The month of August has seen a series of events taking place. One of these was the first ever Singapore 2010 Youth Olympic Games (YOG) where some 20,000 volunteers were recruited to help out during the games. Unisim played an important role in this international event, with more than 12 students and graduates from the BA Translation and Interpretation (BATI) programme working as volunteers during the 12-day sporting event.

Prior to that, a total of 101 BATI students and graduates were involved in a translation project for the 2010 Singapore Youth Olympic Games mascot “WhyChoo?” from July to August 2009. The project consists of some 39,000 English words and saw students and lecturers working together to edit and finalise the translations.

The Alumni Editorial team managed to catch up with two of the YOG volunteers from the BATI programme despite their hectic schedules. Evelyn Wong, who has just completed the BATI programme, is a full-time freelance translator and interpreter. Hung Leung Chee is a current BATI student in his first year at Unisim.

**Newsletter Editorial Group (NEG): How have you been involved with the YOG?**

**Evelyn Wong (EW):** I have been involved in the YOG since August 2009. I was recommended by Ms Susan Xu, Head of Translation and Interpretation programme at Unisim, to work temporarily with the Language Services Team of the Singapore Youth Olympic Games Organising Committee (SYOGOC). I proofread the translated articles for the YOG Micro-website “WhyChoo?” and was perhaps the only official Chinese interpreter in the SYOGOC.

During the YOG, I played the role of Team Leader of the Youth Interpreters for East Coast Park-National Sailing Centre Venue.

I was also an interpreter for a presentation during the visit by Professor Liu Jiangmin, Chief of Guangdong Sport Bureau to SYOGOC.

**OH YEAH! OH YEAH! OH YEAH!**

The Youth Olympic Games came and went in August and I must say that we should give ourselves a pat on the back for our part as Singaporeans to ensure that the Games went well.

The infrastructure laid out for the games were indeed world class and yes, we can’t deny that there was smooth communication between the athletes and officials although they come from different backgrounds.

Yes, I believe that communication is important. In this issue, we will read how communication plays a vital role during the Youth Olympic Games through volunteer translators who are from the first cohort of the Translation and Interpretation degree programme at Unisim. These students and graduates have given their time and toiled to partake in this international event to ensure that there will not be communications lapses during the course of the Games.

Apart from communications, we know that engaging ourselves in sporting activities is necessary and a healthy life is essential for all! Thus, you will be getting tips from an alumni who has participated in several marathons both locally and regionally. Oh yes, that reminds me of one thing… I had better get changed for my evening run now! Meanwhile, have a healthy and happy read!

Mohammad Noor
Editor (Alumni Volunteer)
Newsletter Editorial Group
Nature Photography

The moment has arrived, You are tired, aching and drenched in perspiration. Disregarding the discomfort, you compose yourself for the most important part of your life. As the target settles in front of you, you click on the shutter and it goes to the memory card of your camera, Welcome to the world of Nature Photography.

UnisM was privileged to have the President of the Nature Photographers Society of Singapore (NPSS) Mr. Wee Hian, who is also a professional photographer, to share his passion and expertise on this subject with a group of enthusiastic students on 7 Aug.

Using photos from his portfolio, he shared interesting anecdotes from his trips while demonstrating trade techniques to achieve a desired photo effect. “Every picture tells a story”, said Wee Hian. In his quest to take good photos, he has suffered numerous mishaps such as falling from cliffs, getting stuck in the middle of the sea and enduring huge losses from damaged equipment arising from his accidents. Despite the hazards, he finds joy in his profession and described his encounters as “an experience of a lifetime.”

Apart from Wee Hian’s photography tips, the students were also keen to find out the ideal equipment to own. To which, the speaker advised, “Do not be stifled by technology. There is no point in having impressive camera features that do not live up to what they promise. You have to know what you need.” He also added that taking good pictures is hard work and encouraged the class to persevere till the last moment. The students were then given the opportunity to try out Wee Hian’s impressive array of equipment.

In order to give the students a chance to apply their newly acquired knowledge, an outdoor session was conducted at the Botanic Gardens a week later. With assistance from the members of NPSS, the students learned the plantations house for macro subjects with an arsenal of lenses at their disposal.

At the end of both sessions, everyone was pleased with their takeaways and hoped that UnisM could further develop their interests by organizing more photography workshops.

Duck Tour

Can you imagine cruising around Singapore in a Vietnam War-era vehicle?

On Sept 4, UnisM alumni members and their families did just that when they went on a Duck Tour organised by the Alumni Relations department. Close to 100 alumni went on the tour in three “Ducks” - an amphibious vehicle that drives on land and cruises on water.

Participants boarded the “Ducks” at Suntec City Galleria after watching a video on safety measures. At 3pm, the “Ducks” set out for the Kallang splashpoint with a guide on board who briefed the group about various historical landmarks in Singapore. The excursion went off to a good start with the balmy and breezy weather. The transition from land to water was uneventfully smooth, and the “Ducks” cruised gently under the Benjamin Sheares Bridge and passed many iconic places of interest such as the Singapore Flyer, Marina Bay Sands and Esplanade. The finale of the tour landed us in front of the Merlion - an enduring icon of Singapore. The hour-long tour then ended back at Suntec City Galleria.

So what did the alumni members have to say about this event?

Mr. Tan, a teacher and alumnus of the class of 2003, who brought his wife and two grown-up children, found it exciting. According to him, the guide was knowledgeable and he looked forward to more similar events, suggesting visits to places such as the SkyPark Garden at Marina Bay Sands and Singapore Flyer.

Mr. C. L. Yong, who graduated in 2005 and was accompanied by his wife and two children aged six and two, said that they enjoyed the trip and found it fun!
NEG: Do you have any interesting anecdotes to share?

EW: Yes, of course. There were anecdotes galore, but the most memorable and interesting one was about a Thai windsurfer. She was doing so well in her event (Kiteboarding) throughout the games that it was obvious that she would get the gold medal as early as two days before the medal race. However, she could not speak English. As all medallists were required to go through interviews and having control with the officials, she found the task proved more difficult without an interpreter. While I was aware that we were not supporting Thai officials, I knew I had to do something. Therefore, the day before the medal race and victory ceremony, I arranged for a Thai interpreter to support us on the final day.

We also had youth interpreters who had not received any language or interpreting training helping out at the Games. These volunteers were chosen based on a simple language proficiency test. Before the Games, the volunteers were really excited and felt ready for the job. However, most of the interpreters felt: their incompetence in interpretation after an actual translation task. A Japanese interpreter told me that she needed to brush up on her Japanese, and she said in jest that she hoped that the Japanese team would not win again so that she would not have to translate for them.

NEG: What was the one thing that you treasure most about your participation in the YOG?

EW: Given another chance I would still choose to be a Team Leader. I have gained so much from the additional training sessions and meetings that team leaders had to attend. In addition, my family got closer during the Games. We talked about nothing but the YOG.

More than words

Another UniSIM student who was involved in the YOG was Hung Leung Chee. He was a youth interpreter at the YOG and was responsible for the Chinese language translations.

Leung Chee signed up as a volunteer in an appreciation event for UniSIM’s active involvement in translating the YOG websites held by the YOGOC back in January 2010. He believed that volunteering at the YOG would give him a once-in-a-lifetime opportunity to gain some good experience as well as provide him with greater exposure to his field of study. He felt that through this experience, he would understand what it took to become an interpreter and what he lacked as an interpreter.

During the games, he was posted to the International Convention Centre in Suntec City where judo, taekwondo, fencing, boxing, handball and wrestling were held. As some of these sports were quite uncommon in Singapore, it was no surprise that people paid scant attention to them. However, after days of watching the matches, Leung Chee’s interest in these sports grew. This was especially so for taekwondo, fencing and handball. Apart from learning more about these sports, Leung Chee shared that he also picked up some Russian by mingling with some Russian interpreters.

On what was his most precious takeaway for volunteering at the YOG, Leung Chee said that it would be the experience, knowledge and friendship gained. In a short span of 12 days, one would usually not get to know so many people of different nationalities and backgrounds.
UniSIM Hosts Inaugural Business Analytics Education Forum 2010

Business Analytics (BA), an emerging and growing field in the region, involves the use of analytical techniques to discover useful knowledge that provides business users with critical insights into the characteristics of various aspects of business.

As the first university in Singapore to offer a BA programme at the undergraduate level, SBA University hosted the first ever Analytics Education Forum 2010, at Marina Mandarin Hotel on 29 July. This SFA-sponsored event was opened by the Provost of SIM University, Professor Tiu Kow Chong, who delivered a keynote on innovating business practices with predictive analytics. Revolving around this theme, there was a series of oral and poster presentations on the applications of predictive analytics.

UniSIM students gave three oral presentations based on their BA projects completed recently. Their presentations covered areas such as retail customer relationship management, hospitality, and healthcare. One of our faculty members, Dr. Lee Yew Haur, also gave a talk on the process of deriving high-quality information from text data and explained how such information could be used to make better business decisions.

The event was oversubscribed with a large turnout of enthusiastic participants from various organisations and government agencies. On the whole, the event provided opportunities for discussions on various business analytics issues as well as the meeting of old and new friends during the tea break. Many felt that the forum was helpful and said that they could bring back interesting ideas that they could explore in their organisations. Indeed, the successful organisation of this event is a clear endorsement of our BA programme in the School of Business. Following the success of this forum, we hope to bring this programme to greater heights!
Sports was at the forefront of every Singaporean's mind in August with the recent YOG. Thus, the Newsletter Editorial Group also took the chance to speak to an alumnus who has gone to great lengths to achieve his dream of representing Singapore on an international stage.

Mr Edmund Sim, 27, who graduated from the BSc Information Technology and Business programme in 2008, specializes in racewalking – a long distance athletic event. He developed a keen interest in this sport at the suggestion of his teachers' recommendation during his secondary school days. Unlike running, racewalkers are bounded by two rules: first, one foot must have contact with the ground at all times. Second, the vertical support leg must be straightened from the point of contact until the body passes directly over it. Edmund felt that this sport is much more interesting than running and has been hooked on it since he was 13.

The enthusiastic sportsman, who trains up to seven times a week and covers an average of 110km-120km per week, also enjoys other sporting activities such as soccer, golf, swimming and tennis.

What is your source of motivation when you face challenges in your sporting activities?

The desire to walk faster and scale new heights.

One of my long term goals is to break the national walk records and participate in major international competitions such as the SEA Games. However, this is a challenge getting a qualification race with the relevant recognition that my sport requires.

The closest I came to qualifying for the SEA Games was a pre-selection racewalk in 2006. Unfortunately, I was disqualified while leading in the 20km race. When I returned the following week, I needed the distance in 1hr 42min. To my dismay, the bronze medalist at the SEA Games that year completed the same distance in 1hr 42min.

I was absent from the athletics scene from Sept 2005 to Dec 2006 as I needed to attend to some family affairs after my dad passed away. I contemplated quitting but felt that something was missing, so I decided to start training again in 2007 despite having to balance work, studies at UniSAE and training. Life was busier but definitely more fruitful. I risked performing poorly in all areas of my life with such a hectic schedule but I would never know if I did not try.

In 2007, the World University Games was organized in Thailand. As the event is second to the Olympic, the competition standard is world class and will definitely push an athlete to the limit. Unfortunately, I was unable to garner any subsidy from the Singapore Athletics Association and was disqualified from the trial walk in 2005. However, I was very fortunate that SIM stepped in and sponsored my trip there. Unfortunately, I still failed to meet the SEA Games qualifying mark in that meet. Nevertheless, it taught me the lesson of setting every opportunity that comes my way.

Is there anybody that inspires you to achieve better results in sports?

My coaches, Ms Jayamani and Mr Akira, have been instrumental in my life. Being accomplished athletes themselves, they are humble and never failed to provide the best for me.

Back in polytechnic, my tutors went all out to ensure that I could cope with full-time studies and training. They nominated me for numerous awards and allowed me to apply for a scholarship from the Singapore Sports Council that lightened my training expenses.

The flexible academic schedules at UniSAE also allowed me to work, study and train at the same time. Most importantly, I am grateful that SIM was willing to send me for the World University Games which was an avenue for me to qualify for SEA Games.

What do you do to prepare yourself for an upcoming competition?

Train, train and train, no pain, no gain.

When I was a full time student, I trained up to 12 times a week. I would go for a long run in the morning, go to school after that and back to the track in the evening. Nowadays, I train seven times a week and trainings are usually held after work. A typical week includes long walks, speed intervals, swimming and trips to the gym.

What do you consider to be your greatest achievement in sports?

I see achievement as a reward for something that I have gone all out for. Being able to represent my country is an honour and achievement on its own.

Last but not least, do you have any words of advice to inspire budding sportmen?

Be humble and realistic; success doesn’t come without sacrifice. Read up on the relevant training programmes prior to your first marathon or medal for the purpose of acquiring knowledge. However, be in mind that being a champion requires more than just weeks or months of training. A person’s talent is only as strong as his strengths. So go back to the drawing board and train harder.

Having a goal is important but one must not neglect the importance of setting milestones that will ultimately lead to that goal. Personally, I have annual, monthly, weekly and daily goals that run alongside my long-term goals. It’s like working on a project at work. We can’t simply execute the “important tasks” without taking care of the sub-tasks that complement it.

Focus on the tasks ahead and ignore the negative voices. After my first National Junior Championships, some track officials told me to give up because they felt that I could never make it. Had I listened to them, I would have missed the opportunity to don national colours. No man can put you down unless you allow them to.

Be resilient in the face of obstacles. One of my main challenges as an athlete is acquiring equipment. I was never sponsored for equipment and it could be a challenge to buy shoes because of my small feet. As a result, I would end up racing in torn shoes. In fact, I walked my first overseas race with a big hole at the bottom of my shoe. After that race, my toe had blisters but I was happy to have done it for Singapore.

Last but not least, remember your roots and recognize the factors that make you successful. A person’s ability to go further is limitless, so refrain from shortcuts and give your best always.
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CONTEST GIVEAWAY!

We are giving away 15 Unisim caps. Simply answer the two questions on the right, fillout the form, and mail it back to us! Please paste the cut-out portion on the back of an envelope.

Closing Date: 22 October 2010

Winners will be notified by e-mail.

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Mailing Address:______________________

1) What is the upcoming alumni event?

__________________________________________________________________________

2) What is one event that you hope to see us organise in future?

__________________________________________________________________________

Congratulations to the Contest Winners of issue 10!

Guo Huey Lee SXXX449G
Hassan Mohideen SXXX447A
Huber Adrian Mark SXXX927C
Ke Junie SXXX204B
Lim Swee Long SXXX483Z

Ong Soo Ching SXXX122H
Ow Chung Fah SXXX763B
Tan Khoon Chen SXXX970E
Toh Wan Quan SXXX349I
Soo Poh Chong SXXX665A

For advertising enquiries, call 6248 5782 or e-mail alumni@unisim.edu.sg
Unwind Saturday – Meet & Movie

Harry Potter and the Deathly Hallows
- Part 1 (3D)

Venue
GV Max, Golden Village, VivoCity

Date
20 November, Saturday

Time
7.00 pm – Cocktail Reception
8.00 pm – Movie Screening
(Subj ect to Golden Village’s confirmation)

Fee
$510 per pax
(Includes Popcorn + Cocktail Reception)
(Limited to 1 guest per alumnus)

Registration
Register at
www.unisim.edu.sg/alumniportal
from 18 Oct

Payment Method
ePayment only

We are recruiting!

Do you have a passion for writing? Do you want to contribute to your alma-mater? If you do, then you may be the one that we are looking for!

The Newsletter Editorial Group is looking for an Assistant Leader who will assist the Leader and take care of the overall editing of the newsletter. He/she should be equipped with copywriting experience and will be required to edit all the articles submitted by the members on a quarterly basis. Where required, he/she shall also provide editorial advice to the group during the conceptualisation and development of each newsletter issue.

If you think you are the one, write to us at alumni@unisim.edu.sg or visit www.unisim.edu.sg/alumnivolunteers to fill in the online application form by 31 October 2010.

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