

Sales tactics questioned Salespeople in SUB too aggressive for students

Sarah Dickie & Sean Sullivan
The Brunswickan

Students tired of being bothered by salespeople on their way through the Student Union Building are encouraged to voice their complaints, as accusations of harassment have heightened in the past few weeks.

Students may be familiar with the booths of sales people stationed in the front of the SUB, often offering "free gifts" when students sign up for a credit card or other service.

SUB Director Kim Norris said companies that pay to use the building are allowed to be there, but soliciting is not tolerated. The only sales tactic permitted is sitting behind the table provided and handing out information.

According to Norris, aggressive tactics include pulling people over, misleading potential customers, and generally making a nuisance. One company has already been asked to leave after violating these rules.

A spokesperson from MBNA, a Mastercard company that frequents the building, said it is not their policy to solicit, and

anyone caught harassing students would be dealt with harshly.

Jonathan Bogo, CEO of FW Magazine, echoed MBNA's comments. The magazine, which has both a print and online version, had a booth in the SUB Blue Room on September 11.

"Sales reps are supposed to be saying 'hey, mind if I talk to you about FW?' If they're interested in signing up they can. If not, they don't have to," Bogo said in a phone interview last Wednesday.

"They're not supposed to be in [the student's] face," he added.

The Brunswickan, however, observed different strategies during FW's visit on September 11. Students were followed throughout the Blue Room, shouted at, and repeatedly asked to sign up for FW's product after initially refusing to do so.

Two female students complained to The Brunswickan after being harassed by a salesperson who gave a fake name when questioned. The Brunswickan witnessed one encounter, where the salesperson put his arm around the student and attempted to get her to appear in a video being shot for the group's webpage, www.fwtour.com.

The student, who wishes to remain anonymous, had to physically remove his arm to get away.

When The Brunswickan attempted to ask the salespeople about their strategies, we were directed to a media representative who was unable to disclose much information.

"This is the worst thing to have happened in an interaction," said Bogo. "[Our reps] are very well trained and we've been out there monitoring them, so I'm surprised to hear there's something like this."

Student reaction has been mixed, with some students contacted by The Brunswickan being either indifferent or opposed to the sales people.

"Personally, I don't like it - I think it's aggressive sales," said Jeremy Little, a Toronto student visiting the campus.

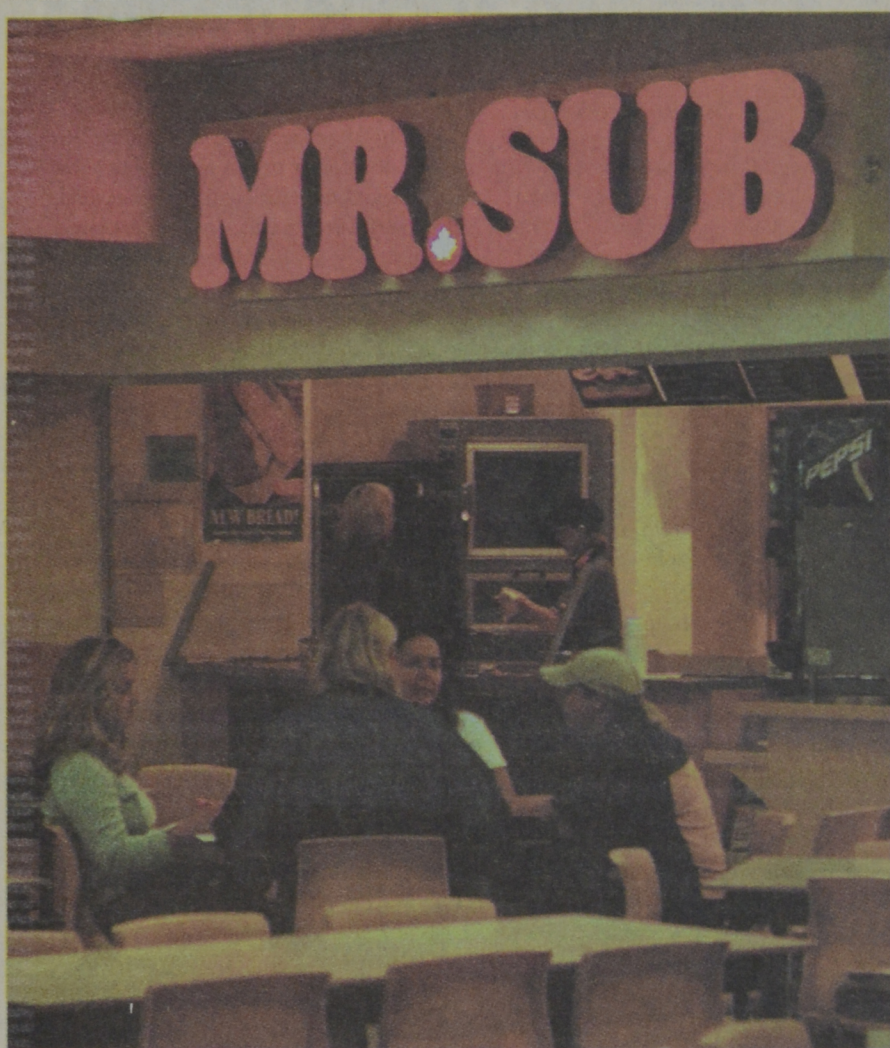
The university has said aggressive sales tactics in the front lobby of the SUB will not be tolerated, and encourage students with complaints to relay them. Both Norris and FW have said such charges will be dealt with appropriately.

UNB shows they care with bears



Patterson Davis/The Brunswickan

Faculty, staff, and students of UNB donated over 150 teddy bears for the "Give a bear, show you care" campaign. The bears will be added to the city collection and given to children in New York City. Shown here are members of the UNB community sorting through the stuffed animals: (l-r) Lorrain Mazerall, Flo Thompson, Annie Parent, and Erin Saunders.



Patterson Davis/The Brunswickan

Beaver Foods has been purchased by American company Chartwells. Both staff and students face changes in daily routine.

Chartwells takes over food service at UNB

Ryan Fletcher
The Brunswickan

During the summer months, Beaver Foods was bought out by a universal company called "Compass", which has higher education establishments called Chartwells.

Students are slowly adjusting to the name change and Chartwells is adjusting to the students. The employee-friendly company is ambitious and proud to be here at U.N.B.

Compass is the largest food service company in the world. Their head office is in London, England, and they provide many food services including dining centers, office spaces, and canteens. They have over 8,000 locations in the U.S. alone.

It has been difficult for students to forget about Beaver Foods. After endless discussion over the years

about Beaver Foods and all that they do, it has been hard for students to drop the concept. Around campus, the food vouchers received at the end of the week are still commonly referred to as 'beaver bucks' and people are still declaring that they have 'gone to Beaver'. The nice flow of the phrase 'beaver buck' and the simple understanding of the word 'Beaver' are much more convenient than 'Chartwell dollar' or 'gone to Charts'. Like the students, Chartwells is making adjustments.

Beaver Foods and Chartwells are in the process of merging their services to give the students the best of what each company has to offer. Food Service Director Carolyn Croft explained how there will be "progressive changes". One example she gave is how Chartwells is adding Beaver Foods' catering program to theirs, but the vegetarian program is

being enhanced by Chartwells.

The new owners have created a more personalized environment for employees, which includes more incentives. The 'Be a Star' program gives recognition to employees who have gone above and beyond the call of duty, and top employees will have a chance to represent them when they cater the Olympics in Salt Lake City.

To be the food providers at UNB is an honour, and it was pointed out by Ms. Croft that the 'Let's Talk' program established here six years ago and now it has gone company wide. This program uses the comments of the students as a basis for menu expansion and service correction.

Executive chef Andy Murray says that the long-term goal of Chartwell's UNB is to "further enhance the working relationship with residential life" and to be the "number one showcase account for Canada."

Vote
Yes!

For more see
Mugwump
on Page 4

Correction Notice

Please note that there was an error in the article entitled "GSA Referendum Debate" on page 3, The Brunswickan, Sept. 21/01. The next council meeting was not scheduled for the same date next year, but for Tuesday October 16, 2001, in SUB 103 at 6:30 pm. Departmental representatives are encouraged to attend. Also, the Conference on Student Research will be held at the Wu Conference Centre February 21 and 22, 2002.

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