yeah... So pick up one of those books you were planning to read for more than a year and finally get to it! They are not going to get read by themselves and you're not getting any younger.

Have a water fight

Most of us haven't done this for 10 or more years and you might think it's childish, but it's fun even if you are breaking your back for a profit hungry company. Get your friends, jump into swimming suits and start spraying the aqua pura. You can get the girls to hold a wet T-shirt contest afterwards.

Go to a crazy music festival

If you haven't been to a music festival (Lithuanian ones are incredible), then you haven't had a good summer. These insane events simply can't be forgotten. Your humble author has only been to a few, but the crazy stuff he has seen there etched itself deeply into his memory. As they say, what has been seen cannot be unseen. The best thing is that there are many of these fests everywhere!

Exercise regularly... for a change

Try to jump. Do you feel that extra weight that you've put on during overnights and exam preparations? It's time to start living healthy – not just eating veggies and using natural cosmetics, but also shaping up! Those few kilometres of running in the morning will wake you up and keep you energised all day long. Bicycling, jogging, kayaking, rollerblading, swimming, tennis, football, basketball – there's much more, you just have to pick one.

Hitchhike around the country

We have all heard stories of SSE Riga students hitchhiking all around Europe,

but it's not necessary to start out so big. First try to catch a ride and go around the country – you will be amazed by all the stuff you haven't seen before. There's nothing to it – just stick your thumb out and start the journey! Be careful, though, you never know if the guy who picks you up isn't some weirdo.

Learn to dance

Oh yes, the thing that boys always find an excuse from. Old sport injuries, inability to dance, etc... there are many of these classic bail-out justifications. So chicken out no more and learn to shake that ass – lindihop, an old swing dance is finally coming to the Baltics and it won't let you go easily. It's fun, it's catchy and the groove will get you out of your seat for good.

Steal a sign

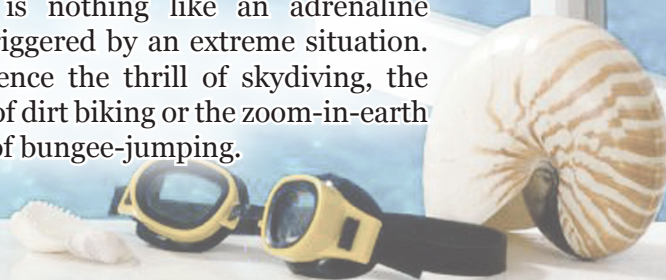
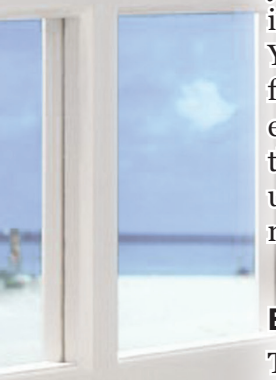
You might consider this to be illegal, maybe even immoral... Illegal? Yes. Immoral? C'mon, we're students. One thing is for sure – this won't be the first time it happened (Even during this school year). So, if you see a traffic sign lying on the ground, serving no purpose... Why not add it to your cool collection?


Pretend to be homeless

Sit down somewhere with a cup in front of you looking all shabby. Try to get the traditional hobo image right. Then, when somebody comes up to you and puts some change in your cup, whip out a load of money (same way as you hold cards) and wave it in front of the person's face. The reactions are priceless.

Try a new sport

There is nothing like an adrenaline rush triggered by an extreme situation. Experience the thrill of skydiving, the speed of dirt biking or the zoom-in-earth effect of bungee-jumping.





THE SKY
IS THE
LIMIT.

www.theinsider.lv