

YOUTH & EDUCATION

CUNY to dump Coca-Cola

The Campaign to Stop Killer Coke is reporting that the City University of New York (CUNY) will be completely Coca-Cola-free by August 14, 2013. According to the director of Corporate Campaign, Inc./Campaign to Stop Killer Coke, Ray Rogers this is a major blow to Coca-Cola and a huge victory for the campaign to “Stop Killer Coke” and its supporters.

He said Coca-Cola had been trying to secure an exclusive pouring rights contract for all CUNY campuses and facilities. However, not only did it not get the contract, but Coke is being removed from all CUNY campuses, including six or seven campuses where the company has had exclusive contracts.

Rogers says last year CUNY, with a population almost the size of Boston,

Massachusetts, was going to take bids for an exclusive pouring rights contract for all CUNY facilities, including all 18 campuses. “We were told that Coke was in the Catbird Seat to secure the contract,” he adds.

“The Campaign, working with students and faculty, had previously gotten Coke kicked off two campuses, Queensborough Community College and CUNY Law School, and a pro-



gram, the Joseph Murphy Institute, he explains.

On February 28, 2013, the Corporate Campaign delivered letters to Chancellor Matthew Goldstein and 17 members of the Board of Trustees. In addition, we met with leaders of the University Student Senate.

On May 20, 2013, seventeen thousand emails were sent out to CUNY faculty, staff and administrators and union leadership and staff. “The support for our position was very strong among students, faculty, staff and the union,” Rogers notes.

KIDS ADVICE

Tips for calm and happy kids!

by Jiselle

Raising a child with additional learning needs and/or challenging behaviours can be very stressful on families. Parents often aren't sure where to turn to get help.

Here are some suggestions that can help contribute to a calm and happy home life.

1. All behaviour (the good, the bad and the ugly) is trying to tell you something. Your child may be tired, frustrated, hungry or seeking attention – they just can't express it appropriately.

2. Your child may not know what is expected of them in a given situation. Make your expectations explicit. What does “be good at the shops” actually mean? What does it look like? And the next time you go to the shops you will have to go through it again. And quite possibly the time after that!

3. Provide plenty of positive feedback, confident in the knowledge that you are not ‘spoiling them.’

4. Children with special needs may not have experienced success in the way other children have. And it is not forever, it is for now.

5. It doesn't have to be an elaborate gesture. A smile, a wink, a quick hug, a thumbs up or a high five may be acknowledgment enough.

6. Rather than try to eliminate inappropriate behaviours, it is much more effective to try to replace negative behaviours with something else.

7. Focus on the positive and find something encouraging to say even in a bad situation e.g. after a tantrum say “That wasn't the right way to react but I liked the way you said sorry to me”.



National Educational Venture Alliance

Youth Employability and Globalization Conference 2014

University of Phoenix • 11410 NW 20th St, Miami, FL 33172

February 7-8, 2014

Why this conference?

National Educational Venture Alliance chairman and founder Dr. Neva Helena Alexander said the research community will be convening at this conference to provide the knowledge needed to move our society towards positive changes while impacting our youth. Apart from academia the conference aims at attracting a variety of business organizations with an interest obtaining new information, developing results driven solutions to youth matters, and contributing scholarly papers regarding youth, employment and globalization, hence providing a space to blend theory and practice as well as to identify best practices.

CONFERENCE SPEAKERS

Sheikha Nadia Al Dossary CEO and Partner, Al Sale Eastern Co, Saudi Arabia's largest scrap-metal business.



Dr. T.R. Gopalakrishnan Nair Vice President, Research and Industry, DS Institutions

Dr. Neva Helena Alexander Conference Director



Who should attend?

- Senior policymakers • Private and public sector leaders (energy, oil, water, food, finance, technology)
- Development agencies • Media • Publishers
- Researchers and Academia from many disciplines across the globe.

Registration fees

Registration cost: Researchers \$200 • Student researchers (\$100), All others \$250 Late registration: After January 8, 2014 (\$50) Award Dinner: \$75 (already included in the registration fee). Other Speakers and Special Entertainment artist to be announced.

Registration and Info:

students@nevalliance.com • www.nevalliance.com • 305-381-9981