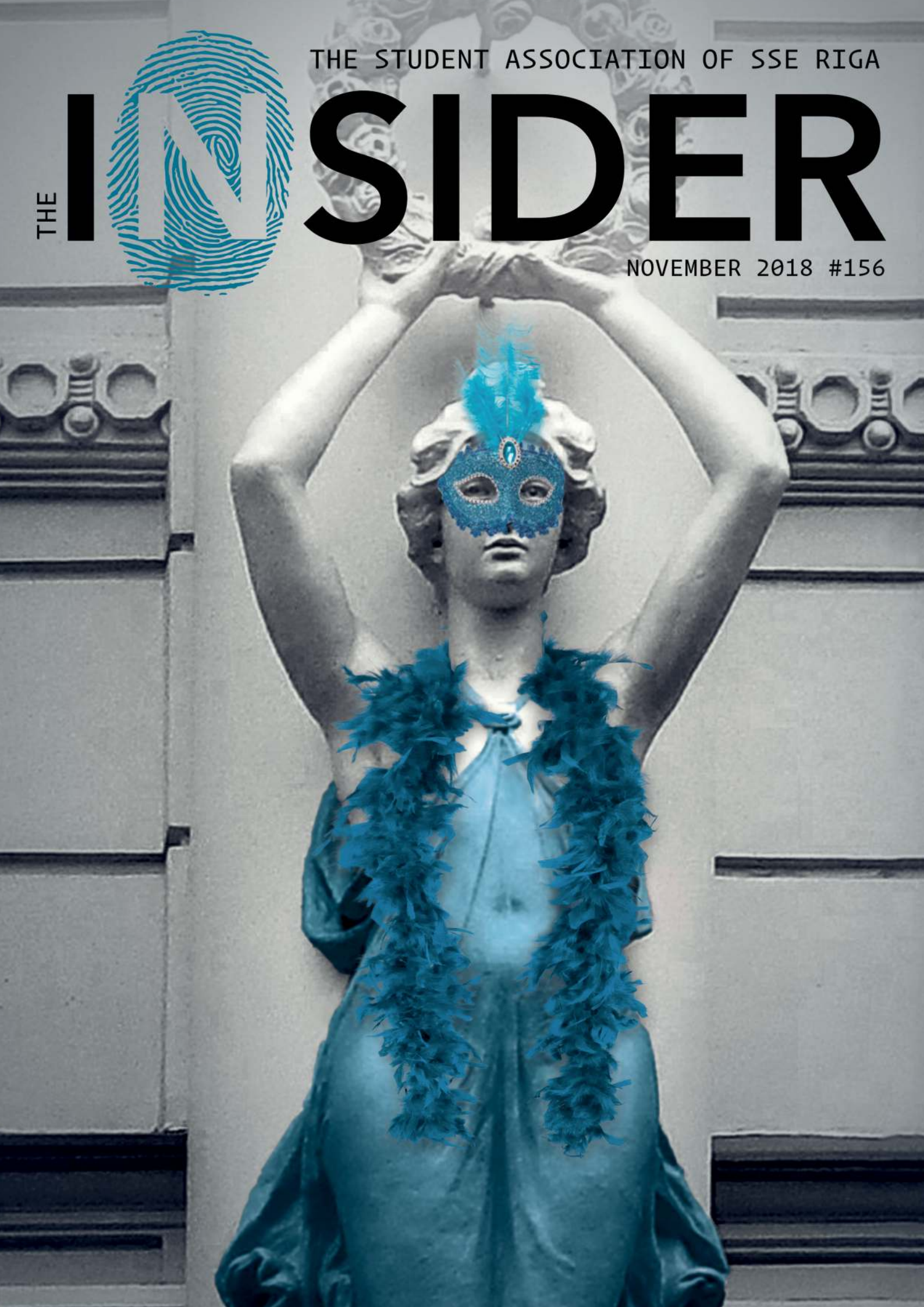


THE STUDENT ASSOCIATION OF SSE RIGA

THE

INSIDER

NOVEMBER 2018 #156





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PRINTED BY

BalticPrint

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Although this is definitely the most wonderful time of the year yet (even more – this might be the worst time of the year right now), November is the Homecoming month! The Alumnus come back to their roots and SSE Riga, while the students can get a jealous peek into their potential futures. The Boat Trip hangovers are finally over, now you can all join together and receive new in the Homecoming party!

Homecoming is about the feeling of belongingness, so do not worry if right now you don't feel included and happy in your SSE Riga family – we provide you with several interviews with Alumnus who have also chosen different and more creative careers paths. Also now many students participate in creative extracurricular activities, so do not forget to read about them as well!

However, November is also the best month for learning Microeconomics, Econometrics, and writing Bachelor thesis! In case you manage to fail something, read our advice for fails – how to cope with them and, most importantly, how to not pass everything! But when you are tired of studying, relax with reading the spookiest SSE horror story, dessert reviews, advises how to choose the best socks, and much more! Let your creativity out even in the darkest of times! And participate in the contest to win your own pair of happy socks to cheer you up in the darkest of times! The election time is also quickly approaching, and this is your last opportunity to understand which position is the most suitable for you and apply for it, so read carefully the express interviews with the current SA board! Maybe they will be essential to make the final choice. Drink wine more, whine less, and enjoy the magazine!

May your Homecoming party be full of fun, gossips and masked strangers,
The Insider

Associates of the Month



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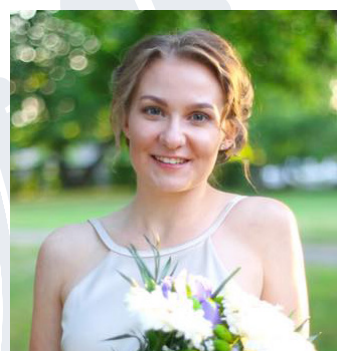
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Laine Bēriņa
Junior Accountant



Anna Bakāne
Junior Accountant



Ernests Pulks
Sports Committee



Justs Patmalnieks
Sports Committee



AI, Rise of the Machines, and all that...

The latest buzzword is AI. Artificial Intelligence, robots, Big Data – stuff that will have a huge impact on our daily lives and kill millions of jobs as the machines take over here, there and everywhere. Or will it? I am sure there will be many changes but a) this is not a zero-sum game, b) job destruction is not a new phenomenon; on the contrary and c) apocalyptic visions often appear; they are always apocalyptic but seldom for real.

Example: The world is running out of oil! Yep, a big issue for many people – back in the 1970s. They had obviously never heard of demand and supply – if demand is high, prices will rise, making new exploration for oil profitable and create incentives to develop new technology to find oil. Oil production today is higher than it ever was and the “The End Is Near”-types kind of vanished.

Now they (or, rather, their grandchildren) are back: AI will lead to mass unemployment is the latest mantra.

A few hundred years ago, more than half the population worked in agriculture. Today, in the developed world it is max 5% and they even produce more foodstuffs than their ancestors. Job destruction? Yes, but people went to other industries to be employed – the massive productivity increases in agriculture made us much richer as we could expand production elsewhere.

Sure, AI will cost jobs here and there – but, as always, many new jobs will also be created. Think of various job titles and how many of them did not exist just 25 or 50 years ago. Web designer? Catalyst? Chief curator? You name it. The economy never really stands still and won't do so this time either.

The year 2042: A robot has taken over my lectures? It will be so good and so perfect that you will get sick and tired of it quickly and bring me out of cryogenic freeze to resume my chaotic rumblings ...



Christopher Rieber

Riding the Life Train

I've been asked to take pen in hand and write something about "life choices", presumably because this is the Homecoming issue of the Insider and it might be read by the school's alumni, who have had to start making such choices in their lives. This is a tough gig because I'm not sure life choices actually exist. Allow me to explain: we all make choices. I'm choosing to write this column, although God knows why. I suspect, however, that whatever power we believe we have over our own lives is minuscule when compared to such forces as luck and chance. Business leaders tend to emphasize the power of choice because they've already made it. I have to be honest, listening to a billionaire telling me to just "do what I love" puts me in a very foul mood indeed. The opposite, however, isn't any better. Latvians have this expression "to step on a rake", which means, I take it, don't take any unnecessary risks lest you mess up and everybody laughs at you. What we need then, is some account of how to make choices between these two opposing caricatures. Fortunately, my experience has been there's a way to do this while also having a certain amount of fun.

The first rule of making life choices is to remember that time marches on. How many alumni can actually say

that they ended up doing exactly what they thought they would do when they gave their SSER interview? How many are still dating the same people they dated in y2? People's tastes change. I wanted to be an actor, then a history professor, and somewhere in between a psychologist. A series of seemingly random events led me to become a telecom engineer and then a librarian. The point is, making choices "for the rest of your life" puts you under a whole lot of pressure and probably doesn't reflect reality. Making choices for the next few years, on the other hand, takes the pressure off. The second thing to remember is that life shouldn't be a contest. This sounds obvious, but it's getting harder to remember as friends relentlessly post insta-pictures of their joyous weddings, smiling babies, and beach vacations. Never mind! Everyone is going to find their way in due time. Keep your mind focused on what you want, or at least what you think you want, and stop comparing your progress to your peers'. I'll allow that being happy for these sunny vacation people can be a challenge from time to time, but try to do that too. You can enjoy them losing their luggage if you want to.

Another thing to keep in mind is that people can surprise you. The guy I remember from college as passed out in a pool of his own vomit at a

party has argued two cases in front of the Supreme Court of the United States (true story, and no I'm not jealous, not one little bit...). Conversely, the philosopher king who wanted to lead a student-only seminar on existentialism and who was dating the girl I was really into never graduated and is now working as a waiter. I hope they are both happy and I wish them the best, but these experiences are instructive. Rarely is it the case that the stars in high school go on to excel in adult life, and that total screw-up might become...president? People need time to change and grow. They need time for things to happen to them.

Fortunately, the years after university are a great time to let things just happen. Most young alumni are unencumbered by children, spouses, or jobs that require most of their waking life. Taking some time to travel, volunteer, or work in a fun job just for the hell of it can put you in the path of what I call the "life train," and you want to catch that train from time to time. The life train is rollin' full of all of those unexpected pleasures and accidents that make life worth living; those crazy opportunities and people you never could have imagined meeting. If you'd told me twenty years ago I'd be living in Latvia married to a gorgeous designer of 19th century corsets, I would have asked for a drag on whatever you were smoking. That's the beauty of the life train: there's no telling what's on it. So all aboard! As it turns out it's never too late to get on the life train. I left America at 35 and just started allowing things to happen to me. The longer you wait, however, the harder it's going to be.

So I haven't said anything profound about life choices. The best I can offer is to look around you for interesting possibilities and open yourselves up to luck, change, and randomness. Soon you will be at the homecoming party, surrounded by delightfully intoxicated alumni and students all trying to figure out what to do next. Listen to what they have to say. Maybe meet someone new. Take a ride on the life train – now boarding next to the Jägermeister tap.

Prove yourself first, then you can make demands!

Ints Krasts is a Board Member at SEB Latvia and is responsible for the Corporate Banking division. Prior to becoming responsible for the largest Corporate lending portfolio in Latvia, Ints has spent almost 20 years in SEB Latvia holding various management positions in the organisation. He holds an MBA degree from Rotterdam School of Management in the Netherlands and has graduated top management development program at SEB Wallenberg Institute in Stockholm.

Ints has considerable experience in leading people, business teams and processes. He has witnessed the changes in the working environment and labour market brought by the appearance of the new generation of people born in the mid-1990s and is ready to share his observations and suggestions.



Ints Krasts,
Board Member, SEB Latvia

What changes occurred in the labour market with the entry of the new generation of employees?

The so-called millennials are entering the labour market with their own set of values and priorities. You might compare this situation to a storm because the young people have very high expectations and ambitions about what they want to do and how things should happen. This is a considerable challenge for employers – how do they integrate these people both as potential employees and customers? Millennials are a generation that was raised in a dynamic and digital world. This is a great advantage, and they consider many things to be self-evident, for example: access to the internet, border-less travel, openness to the world, etc. Young people have broader horizons, which is an

advantage both in business and other areas. It is crucial for us to keep these new minds here, in Latvia.

You mentioned these young people have high ambitions. Is that a good thing or not?

That is good because you can't get anywhere in business without ambitions. However, at the same time, you have to be aware that every success and achievement is the result of hard work – effort, dedication, managing high levels of stress and putting yourself out of the comfort zone. Today, young people want to have everything immediately and all at once, but you cannot just demand a promotion a few months after starting a new job. First, you have to prove that you are a capable team player and then you can ask for more, whether that's a promotion or a pay rise. You must

show that you're capable of taking the initiative and making the most of the opportunities you are given and deliver results. For example, lead a work group, a project, or organize an event. Follow this approach and your efforts will be noticed and appreciated by a larger number of people; you will improve your soft skills, which will be useful later on. As a manager, I notice and appreciate new employees who take on additional responsibilities on top of the tasks outlined in their job descriptions, because that's what business is all about. Prove that you are capable to do more, that you can be trusted with important tasks, and opportunities will find you. The balance of every employer-employee relationship doesn't start with an overdraft – it starts at a "zero", and whether that balance goes up or down from there depends on both sides.

What is the difference between a good employee and a good student?

Soros auditorium and your desks at the workplace are two rather different things. A good student acquires a substantial amount of theoretical knowledge. A good employee needs to apply the theory in practice, as theory alone is often insufficient – you also have to use your intelligence, social skills and other talents. During their studies, a student gains a good deal of general knowledge about their chosen field of study. To become a top-notch specialist, one must think not only about their field,

but also know their organisation inside-out, know the competitors, and understand their own role within the organisation. Of course, you can never forget about the customer. A good employee lives in the real world and understands its challenges and limitations, while a student often has the luxury of dreaming about the way things ought to be in a “perfect world”.

In your opinion – what will the labour market be like in 10 years?

I think that 10 years from now, certain professions will no longer exist. Professions like taxi drivers, postmen, truck drivers, supermarket sales staff and bank tellers will disappear much the same way type-setters and telegraph employees did. More and more of our work will be done digitally, and we will be increasingly supported by various artificial intelligence and other cutting-edge technologies. However, I think that the human touch and the added value that people bring, will still be important, and the value of this asset will grow.

Which skills will become the most valuable ones in the upcoming future?

First, I would say it is the ability to adjust to the changes in our lives; second – good communication skills and the ability to lead a team, which is often scattered across different places; third – capability to deal with huge inflows of information and being capable to prioritize it. Finally, the most important aspect is actually not a skill – it is your attitude in whatever you do. It is extremely important, and it is a basis for future success.

What would be your advice for students of SSE Riga?

Three suggestions I would like to give: Do not be afraid to set big goals, and let your performance prove your abilities and ambitions.

Be demanding – first and foremost towards yourself and only then to others.

Remember that no one has forbidden to talk to each other – communication is the key.

15 Questions to Ask Fellow SSE Rigans at Homecoming

Although the beauty of Homecoming is hidden in the fact that you meet people you haven't met for a long time and you still feel like just a week has passed since your last meeting, such situations can also make you feel socially awkward. What to ask those people whom you haven't met in a while? Is asking about the significant other and children offending or polite? Don't worry, we've got you covered – go through our question list and get rid of the awkward moments of silence!

1. What have you been up to since graduation?
2. What's the best thing about your job right now?
3. Which lecturer made the biggest impact on you and why?
4. What is the one thing you miss the most from SSE Riga?
5. Who from your year are you still keeping in touch with?
6. Remember (insert a person whom you both know)? What are they up to now?
7. What do you think has changed here in SSER?
8. What's one thing you're really proud of?
9. Which songs remind you of your university years?
10. What would you do differently if you attended SSER once again?
11. Who do you wish you could get back into contact with?
12. What's your hidden talent which you didn't get the chance to share during your SSER years?
13. What topic could you spend hours talking about?
14. What horror story do you have from a job you've had?
15. What's your best example of fake it till you make it?

Creative People of SSER



Mikēlis Putniņš graduated SSE Riga in 2015 and has since pursued a music career – he has founded the band EZERI, as well as been a part of many other projects. However, it took time and patience to be able to do what he wants in his life, however, he always has been true to himself and the things he does.

Since graduating in 2015, you have pursued a different career than your peers. What have you and your band EZERI been up to?

I'm actually a part of a couple of bands and projects but EZERI is my project, where I play together with my 2 very good friends – Krišjānis and Kristiāns. I started writing for EZERI during studies at SSE Riga but it was more of a hobby and it didn't seem possible to become a professional musician. But now I've been doing music seriously for the past two years.

And has it paid off?

For the last year I have been really fortunate actually. When you start, you don't make any money, so I was doing things on the side. The rhythm of my life is that many things are happening at the same time, so I have rehearsals, rehearsals, rehearsals and many projects at once; then it is just a break for two weeks straight.

What are the responsibilities of you as a musician currently?

I'm composing songs, producing, arranging and, of course, performing – I sing and play the guitar. For the past year, I've been working together with Riga Russian Theatre as I help to arrange songs and play the guitar. I have played with Instrumenti, by playing

the guitar and being a backing vocalist. I've been also playing with Shipsea. But EZERI is where I get to be myself to the fullest. I'm very happy about all the other projects, and I'm thankful for having these experiences, as EZERI is still growing, and I'm very lucky to experience the bigger stages and see how everything happens on that level.

Did you try out any other profession before deciding to join the music industry?

No I didn't. I was actually having an internship at IR magazine, and that is why I went back to working there for a couple of months, as I really enjoyed being around the people working there. Sadly it didn't work out as I couldn't bear being in an office that much. I was working full time in radio, however, it has turned in a part-time job as music has. But I couldn't actually see myself in any "classic" SSE Riga graduate profession, as, for example, accountant. I liked numbers but not that much. So I wasn't really considering that.

When did you realise you wanted to pursue music as a career?

I guess it was when I started to write my own music at age 13 or 14 and had my first rock band.

How did your musical family background influence your choice to join the music industry?

Both of my parents are musicians. My father is working as a choir conductor with Latvian Radio Choir. My mom teaches children to sing, so she has a kids' studio. Both of them had a rule that, parallel to primary school, my sister and I had to attend music school. Basically – you can do whatever you want in life but you have to have those 8 years in music school. But my parents never pushed us to be musicians and gave us the freedom to choose ourselves, which I respect a lot.

How did you end up at SSE Riga?

I decided to study at SSE Riga because I wanted to stay in Latvia at that time and I just wanted to have a good education. I didn't come to SSE Riga right

away - I went to study at the University of Latvia and studied mathematics for three months. But it was too dry for me and I was a bit disappointed in the faculty. After that SSE seemed like the experience I needed in my life, and I still think that.

Looking back at my SSE years, what I value the most is the level of what it takes to actually go through it. When I was studying in Y1 I was just lazy. On to that point, I was just able to slide through my life. However, at the end of the first year, I had failed so many courses that Y2 was really stressful, and I couldn't pull everything together, so I failed a lot during the second year as well. And during the third year, I understood I really don't want to be here longer than 3 years, as I was also starting to realise this is not exactly representing what I want to be and this is not what I want to do. So the third year was crazy because I had to work so much just to get with all my debts and write my bachelor thesis but it was such a great experience. It was the first time in my life where I was pushed into a corner and I understood I really need to do something and I really need to work and plan my time.

And that experience by itself was worth coming here because when life started to happen you realize that you can do a lot if you put your mind to it. Sometimes you just don't unlock that side of you unless you are put in that situation. Time management and being able to do things - those are the things that you don't notice while you are studying at SSE Riga. Whatever you choose to do after university, these things are going to help you.

Do you have any advice for students who understand that SSE is not for them and want to do something creative?

Not to be too hung up on the course you are doing at the moment. Although it feels like this is going to be forever, it really won't. And don't be afraid of failure – we often think about failure as the end of things but it really isn't. Take experience for what it is and know that it is going to end at one point – it is not

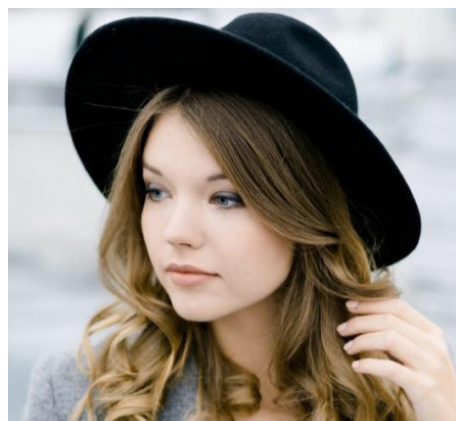
your whole life. So don't be afraid to look for what you really want to do.

How to not lose your creativity while studying at SSE Riga?

It is important not to stop your hobbies. If you do it as I did then there is probably going to be a year when it is going to be very difficult to find some time on the side. It is demanding but you can still find some time. I was never the kind of student to put my life on hold just for those three years of university. So I never stopped doing my things on the side. If you pause something for a long time, it will be almost impossible to get back into it. Just do what you like and find a time for that for at least once a week. And when you get overwhelmed with SSE, it helps to remind you that there is this other life you tend to forget.

What is the one thing that you actually miss the most about studying at SSE Riga?

The fact that, although I felt like an oddball here, you find really different, interesting and nice people here, with whom you can talk to and even become friends. Now I am spending time with likeminded people, which is good, but communicating with completely different people I miss a lot.



Although **Megija Milberga** is a quite recent graduate (Year 2017), in this such a short amount of time she has not only managed to live in India but also to become an expert in her desired field. Now she is the Head of Exhibitions in kim? and combines her two passions – economics and art.

What have you been up to after graduating from SSE Riga?

I graduated from SSER in 2017, and everything since then has definitely been one of the most colourful times of my life. Two days after graduating I started my Erasmus internship in Vilnius, which was a derivative of a financial enterprise which also had its own art collection. I worked for them for a while, afterwards I continued to work in Vilnius at a big artists' residence, and after working there I went to India. I lived there for 6 months, and somehow it happened that I went back to Riga for the next Graduation party. And the Monday after that was my first working day in kim? So the whole year was a quite intensive period for me. Now I am working in art, which is amazing for me, I can learn a lot.

How did you decide to turn to art industry after getting a Bachelor in Economics & Business?

After graduating from Riga French Lycee, I had three main passions – economics, art history and politics. I got into three different universities, which meant that I could study Art History in Paris, Politics in Amsterdam, and Economics and Business in SSE Riga. I thought that it would be easier to combine Economics and Art if I start with Economics. I've always been interested in art, but I never thought that I would do something in that field professionally, it was just something that I had passion for besides studies and work. But at one moment I realised that I spend a lot of my free time by being interested in art. Step by step, I started not only to read about art, I also started writing about it, that way I understood more and that only increased my passion for art. I had a chance to get the Erasmus internship, and then I realised I would 'go with the flow' and work in an industry that I really enjoy. It has never been a super deliberate idea, art is just something that has always been around me.

So the life just led you to something that you enjoy doing and are good at?

Yes, exactly! Also, during FE, I was so done with finances that I wanted to do something besides that. So I applied to preparatory courses in Art History in Latvian Academy of Art. I studied

FE and at the same time three times per week I went to the courses, just so my brains wouldn't get too tired of the finances.

Did you ever want to work in a bank or do something really closely connected to finances and economics?

The things I have to do in my job are not that really far from what we study in SSE Riga. I still am in charge of all of the budgets, I have to take care of finances. Mostly in the art industry they are connected to investments in art, which I am also very interested in. So it has never been something radically different, I am just not really interested in plain finances, but they are interesting as instruments.

How did you end up in kim?

Overall I think it's SSER mafia's fault that it happened. I think the amazing contacts you gain here are the coolest benefits you can get. There are so few alumnus that everyone knows what others are doing, and the same happened to me. I was in India, and Zane Čulkstēna had heard from my course-mates that there was such Megija who likes art, that I write reviews and have interest in that. She contacted me, invited me to work there, and that is why I came back from India. Everything just fell right into place but if my coursemates didn't know about my free-time activities, this wouldn't have happened. Maybe I would still be in India then.

What did you do in India?

In India there is one organization that is an associated organization to United Nations, and there is a conference centre that cooperates with the local municipalities, for example, Muslims in one region and with smaller and unconventional religions in South India. They work with education and the conflicts among the minorities. I helped to organize the conferences and was also one of the supervisors that helped to coordinate the groups of people.

How did you manage to combine the artistic things you love to do with the student life in SSE Riga?

I am maybe one of the loudest examples of SSE Rigans who like art and

different kinds of things, but I have never found out that much information about amazing music, literature and films as I did in SSE Riga. During SSER, I enriched my knowledge about culture as such, because there are so many people who actually also are interested in the same topics as I am. I also was a part of JeJoue organization, meaning that I could express myself there. For example, we organized a lecture "The Birth of Contemporary Porn", which was a totally random thing, but everyone could use their creative potential as much as possible. Moreover, in the Art History courses in Latvian Academy of Art I met Jānis Borgs, and I invited him to speak at our lecture as well. JeJoue was an amazing platform to express yourself, but also besides that I tried to connect the things I had to do in SSE to something that I really enjoy. You are not isolated at any moment, it is very easy to find people who like the same things. On the very first day of SSER, we all had to introduce ourselves, and I said that I really liked Damian Harris, but another guy said that his favorite composer was John Cage, which seemed really progressive for an 18 years-old. Another person was a fan of Quentin Tarantino, the whole company turned out to be artistic. It doesn't mean that we all are economists here, it just means that we all in this point of life want to study it. Okay, the statistics do not really support me on this, but this is true. But I never thought of leaving SSE Riga to study something more creative, that would be a very drastic decision. I actually started thinking about working in the art industry only during the third year, because I saw some twists how that would be possible. I didn't want to be an artist myself, I didn't want to be a curator, I needed time to see myself in the industry.

Any advice for the creative SSER students who haven't yet found a way to combine the creativity with job opportunities?

The economics will still be useful for you. It's not like you are wasting your time here, that you will start thinking in a very pragmatic way. For me the alliances with similarly minded people really helped. If you are lucky enough

to find people who are interested in culture, who like the same things you do, that's just amazing. Every discussion with them enriches you, and, as SSE Rigans are very enthusiastic debaters, it is not hard to find someone to talk to. You can't stay with the same things only that you knew during high school, you need to grow and increase your knowledge. I've always had people around me who are more culturally educated than I am, so I've always had to educate myself more to keep up with them. The organizations are also very cool, like JeJoue. For example, there I met Maksis Gauja, who writes poetry and prose, and scripts in his free time. It is amazing that in SSE Riga there are so many people who do such interesting stuff, and the organizations let you find them, that you find people with whom you are not joined by pure friendship, but by interests.

What do you miss the most about SSE Riga?

I miss the spikes of productivity that I usually experienced before the deadlines: you suddenly have so much strength to finish the assignment in the last hours! Yes, I wish I could have something like that now as well. Oh, and Lithuanian-Estonian parties. There always is that one flat to which you better don't go if you want to wake up sober.



Mikus Alberts is currently a Year 3 student at SSE Riga and, among other things, an avid photographer.

How did you come to pursue photography?

Well, at the end of the first year, all the studying had drained me. I decided I needed to recharge myself a

bit. I did this by managing to acquire an internship in Italy. Obviously my thoughts went something along the lines of "Oh cool, I will be travelling, and going to the mountains!" And since I would be going to the mountains, which I find awe-inspiring, I should learn how to take photos well, because who doesn't like their very own amazing mountain photos? And that is how it all started. My love for photography grew even more during my internship, as I was sent to Georgia, where there were amazing photo opportunities, as well as on my way back home, as I got home by hitchhiking with a friend who flew his way to Rome.

What do you like taking photos of?

At first it was landscapes and travel photography. Unfortunately, you cannot travel all the time, no matter how great that would be. So I decided to learn how to take photos of people, and ended up being very fond of portraits. What portraits? Women, or old men. Women are an obvious choice, as for old men – all of their wrinkles make for great shading and cause to photo to feel "alive".

Do you have an agency of your own of some sorts?

Not really. At first I made an Instagram page (editor's note: @malberts_). Then I made a business card as a joke, I thought it would be a good way to introduce myself to people. Although it all started as a joke, what ended up happening was people who knew me would ask me: "Hey, could you make photos for this and that person? They will pay you too." So remember: making a business card for 10 euros can turn out to be a great investment.

How do you combine studies with photography?

In the winter, when it would get dark very early, I admit that the studies were hindering my photography "career", as they would take up the part of the day that was actually bright. Lately I have had a bit of trouble as well, because I have had to do a lot of stuff which has got in the way.

However, I don't mind the fact that I cannot commit to photography non-stop. I do not want to see photography being something that I must do vigorously, because then it would seem like a job, not a source of self-expression. The same reasoning applies for having photography be my primary source of income – I believe this would hinder me, as I would be forced to make photos every day, not take them when I feel more or less inspired.

How long have you been doing this for? What are the benefits?

Should be about 1.5 years.

I just like doing it. I gain happiness points from it. One thing I could mention though is that being a photographer is amazing for travel. Usually one would think of where to eat, where to go after this and that etc. But in my case what I find happens is that I am more aware of my surroundings, as I am focusing on the beauty of what is around me., which really helps enjoy the places I visit more. There is also the satisfaction one can gain when arriving home. Instead of having the post-travel depression, I get hyped, as I now have a bunch of photos I can look through and edit, and the feeling I get when I find something really, really good is euphoric.

How do you get ideas for photos of people?

I have a notepad in which I write down random ideas that pop into my head. I then try to make these ideas happen in some way, usually by inviting some person I find to be appropriate for that specific composition. The second option is when I see some person and think to myself: "Oooh, he would look really cool in this and that way!" Then I go talk to them if it's possible. As for the inspiration for ideas, I can draw this many from sources. One example would be my trip to Munchen, where I saw a lot of religious paintings in a museum, and then decided I would like to try making some photos that have that similar slightly ancient feel to them.

Did you buy a camera specifically for Italy?

Well, here is how it went down: I knew in advance, before summer, that I would be going to Italy, so I did want to take photos, and I knew I would need a good camera. But the rational side of me thought that buying a camera just to take some photos while travelling would not be that wise of an investment. So I challenged myself to take one good photo each day for 30 consecutive days. If at the end of this period I will have done so and taking the photos won't start to seem tedious to me, I would buy a good camera. And of course I eventually did. Ironically, I did not take any photos of mountains in Italy, as I did not get the opportunity to go to them. But the Borjomi National Park in Georgia was great, and it had semi-mountains, so that relieved my soul a bit.



Elizabete Fleišmane is also a Year 3 student at SSER and one of her many creative hobbies is dancing.

How did you decide on dancing in your free time?

It was pretty random, because I went to this one festival, I saw the performance and I really liked it. It was the cover of one of my favourite choreographies and so I immediately was amazed that someone is doing it in the country and I wanted to help out in any way I could, even though I have never danced I was excited to even, I do not know, film their covers. I wanted to do anything! And so, I contacted them and we met up in some random tiny apartment out-

side of Riga to just become friends and maybe try dancing and that's how it all started! So, we started practising in our little apartment and now we have several studios, we teach classes and it is a cool thing!

Did you build those studios up together with someone?

Yes, I was there from the beginning and we had more and more people joining us, so we started as six people, some of which had dancing experience, some of them, including me, didn't have any and we slowly grew, we performed at different conventions, we would post videos and people would find us, people would learn about us especially since Latvia is so small we became better and better known. So now our team is 45 people and then we have around 30-40 people coming to classes every week.

For how long have you been dancing in K.O.T. Cafe?

It's almost two years now which it feels like it's been a lifetime. I started to do it when I was in the middle of the first year in SSE Riga, not very sure that I made the right decision, because it was after Financial Accounting and Management Accounting and Finance was coming and I wasn't very happy with the choice I made, I needed an uplift and I am happy that I found one!

How do you manage to dance while also studying and passing exams at SSE Riga?

Poorly (laughs)! But realistically, what's good is that's since all of us are either students or people who are working, thus, we keep all of our activities to weekends. So, my weekends are completely taken over by dancing, it is at least 10 hours every weekend of practises and classes and then I keep my studies to working days or whenever I can.

Besides all of this you are also working, aren't you?

Yes, I also work part-time! I don't sleep, and it is the main take-away here... It's studies, it's work, it's differ-

ent activities apart from university and it's dancing, which has become far bigger part of my life than I ever thought it would be!

Can you name some benefits that dancing gave you?

Confidence, definitely a lot of it in terms of just not feeling awkward ever, because in the very beginning I would only wear huge baggy T-shirts that would go down to my knees at least and I would feel very shy, but now I've learned to not care, and I feel a lot more comfortable existing in my body. And the second benefit would be learning what it takes to build something from scratch.

What advice can you give to the students at SSE Riga who want to keep their hobbies, but are afraid of failing the studies?

To be realistic, to understand that some things they may not be able to do, let's say if it's every other evening of the week, to be realistic about their capabilities when it comes to studies if it's really difficult for them, but also to realize that if they're constantly saying that they don't have free time, it's more likely to be an excuse rather than the case. You have time usually, in most cases you can sacrifice three hours of watching YouTube videos to go to practise for one hour or to do other activities! If you want to, you can find time!

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Katrīna Ciniņa is currently a Year 1 student at SSE Riga who is also very passionate about classical music.

How did you decide to pursue classical music as a hobby?

Before I even started to talk, as a little child I would often sing along to various songs I heard, and as my mother says, I managed to do it very well. My mother thought I had an affinity for music, so she decided to send me to a musical ensemble for children. After seeing me succeed there, she decided to send me to preparatory courses so that I could get into Emīls Dārziņš Music school, the best music school in Latvia. Spoilers, I managed to do so, and after getting in, I started learning about complicated musical stuff, as well as playing the piano and the flute.

We know the piano is a staple of musical education, but why the flute?

My mother did not want to force me to play specific instruments as many parents do, but what she did notice is that as a little child I used to steal hangers from her closet. I would hold them the way you would hold a flute and I pretended them to be a flute. My mother perceived this as some sort of a sign and that's that.

How long have you been doing this for?

It would be about 15 years.

How has your experience been with performing in concerts? How do they make you feel?

I love the stage – it is my favourite place in the whole world. Before each performance, I get very nervous, but I consider it to be a normal part of the process, as this prepares me for performing to the best of my abilities. It is a ritual of sorts, even. Once I come unto the stage, I do my very best. I am of the opinion that I must always show that something great is happening on the stage, even if something does not go according to plan. More or less, I let my inner diva shine.

In your school, the focus was primarily on classical music.

There are many perceptions around classical music. How do you see classical music?

It is music for everyone, no exceptions. Every person can find something close to their heart in it. I would say other genres can be very narrow, whereas in classical music you can find anything from the simple and joyful waltzes of Strauss to a symphony in which the composer illustrates his psychedelic drug dreams.

How does your level of musical knowledge affect your ability to listen to mainstream music?

It affects it a lot. During our school years, all of us were taught to analyse music thoroughly. Some would say this is bad, as it makes me criticise music and not enjoy it as much, as I am focusing on all of its elements instead of just listening. I would argue that this is not true, however; it is just a different way to approach music. I gain enjoyment not from simply listening, but listening and realizing what intricate details the specific piece holds.

How do you combine managing and developing your creative talent and SSE Riga?

All of these years, I have seen my instrument as work. Nowadays, I see SSE Riga as work, so my flute is now seen as a way to spend my free time. The perception has changed. This has led to me playing my flute to relax, whereas beforehand it was exactly the opposite. I usually always play before exams, to calm myself down, as I find playing the flute a very relaxing process these days. It has turned into something that is a leisurely thing – an important leisurely thing that I could not live without. Also, I try to visit a cultural event at least once a week – I find it very important for myself.

What are the benefits you have gained due to being involved with music in this way?

Since the age of five, I was encouraged to play at least two to three

hours a day. While I did not like it at the time, I am thankful for it, as I learned discipline and work ethics. Studying in SSE Riga is not as bad as it could be, as I am used to spending many hours working on something, and I do not get easily distracted. One would spend hours upon hours on end preparing for a performance – months even, just for a few minutes of playing, and there were no second chances. Focusing and giving 110% was a skill all of learned, and which still helps me to this day, for example, in SSE Riga exams. The connections I received – I know so many people who are involved with culture and who I can always find something to talk about with. In Latvia, this sphere is not that large, so it creates a very tightly-knit community. It is great to be able to always receive recommendations on what events are happening and worth it.

You have been involved with music throughout your life so much, so why SSE Riga?

I realized while trying to organize an event how important an education that a school like SSE Riga can provide is for musicians. Marketing knowledge is needed to be able to make sure people go to your events, business knowledge is needed to realize how you can gain investors, which again requires marketing knowledge to present the idea to those respective investors etc. One of my goals is to help this and the next generations of culture by helping them out with the aforementioned processes in order to successfully drive Latvia's culture, as well as to understand some of the more economic processes involved in the musical scene. I want to be the person who creates a bridge between economics and culture, a combination that, dare I say, is quite rare.

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Interviewers: Marta Metuzāle, Līva Toka, Oskars Ludbārzs, Jelizaveta Lebedeva



Marija Gračova is a Year 1 student at SSER and a high-class cheerleader, who regularly participates in cheerleading events at Arēna Rīga.

How did you come to do this?

It's a long history – at the age of two I started training in rhythmic gymnastics. During my childhood, I sometimes went to circus shows, one time I noticed a poster about a circus studio, I checked out their website and decided to try it out. I think this was at around the age of 12 or so. I switched to only circus at around the age of 14 or so, and for two years I combined both the gymnastics and circus. Later on a friend of mine invited me to do cheerleading, and here I am.

How long have you been doing this for?

I have been cheerleading for one year, but in total all of it equates to around 15 years of sport.

What did you do in the circus?

Primarily I did aerial acrobatics, but also equilibristics and group acrobatics. In aerial acrobatics, mainly I used the aerial silk for tricks, but the aerial ring came into play too at times.

What about performances?

We participated very often in Riga, also participated in various events and festivals in other countries.

Why did you switch from circus to cheerleading?

It is not that the circus bored me – I just wanted to try out something new, so I got into cheerleading. One of my friends invited me to do so. I combined circus and cheerleading. Eventually, I realized I would have

to choose one when I found out I have been accepted into SSE Riga, as I would not have the time for both, so I chose cheerleading.

How often do you get invited to various events to perform?

Very often, for example the Arēna Rīga basketball games – we are always there. Also, we can be seen in various marathons supporting the runners. Other examples would include participating in various dance shows, such as "Abas malas", coming up in November.

Do your group members share your experience and determination as well?

It depends. We have multiple groups – some of them are beginners, some are the more experienced ones. The more experienced ones, which would include me, make up the cheerleading group that is really focused on participating in various championships.

How do you combine managing and developing your creative talent with studies in SSE Riga?

I just do. My time management is good enough, and I can't really complain about anything. At least not yet – who knows what the future will look like.

What are the benefits?

I would say that there are multiple benefits – some of them are the reduced stress and the positive emotions I receive when we participate in championships. The best things are the crowd cheering for us, the mutual support between cheerleaders and the feeling that your teammates have your back. There is also that great feeling of learning something new, which I enjoy.

Anything else you would like to mention?

The circus cost me less in traumas – I don't recall seriously hurting myself in the circus, but in cheerleading I have been forced to visit the hospital two times already.



Morten Hansen & Konstantīns Beņkovskis



The SA Board on Elections



Ričards Kraupša,

President of the SA Board:

Being on the board of the Student Association is undeniably a life-changing adventure. It has shaped my personality in ways that no other experience could do and helped me to get to know lots of fantastic people. Moreover, the time at the SA has made me value the beauty and incredible spirit of our community even more. Being a part of the group of students that shapes it the most is something truly fascinating, something that I would do over and over again. The greatest part of my duty is seeing the happiness and appreciation in the students' eyes after the SA has done something for them – be it a wild party, small happening or a Newcomers guide at the first day of the school. Everything the SA undertakes is to improve your lives at this school. Take this once in a lifetime chance and make SSE Riga adventure even more magnificent.



Akaki Tkeshelashvili,

Vice President of the SA Board:

Decided to celebrate a great day of getting deal confirmations from two sponsors of the SA at Emīls' house. Eventually, ended up me being bitten, my jacket and pants torn out by Emīls' human-sized "doggie".

And we still celebrated.

A rather concise description and motivation to apply for my position came from an "excited" Year1 on the Boat Trip: "I thought VP is meant to bring the hype up for parties and the first decision was to go for your position, and then I find out that you also get to do some hard work and that's the moment I reconsidered doing it". You can make your own conclusions now.



Felicia Istrati,

Information Committee:

The SA has offered me the opportunity to change things, which is not something that you can easily achieve in the study process. Luckily, there have been many things that my team and I wanted to do better- namely, everything. Truth be said, I feel like we managed to inject a lot of creativity and innovation into all our projects, which didn't go by uncomplimented. Moreover, I know for sure that the many reports, papers, essays that I will ever write at university will have zero impact in real life, everything that my committee does will affect all ~300 people studying here, and for me, personally, having an impact is very powerful.

Nevertheless, with super powers come super responsibility. Starting from reading your emails ten times before sending them out, taking care not to miss any important detail when writing the Advisory Board Meeting minutes, planning projects two months in advance,- it all requires dedication and willingness to do extra. Therefore, be ready to work hard and enjoy an unforgettable experience.



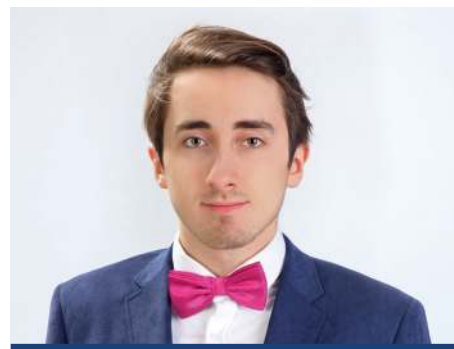
Valters Apfelbaums,

Sports Committee:

My path as an SSE Riga Sports committee member started almost a year ago and looking back I can assure that this has been one of the biggest experiences I have had.

As a sports com, I have learned how to schedule my time in a most efficient way. I have made a lot of contacts and friends. And most importantly, I have organized several very interesting and active sports events.

If you are passionate about sports and want to gain an unforgettable experience then this position is right for you.



Emīls Pauls Eglītis,

Business Committee:

As cliché as it sounds, it is very difficult to pick my favorite moment from me being in the SA. It is difficult to compare the rush from the moment when you get announced as the election winner to the satisfaction when you see all those happy faces while they are devouring the food (and the drinks, of course) fundraised by you and your team. But still, if I have to pick one single moment, it would probably be during the Baptizing event – when I walked up the stairs and saw almost 500 people enjoying their time in an

event organized by the Student Association. What made it even more remarkable is that we gambled on changing Baptizing's concept from the last year – and we absolutely succeeded.

Addressing the next Business Committee Chairperson candidates – I cannot lie, it is not easy being in this position and it will take up a lot of your time (and a lot of nerves!) – however, I can guarantee you one thing – the more you will do, the more you will enjoy it and, in the end, you will look back at this with pride and a sense of accomplishment that studies alone simply cannot provide. :)



Marta Metuzăle,
Education Committee:

Being a part of the SA board is definitely the best thing in SSE. Yes, there, I said it. However, being the Chairperson of the Education Committee is the best position I personally could have ever wished for. The board member are all amazing people, and I have gained ten new friends. Moreover, communicating with the administration, conducting the Advisory Board meetings, leading a quite big team, taking care of the evaluation process, and educating students in a fun way has been an crazy, amazing and the best experience you can get here! Also just being in the SA board brings many benefits. My personal highlight of the year was the opportunity to meet two wonderful Swedish students together with the President and Vice-President of our Student Association for dinner. It was an opportunity to exchange our experiences, find out something new about studies in Sweden to improve the studying process here. Besides such events, you get your

own key for the SA room, (sometimes) fancy meetings with food for free, and many other great things! So don't miss your chance to apply for Edu Com Chairperson position to mix the education with lots of fun, challenges, and the best people in the school!



Sorina-Sofia Solonaru,
PR Committee:

I am so grateful to the scared, overthinking Y1 Sorina who took the decision to apply for the PR Com Chairperson position. Up to this point, I still think it was one of the best decisions I have ever made. And now, at (almost) the end of our mandate, I feel nothing but accomplishment and gratefulness for the chance to learn so much and to work with such wonderful people. As always, it is about the small things, such as chilling with your board peers after a looong Graduation rollercoaster and weeks of working on it; going through photos of happy Y1s at NCC; looking down at the hundreds of people dressed in white during Baptizing; and definitely every "Thank you" coming from our (happy) sponsors and from students enjoying free food. It's during these moments you understand how amazing this entire journey actually is.

Besides all that, here are two more cool things about my position: first, you get to feel the power of being behind almost every event or activity at SSER. Second, you get to fulfill your creative needs – you just have to master the right tools for it. For me personally, the most important takeaway is that it helped me understand what I would like to do professionally. And it's the best discovery I have made so far about myself. So if you apply for the PR

position, it will definitely lead you to become the best version of yourself!



Santa Šauere,
Event Committee:

If one year ago someone would have told me a story about a young woman, who is crazy enough to organize events for up to 500 SSE Rigans and their friends, I would have never imagined that it could be me. But now I just could not imagine being someone else. The road has not been easy. Negotiations, time constraints, management of the biggest SA committee, all the little details, weirdest tasks, and never-ending opinions has definitely challenged me, and has tested my limits so hard that in order to keep up with everything I have extended them multiple times. You might think why I am talking about difficulties, here, in the motivation letter for the next chairperson. Here is why. All the good things – being a part of the SA, influencing important decisions, working with the most amazing people, laughing at 7am while eating pizza, making your craziest ideas to come true, expressing creativity, and seeing joy in the eyes of people participating in the events – they helped me to keep going, and to see WHY I am pushing myself so hard when feeling my lowest. However, the most valuable lessons I learned when overcoming obstacles. Creativity came when quick solutions were needed, when creation of decorations overlapped with sipping wine. Strategic thinking came handy when questions were way more than answers, when before the event my phone rang constantly. Communication, management skills, confidence, passion, persistence, focus. All this came from overcoming barriers and knowing why I was trying so hard to do so.

Now, after hearing my WHY's I encourage you to find your own and apply for the Event Committee Chairperson. It is an opportunity to enjoy such a freedom in your decisions, express yourself in such a wonderful way, learn more than you would assume, and the most important – create joy and unforgettable memories for people around you! See you in the Elections 2018.



Sviatlana Lomats,
IT Committee:

From teambuildings to presentations, there had been many moments very dear to my heart: the empowerment after SA general meetings, the pride of presenting our achievements to the administration - all of those give you the strongest sense of purpose. But my personal Top moment has probably happened during the Movie Night, when my associates managed to organise our Virtual Reality corner and offered students to test the new equipment in our university. What started simply with an idea turned into a fun event within only 2 weeks. And to my mind, as Student Association gives us the opportunity to turn our ideas into feasible plans, the greatest advantage one might get from the SA is having the right people by your side.

Being a Chairperson requires being reliable and responsive; the candidates should also have open mind and flexible thinking. And by constantly keeping up with the

changes, being innovative and committed you get the most valuable experience which can hardly be compared to anything else.



Adrija Voiciša,
Chief Accountant:

There has been a lot of great and a lot of very hard moments for me in SA; however, none of the hard things could overshadow the friends, contacts, and experience I gained by being in SA. We have quite a lot group works during the time of SSE Riga, but SA is a group you do not chose, and you must make it work. We all are different but also the same by being in the same place. This experience has taught me that a group that is with you is extremely important both at the times of need and the good times. The opportunity to experience such trust and understanding is just great. Additionally, being able to express your opinion and change the life of students in a way is great. Being in SA allows me to be very close to these changes and this feeling of having a "powerful" position is exceptional. I believe that everyone in SSE Riga has great ideas for improvements; therefore, everyone in SSE Riga would enjoy being in SA. However, only couple of positions require such strong collaboration with almost all organizations in SSE Riga; therefore, I encourage you to apply for a chief accountant position, because it will benefit your contact range.



Dana Koniševska,
Alumni Coordinator:

The role of Alumni Coordinator gives the opportunity to develop a network within the alumni community and to enhance wide range of skills and experience, including legal, organizational, project management, communication.

This role is instrumental for the Alumni Association board to achieve its mission and to deliver results expected by the alumni community promoting alumni engagement and providing a benefit to the society in the region.

Being the Alumni Coordinator has been one of the best experiences of mine while studying at SSE Riga- I have learnt what real multitasking means, have developed a broad range of contacts, and, of course, have challenged myself almost every day, in the form of organizing large-scaled events, communication with sponsors, implementation of the scholarship program, and many, many more!

If you want for your SSE Riga journey to be truly unforgettable not only academically, but also extracurricularly (I would like to say professionally as I do perceive this position as highly beneficial for my further career in terms of gained experience and knowledge), then Alumni Coordinator is the right position for you!

ELECTIONS 2018



NOVEMBER 9

APPLICATION DEADLINE

NOVEMBER 12 - 16

CAMPAIGN WEEK I

NOV 20 - 21

ELECTIONS

NOV 26

1ST ROUND RESULTS

NOVEMBER 30

RE-ELECTION APPLICATION DL

DECEMBER 3 - 6

CAMPAIGN WEEK II

DEC 14

**CHRISTMAS BALL
FINAL RESULTS**

DECEMBER 7

RE-ELECTIONS

Hit the Sweet Spot

We believe there are many sweet teeth at SSE Riga, and that is why we wanted to help you out a bit. With these recommendations, you will be able to satisfy your food cravings more or less just around the corner. We visited some cafes near SSER to provide you with a little guide as to where you can relax and find the best cakes and sweetest treats possible. Whether you are going through stressful exam periods or just want a nice place to chill or bring your date to, these could be just the right places for you.



Miit Coffee
Rating: 4.9/5
★★★★★

Location:

Lāčplēša Street 10, Riga. This rather hipster coffee bar is about 10 min from SSER, so if you are not too lazy someday, this might be just the place for you.

What is in the photo:

We chose to try their homemade vegan raspberry "bounty" bar, which did not disappoint. This rich coconut and raspberry bar was generously topped with dark chocolate and was deceptively filling for its rather small size. It is also vegan, which means you can feel even less bad for eating dessert on a regular day. We also ordered some filtered Colombian coffee, which came in a little glass bottle, this made about two cups, so it was perfect for sharing.

What else you can get there:

You will also be able to pick up a nice lunch if dessert is not preferred that day (we do not know why that could be so, but just in case). They serve a weekday lunch menu, which is accompanied with an everyday supply of homemade sandwiches – vegan or vegetarian. They also have a nice variety of cakes, bars and tarts to try. As the name suggests, they specialize in coffee, so a wide variety of the drink is guaranteed.

Prices:

1.90€ for the "bounty" bar, 3.50€ for the coffee (two cups).

Homepage:

Miit.lv

Location:

Dzirnavu Street 15, Riga. It is just 3 minutes away from SSE!

What is in the photo:

We took some "Vēja kūkas", which means wind cake if translated from Latvian. It was filled with tons of sweet, yet cloudy and refreshing whipped cream & sweet cottage cheese mixture. Crispy and firm on the outside and fluffy on the inside. It is very similar to the famous dessert "Vecrīga" and just as delicious, if not more. The other thing we tried out was a crispy yet melting (oh, yes, actually melting) in the mouth waffle filled with some sweet and sticky condensed milk. This might sound weird to those, who do not know what condensed milk is, but it tastes amazing, believe me!

Accompanied with some delicious tea and the hip atmosphere it is a wonderful place for catching up with friends or satisfying some sweet-tooth cravings!

What else you can get there:

We suggest trying their interpretation of the Latvian "Cielaviņa" and their "Pavlova" is to die for! Cafe "Buberts" also occasionally hosts delicious brunches, and they also have a regular menu, that does not only consist of sweets.

Prices:

0.90€ for a piece of "Vēja kūka", 0.80€ for a waffle and 1.50€ for a large cup of tea.

Homepage:

They do not have a website, but you can find them on Facebook as @KafeBuberts



Cafe "Buberts"
Rating: 4.9/5
★★★★★



Location:

Grēcinieku Street 5, Riga. Although this café is not necessarily around the corner (takes about 15 min by foot), it is more than worth visiting. Located in the heart of Old Riga, Kuuka Kafe will be the perfect place to rewind.

What is in the photo:

This time we felt extra sweet and ordered three of their staple cakes: carrot cake, flourless chocolate hazelnut cake and banana chocolate cheesecake. The carrot cake was nicely spiced and delivered a subtle Christmas feeling, together with a warm coffee, it made the perfect autumn sweet treat. The chocolate hazelnut cake, however, was much richer, but in the best way possible. It was topped with a chocolate glaze and whole hazelnuts, and was the perfect pick for chocolate lovers.

The banana chocolate cheesecake was a bit lighter, and had strong notes of banana. The base of the cake was made from oats and was slightly salty, which made for a nice balance of flavors.

What else you can get there:

This café also serves sandwiches and freshly squeezed juices, but as the name suggests (translation means Cake café), is most known for their cakes and tarts. They also serve a rather large variety of coffee accompanied with teas and hot chocolate.

Prices:

3.50€ for each of the chocolate cakes, 2.80€ for the carrot cake, and 2.50€ for the black coffee.

Homepage:

they do not have a website, but you can find more information on their Facebook page @KuukaKafe.

Location:

Antonijas Street 11, Riga. This “homey” and cozy cafe is just a 5 minutes walk from SSE. There are two more locations in Riga, where you can find this café.

What is in the photo:

One of the things we tried out was the carrot cake. Taking the first bite felt like freshly baked gingerbread in Christmas. The cake itself was soft and sweet; The glaze was delicious, not too sweet; and the hint of citrus made it the best topping for the carrot cake. If you like Christmas and cannot wait for it to come, this is the cake for you!

Although, if you are EXTRA SALTY.... Let me introduce you to this not so traditional cheesecake. It is filled with some feta cheese, cherry tomatoes and other tasty things that

make this the best savory cheesecake I have ever tasted. It was surprisingly light and creamy. The tomatoes gave it a very nice contrast in both texture and taste.

One (or both) of these and a cup of tea or coffee might be your cheer up after a stressful day at university!

What else you can get here:

They have other very tasty cakes, snacks, and cookies; also they make very good coffee and smoothies, and you can get a glass of wine if coffee is too mild or you have already reached your coffee limit that day!

Prices:

3.30€ for carrot cake, 2.80€ for the cheesecake and 3.00€ for the pot of tea, which fills around 4 cups!

Homepage:

allcappuccino.lv



SSER Horror Story

Hleb Birylyau, Oskars Ludbārzs

"Oh, come on. It's not like they invented those things for no purpose whatsoever!"

After providing this answer to a question posed by one of my coursemates, who's clearly far more concerned with my choice of means of transportation than he should be, I press the needed button. The doors meet each other, hiding the outer world from me, and I embark on my short journey downwards.

Xavier's lecture is in five minutes, and I really, really don't want to be late. Not that he won't understand that the reasons for my time-mismanagement were quite sound – it just doesn't seem right. I never enjoyed disappointing other people, always ended up doing that nevertheless, but there is certainly no profound, legitimate basis for continuing the trend now. Especially considering the looming prospects of Soros's doors being just as closed as the doors of this elevator are.

Anyway, I still have a couple of minutes left, so everything is going to be fine.

There is nothing for me to do at this point but wait, so I wait as hard as I can. It obviously means pulling the phone out of the pocket. For a second I just stare at it, then press the button, then unlock the thing. Logically, I won't have much time for mindless scrolling, and I understand that I'll have to hide it in a couple of seconds, but it's become too much of a habit by now.. Resistance, in this case, is, obviously, futile, so I switch on the wi-fi, preparing for a deep dive into the inside of my Twitter feed.

Which doesn't seem to load.

I try to refresh the feed several times - to no avail. Few options left except for performing a shoulder shrug and checking the connection only to discover its utter absence. Nothing special, I guess? There are certain corners in certain rooms where the university wi-fi doesn't work at all, so it doesn't seem weird that I've been cut off from the entirety of human civilization in this elevator. It will not last long anyway, so with a sigh of complete lack of care I put the phone back and cross my hands on the chest, preparing for a spectacular appearance from the lift.

In a couple of seconds, I begin to question my choice of pose. It's not actually that convenient to walk with your hands crossed, and it's even less likely that I'll be able to walk like that fast enough.

For an instance, I panic - it suddenly feels as if an eternity has passed from the moment I entered the elevator. Get the phone out once again, time? Actually, it's not even been a minute, so I relax. Still five to go, and I must be stopping right...

Right...

Now?

Nothing happens, and I decide that, most likely, I got caught in one of those traps that your conscience happily provides you with every day. Like when you need to cross the road but the traffic light seems to be stuck on red. Or when the time stretches while you're waiting for the FA final to start, and instead of the usual fifteen minutes before the classes in the morning, you're going through the seemingly everlasting time interval full of nerves and nail-biting, which lasts anything but fifteen minutes.

So I decide to stay calm. Phone goes back to the pocket, and I'm left staring at the massive doors. They are not much of an eye-candy, to be honest. It really doesn't take lots of time to get bored with them, but I push myself to go on with the absent-minded watch.

Which still doesn't result in anything.

At this point, I start to doubt that everything is within the norm. The lift is certainly still moving and shows no signs of stopping, yet the way down has already taken far longer than it had been supposed to. Timecheck, once again, reveals nothing. According to my phone, it's not been a single minute since I pressed the elevator button. But it just can't be right.

Another attempt at calming down and patiently waiting bears no fruits. I start running through the most uncanny random thoughts of mine. Quite an idea to ponder about: what is going to happen to all those things that I am a part of should I be stuck in this lift forever? Who's going to get my computer, which is now left at home, for example? Whose will be all the lecture notes from Statistics? What would happen with the feedback on the assignment that we were doing in pairs with other people? All those questions have a trivial answer, I understand, but it's always fun to play with such things in your head. To imagine that all the stuff that has been sent to me will be lost forever, and that there will be actual holes no one will be able to fill.

What's not fun is the fact that I'm still in the elevator, and it's still going down.



My hands are trembling a bit, but I manage to find where on the phone is shows not only minutes and hours, but seconds as well. And at this point, the worst cursing that has ever left my mouth over the course of my entire life, which is full of videogame-caused frustration and general impoliteness, is unleashed. The time, if I were to believe my phone, is not progressing forward whatsoever. Alright, this is clearly just a minor technical breakdown. I've got no idea how that's possible, but the failure of the built-in watch doesn't seem to be beyond imaginable. What hurts is that I'm late, hopelessly and miserably late, to the point when it doesn't even make sense to try to get into the auditorium.

But, wait, is this really the biggest problem now?

Suddenly, fear strikes me hard. Not just disappointment over failed time-management, but genuine, primordial fear. I'm still going down. The situation is even worse than if I got stuck, because then I could at least call for help. Maybe, I still can?

I start pushing all the buttons that I can find. The lift doesn't bother reacting. It continues its journey, taking me somewhere I cannot even imagine at this point. Where am I heading, to a secret alien-control unit situated right beneath SSER? I try calling people, but the calls are not going through. Punching the walls, obviously, serves no purpose.

In the final attempt to do something, I try to scream. The problem with that is I never learnt how to do that. This action has never been in my arsenal, and now I have to make myself open the mouth and shout. The result cannot be described by any other word than pathetic. I just can't bring myself to scream at the top of my lungs.

Is it all really happening? It would be fairly reasonable to assume that I've just gone mad. But what was this turning point, and how can it be that I never noticed anything out of order before? This is some major hallucination or something, and it just gets out of nowhere?

Maybe I am just sleeping? But why, in this case, everything around is so realistic, and what about with the whole day before me getting into this damned lift? I never get dreams of such length and vividness. Plus, when I try to punch the door as hard as I can, the pain is real, and a drop of blood comes out of the newly acquired scratch.

I exhale loudly and sit down, on the floor, in utter disbelief.

So, here we go. Never thought that my life was going to end in a place like this one - cold, deserted, tiny tin can in the middle of nowhere. At least, it reminds me of the stereotypical death in space - sealed ship and you as a prisoner, floating in the dark vacuum, oxygen slowly escaping your reach.

It would be a bit too late to say that I'm panicking beyond any form of control. Now I'm just stuck in my thoughts, and the only emotion that I have is a crippling, utmost desperation that makes me want to shiver.

Now, stop! My life is going to end? Where did this conclusion come from?

Once again, I'm trying to be reasonable, trying to ignore the rising temperature of my body and the rapidly developing tunnel vision. What should I do now? How do I act? Where do I seek help?

I take my bag and throw everything from it, just so that the created mess make the reality more tangible. There is nothing that I could use as a leverage to open the doors, and it will anyway lead to no good, considering the apparent speed of my descent. The phone is useless, and there seem to be no other tools around.

So, any other crazy ideas? I begin hitting the interior of the elevator even more aggressively. My hands are now covered with blood, but it seems to be futile. Yet I cannot but hope that by breaking something, in fact - anything, I could stop the lift. But it is just stronger than me. It ignores me completely. It is deaf to me begging for mercy, and the only thing that I can do now is to just sit and wait for the inevitable end of some sort.

And so I give up. I close my eyes, and I relax, finally. I can't do anything, and might as well just enjoy the ride. The lift stops after several minutes of silence. Doors are once again separated. Right in front of me, in the bright sunlight, is Xavier. Judging by the surroundings, we're on the fourth floor, just one floor below where I got in the elevator.

Of course, he doesn't understand what has happened to me - blood on the hands, eyes full of tears. Neither, actually, do I. While he is staring at me in confusion, I take a moment to check the time. It actually changed by thirty seconds or something.

In pain and sitting on top of the contents of my bag I smile, for I will, in the end, make it to the lecture on time.



Emīls Pauls Eglītis,
Socks Expert

Let's Talk About Socks

Oskars Ludbārzs

As the days become darker and the weather – colder, we tend to our wardrobes to search for clothes to warm ourselves. But there are some things that can also warm our hearts.

Over the course of a human life, we go through about 500 pairs of socks. Obviously, this isn't true, and I made this number up. But it certainly does feel like this sometimes, especially with how many socks are doomed to be lost for all eternity.

However, even knowing that we will lose them, we still buy them, for they have so many uses to us. We wear them to make sure our feet don't freeze to death in the lobby, we can store money in them to hide it away from our greedy siblings, even create weapons by putting sand in them to deter our drunk friends. Lastly, we can use them for something that creates warm, fuzzy feelings – to express our style.

Local SSE Riga resident Emīls “hmm, nice socks” Egliītis is an expert on not only socks, but on many other subjects as well, such as stocks. That doesn't really matter though - what does matter is the fact that after many pleas he agreed to share his insights, following the promises of being the star of a photo shoot.

Emīls is the chair of Business Committee. This is his second year of dominating SSE Riga's sock trends with his scandalous actions, some of which should not be mentioned. Asking him questions about his socks might seem like approaching a celebrity for an autograph, but don't worry. He will happily oblige with your request, and a look at his socks will bedazzle you. To him, socks aren't an accessory: it's a lifestyle.

At this point, you might be thinking: where is this guy going with all this? Why is he writing about some guy and his sock habits?

I decided to ask Emīls to express his thoughts on why anybody should care about choosing socks beyond feet size and colour. I was intrigued what could someone like him share on this topic. Turns out, there is much more than meets the eye of the beholder.

“The length of socks can impact a lot – whether you rather wear them in the summer or in the winter, whether you want to wear jeans or not, and whether you want to look like a fool. Wear shorts with short socks, it even sounds intuitive. Unless you can pull it off, in which case, hats off.”

“The design of socks is a very personal matter – choose that which you like the most, and do not worry about the opinion of others, unless you are attending important events or places with a strict lame socks policy. You know which ones those are.”

“But the real deal lies in the texture of the socks. This is the holy grail of sock judgement. When touching socks, it is important to feel great. You can't try them on in the store – at least not yet. Think about your feet – they will have to sweat in these babies for hours, you best make sure your feet are treated right, or your feet model career could be at stake.”

“An overlooked aspect is the aroma – don't buy socks that smell “fake”. It is very hard to describe it, but it is a very intuitive feeling, it is as if people are born with it. You will be able to tell in the heat of the moment, no worries. Quality stuff smells genuine.”

Most importantly, choosing your socks is not letting others create a mould of expectations for you – wear what you find comfortable and what will get you through the day with as large of a smile as wearing a piece of clothing can provide.

To make sure you are well prepared for the upcoming season, the Insider is hosting a competition. A special thanks to our friends at Watch Wear, who have supplied us with a prize pool full of Happy Socks - socks so exquisite that they will not only make you happy but also make your friends jealous. For a chance at the socks, all you must do is send us a visual representation of your dream socks to insider@sseriga.edu. The way you portray your socks does not matter that much – it can range from high-quality art to high-quality memes. Let your creativity flow.

Special thanks to our generous friends and sponsors:

WATCH | WEAR



University Life

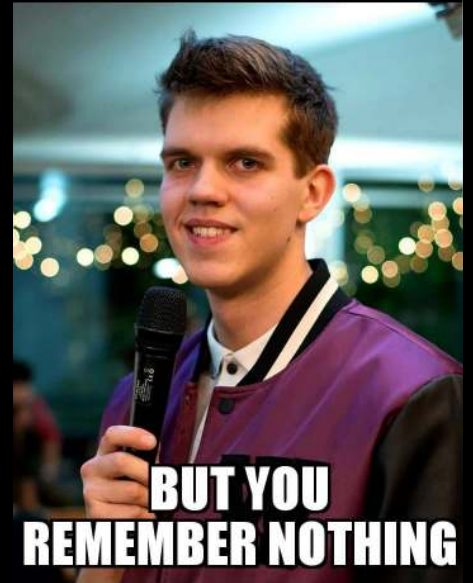
☕ Coffee is good for not falling asleep during the lectures, but remember that three cups a day is enough.



WHEN PARENTS ASK ABOUT BOAT TRIP



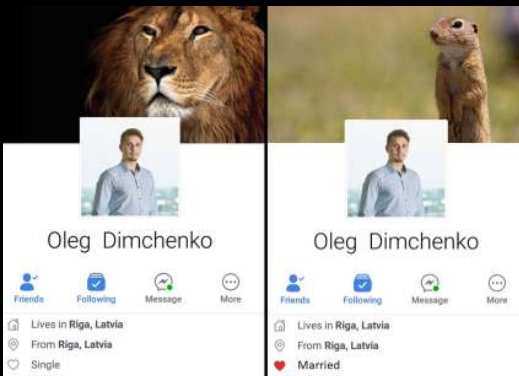
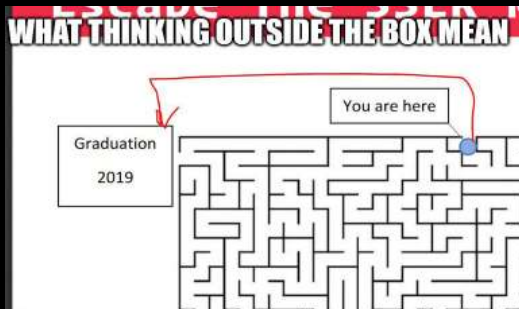
When someone is optimistic about the subject



LEVELS OF HELL:



Limbo
Lust
Gluttony
Greed
Anger
Heresy
Violence
Fraud
Treachery
Econometrics



They say that...

...I. (Y2) became much smarter over the summer

...M and I had three comebacks during beer pong. HOW???? Insane.

...Best booty TA: Oleksandr.

...Ever wonder if the person constantly fangirling on Dana in the gossips page will grow a pair and just ask her out already?

...A.S. (Y3) is too active in expression of his feeling about Paris on his Instagram.

...Random couples from boat trip – how long will be your stories?

...E.L. (Y2) was not ready to catch that girl at Beer Pong.

...Redheads stick together.

...Am I the only one who wants to become a part of iFund after their Mafia party?

...Will this year some new couples between Y1 boys and Y2 girls appear? Or Y1 boys are brave only when they are too drunk...

...The ego of Y2 Georgians is somewhere above the sky. Guys, maybe you should go down to the Earth?

...Y1 Russian girls are the true Karaoke competition winners! You are so hot and sexy af.

...None of the Ukrainians remembers the iFund party

...Some girls aren't content with one guy, so they lie to get more. Poor Erlens

...Some girls were too obsessed with the song about 15 cm which made a lot of guys feel uncomfortable...

...Poor Georgians were trying to pick up at least any girl during boat trip, but their high popularity seemed not to work anymore.

...Lots of guys seem to lose their memory after the boat trip... But you won't be able to successfully graduate SSE with such a bad memory skills. Maybe special pills will help you?

...Sober and drunk Romans (Y1) are two completely different personalities. Maybe you will try to make the balance balanced?

...Girls from Russian community, you are amazing! The award for the best song in karaoke definitely goes to you!

...Mikus proudly compares his performance in bed to concrete drilling.

...Some students got their speakers confiscated by the security.

...Anna (Y1) & Martins (Y1) can you PLEASE stop??? Someone might vomit soon.

...Erlends got beat up because he kissed some dude's girl.

...Marius (Y3) one love <3

...Raivo (Y1) could you BE more annoying?

...Some people run out of hard liquor too quickly.

...Some girls still believe that they were kissing with the real Philipp Kirkorov.

...Yupu dedicated a song to Laura Kļaviņa and it was so darn cute <3

...Apparently Dana and Akaki previously pretended to hate each other just to increase passion and act like two lovebirds on the boat trip.

...L.R. (Y1) was a target for many girls during boat trip.

...Some royal family blessed the boat with their presence. The princess promised to come back to too many guys though...

...Dana K., was ur teenage dream fulfilled this boat trip? Cause looking at your behavior with a fellow Y1 – I can predict that it was. But we thought u like older, not younger men...

...Belarusian girls made my boat trip! So hot, so sexy...

...V (Y2) was so hot that his shirt burned right off during the dance-off in the second night.

...Yupu is the best singer in SSE Rīga <3

...L. R. does not know how to use condoms. hmmm

...E.M had a beef with E.R. during the boat trip. Captain lost his hat.

...It seems like N.B. drank too much on the Boat Trip and got some new friends.

...Some people were and still are confused: Is it Jupū or Yupo and is he really from England?

...Mareks' (Y2) face was covered in red lipstick on the first night of the boat trip.

...So did anyone make a woman cum for once this year?

...Luiss pretended he was Leo di Caprio and tried to die during boat trip.

...Some girls dressed REALLY revealing for the second night.

...This year's Boat trip SA Board almost fell over the board.

...E & A might as well be the cutest Y1 couple.

...Two guys ended up with bleeding noses on the first night of the boat trip.

...Sports committee keeps on surprising us during the parties. Now not only the chief loses his shirt.

...Kapteinis Pritons was worthy of his name during the Boat trip. A legend.

...There have been many sightings of bare asses in boat trip.

...Ispirs(Y1) looks 20 years younger without his beard.

...Someone got lost in Stockholm without documents.

... During the boat trip some y2 managed to cry their eyes out.

...One of the Boat Trip attendees was acting more like a parent than a student.

...The club didn't have an ounce of heterosexuality.

...With whom from Y2 Kapteinis Pritons disappeared for the whole first night?

...Kapteinis Pritons? More like Kapteinis 'hitting on taken girls'

...This year T.T. Y2 tested Tallink's construction safety. Conclusion: next time let's go with Tallink Romantika.

...Mikus tried to hit on a girl by saying that she had a 'warm thigh'.

...As V.T. (Y2) was enjoying her trip to the fullest, seems now that she and I.D. can't be seriously together. Otherwise this must be a really wide-open relationship.

...A & M (Y3) are fighting for the same girl from Y2. Guys, come on, you have enough cute girls in your year.



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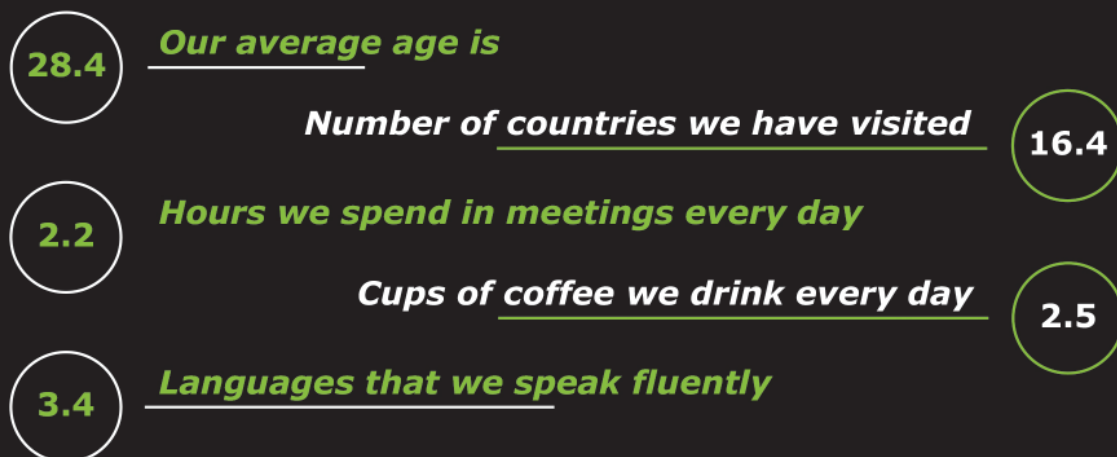
We work in tax, advisory, legal and audit services and are helping clients from all over the world to make their businesses more efficient and profitable.

Together we are definitely making an **impact that matters!**

But we are not only about Excel sheets and nerdy numbers.

There are also some fun figures as well!

Here are the TOP 5 interesting facts about us



As you can see, we are quite **young**, taking into account the complex tasks that we need to solve every day. We **love to communicate and share the ideas**, so we spend the most productive part of our day doing it. We are **multilingual** and are keen on traveling, so be sure to hear our fun stories over the cup of coffee, that is THE drink in our office to keep us **smiling and energetic**.

Do you want to join our tribe? Do you want to learn more? Leave us a mail cvlv@deloitte.com or find us on FB.

WE ARE WAITING FOR YOU!