

The Wave Must Be a Sinking Ship

Dear Editor,

I am not one who often takes the time to write unless an issue arises that I find particularly difficult to stomach, especially during paper-writing time. But I found something that has truly gotten my goat, and I aim to get it back. I considered sending a more personal note to the relevant party, but felt a public forum might get more students active...

I attended the Humanities Pub Crawl last Friday night. It was a standard pub crawl - drinks, some nachos, karaoke late into the night. I expected, upon arriving at our first pub - The Wave - that drink specials would be forthcoming, as it is after all the student bar. Much to my dismay, no specials, nothing. Beer - \$3.50, Pitchers -

\$10.75. This is on a Friday evening at 6pm, on a PUB CRAWL!

I am a student who has attended this university in two stints, once during the mid-1990s, and currently since 2002. Maybe I am old fashioned, but isn't it the spirit and

reality that a student bar to be the place where students WANT to spend their time? I know that I can always get more favourable prices on drinks and snacks at bars downtown. Even Myron's, for christakes, offers jugs for \$6.50 on Friday evenings, beer/shots for \$2.75! The last thing I would want to do is go to Myron's over The Wave, but as a student my pockets are very shallow, and if I am going

for a drink with friends, I am going to go where I can afford it.

The Wave has the luxury of constant access to the 1,000+ students who live across the street in the Student Ghetto - Brown's Court and Queen St. Yet anytime I go to the Wave, outside special events, it's empty. I have class on Monday nights - I would like to go grab a beer before class, so would some friends, but I can't stand paying those prices at the student bar.

I don't want to be responsible for the bar, but I would like to see the bar be more accountable to the students. If you're in this to make a profit, it's obviously not working, because I never see any-

one there. If you're in it to provide a place for students to go, the track record is equally dismal.

The student bar, more than any other, should know the reality of being a student - we would like to have a drink (just one or two) once in a while, and we would like to be able to afford it. On campus. There is no reason to assume that dropping the price of happy hour beer to \$2.25, happy hour jugs to \$6.25 will hurt business, no one is going there now anyway. Who knows, maybe it'll pick up - I know at least one more person who will go more often.

Sjors Reijers

A Concerned - all be it parched - Student

Editor's Note: *It is not common practice to publish a letter-to-the-editor and its response in the same issue. Sjors' letter raises some important issues, yet I know that there are drink specials almost all the time, which I felt should be addressed. This is also the second last issue of the Cadre this year, and maybe some people will want to comment on issues brought up by Sjors or Chris.*

Cheers,
Thomas Lloyd

Dear Editor,

I would like to thank you for forwarding me the letter written by Mr. Reijers, and giving me the opportunity to respond to Mr. Reijers concerns in this issue.

I was on hand that evening, along with many other students, faculty and staff who regularly

enjoy our Friday Happy Hour. In fact, that evening there were upwards of 150 people as the Business Society Pub Crawl was in house. There were drink specials that evening, and while there may not have been specials on your particular brand of preference at that time, I have to say that specials were being offered as they are each and every day. In fact, The Wave is one of very few bars in town that offer specials 7 nights a week. Every hour that The Wave is open, there are beverage specials offered.

There may have been an error on our part in the timing of our pricing in accordance with your pub crawl, and if that is the case we do apologize. Typically with a when a pub crawl visits, as the Business Society did

earlier that evening, we even go above and beyond our regular specials. While advertising regulations prohibit me from listing prices in this newspaper, please drop by anytime and our staff would be happy to serve you one of our daily specials and fill you in on our many other specials offered weekly.

Customer feedback is important to us, and I would like to thank Mr. Reijers for taking the time to express his concerns in

writing, at this especially busy time of year. We welcome any comments that students, staff, and faculty may have about our operations. We value this feedback, as it assists in our continuing efforts to serve you better

After reading the letter, I

have to say that The Wave as far from a sinking ship. Last year, sales were three times that of the final year of the Panther Lounge. This year, our figures for the first 2 months have once again shown a significant increase. These increases are to the benefit of all students, as revenues are invested into the many student programs and activities of the Student Union. These increases are thanks to you, the students of this university, who have truly realized the important role that the continued success of The Wave plays to our campus community. I would like to take this opportunity to thank you all for your support, and we look forward to serving you in the future.

Sincerely,
Chris Power
Assistant Manager
The Wave

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