



## Woman of substance

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UniSIM Jacket



## Editor's note

### Exciting Times Ahead – From the Grapevine

Even as events in Singapore and around the world unfold and impact us with force and speed like raindrops on an umbrella on a wet day, let us take a closer look at the happenings in and around SIM University (UniSIM) in the new year.

Firstly, the University was in the news earlier this year for collaborating and helping to raise funds for UniSIM student Jason Chee. In addition, UniSIM has decided to sponsor the rest of the studies for the 29-year-old navy serviceman who had lost his legs and left arm in a shipping accident recently. The community spirit from UniSIM, its students and alumni was overwhelming. The flame is indeed alive and well in an age of lightning speed technology via the platform of social media where the calls for assistance had first materialised. Let us build a better world all around us by touching lives especially those nearest to us.

Secondly, you might have noticed that the Clementi campus landscape has evolved drastically. The SIM Campus Development Master Plan, which costs some S\$300 million and expected to be completed by 2014, comprises two phases with us in Phase 2 now. On completion, it will render an additional 63,000 square meters of space, more than double pre-expansion, thus consolidating the Group's position as the largest private tertiary institution in Singapore, both in terms of total campus size and student enrolment. It plays a unique role in catering to the tertiary education and lifelong learning needs of working adults. Space for personal development programmes on campus like a sports hall and performing arts centre is also being catered for.

With such growth in progress along with full-time university places in the pipeline, these will translate into a bigger alumni community. The clarion call for more alumni volunteers to step forward and serve will be sounded even louder. Ideas and suggestions are most welcome.

Carpe Diem!

**Gregory Athastaraj Francis** | Editor (Alumni Volunteer) | Newsletter Editorial Group



*Grandmaster Tan presenting on the global outlook for 2013.*

# Global Outlook 2013

*By Angie Ng*

Heaps of laughter filled the lecture theatre where Grandmaster Tan Khoon Yong, who has been in the feng shui consultancy services for more than 20 years and runs Way OnNet Group located at Fu Lu Shou Complex, delivered his 2013 Global Outlook and Zodiac Forecast on Jan 26.

In the Year of the Water Snake 2013 (癸巳年), or what he otherwise called Year of the Snake with a poor vision (盲蛇), Grandmaster Tan advised one to act closely in accordance with the trait of a snake which is to lie low, keep calm in all situations and not aim to overperform. For employees, do be humble and agreeable with the bosses. According to him, this is also a good year for all to improve oneself in preparation for better years ahead.

Grandmaster Tan felt that the presence of the Five-Yellow (五黄) disadvantages the financial sectors and brings about intense weather changes and natural calamity. Forecasting a stable property market with not much fluctuations in prices, he recommended property purchases. He shared that the fortune and wealth sectors lie in the South this year while the Grand Duke (太岁) is seated in the South-East and North-West directions. Grandmaster Tan also gave his take on the global outlook for the past and the next few years. He foresees South-east Asia, especially Indonesia and China, to be emerging countries in the global economy. He also opined on the favourable, unfavourable and average performing industries.

Grandmaster Tan's talk on the 12 zodiac forecast garnered the most interest since there was an instantaneous relation to every individual participant. He shared on the performance of each zodiac animal based on the analysis of their individual star charts, auspicious months, nobleman and compatible zodiacs, and auspicious colours and numbers. According to him, the best zodiac performers for the year are the Rat, Tiger, Dragon, Monkey and Dog. The feng shui seminar ended with a light-hearted and enlightened audience with all looking forward to a smooth slithering Year of the Snake ahead in 2013.

# Chocz Appreciation

By Melinda Kaur



On Feb 23 – when many were preparing for the Chingay Festival – about 20 alumni treated their taste buds to chocolate during an appreciation workshop at Chocz, located at Esplanade Mall. It wasn't as sinful as the group thought it would be, but it was indeed a very knowledgeable session especially given the expertise of Mr Lin Shihao, the Outlet Manager who enthusiastically shared with the group everything about chocolates that they didn't know.



Mr Lin Shihao, Outlet Manager at Chocz showing the alumni the art of chocolate tasting.

The participants had the opportunity to learn and appreciate the differences between white, milk and dark chocolate. If presented with a platter of chocolate with all three, one should start with white, then milk and end with dark chocolate. While white chocolate is known for its sweetness, it is not as smooth as the bitter dark chocolate.

Eaten chocolate with fillings? These chocolates are called pralines. There is a wide range of pralines available and the most exotic one that everyone tried during the workshop was the "hot chocolate". And by that, we mean spicy hot chocolate. Yes, the taste doesn't linger in the mouth, but tingles down the throat with chillies being part of the recipe.

Ever noticed whitish bits on chocolates that have been kept in the fridge for a few days? That is not fungus and the chocolate is still edible. That is known as "chocolate bloom" and occurs when concentrated sugar in the chocolate rises to the surface due to condensed air. The best way to store chocolate is to wrap the boxes with newspaper as it absorbs the moisture. The best temperature to appreciate chocolate is between 14°C - 18°C. Hence, don't eat chocolates immediately after removing them from the fridge. Let the chocolate melt on the tongue and allow the flavour to linger in the mouth for a while.

Impressed with the information gleaned at the workshop, the alumni left for home high on chocolates.

## A Traditional Moment to Savour

By Gregory Athastaraj Francis



Group photo session with the "God of Fortune".

The annual New Year Dinner hosted by UniSIM for its alumni volunteers was a warm and casual event held on Feb 22 at the Clementi Campus. As it coincided with Lunar New Year, the dinner started with the tossing of "Yu Sheng". Called "Lo Hei", this term is derived from the Cantonese dialect where "Lo" means "to toss" while "Hei" means "to rise", a traditional reference towards a thriving business especially meaningful for businessmen during the New Year. For us, it was about warm wishes offered all around amidst laughter and joyful fraternity.

UniSIM's senior management, its Alumni Relations Department and alumni volunteers mingled happily as old friends coming together as one. As the "God of Fortune" bestowed his goodies, everyone enjoyed the delicious buffet spread amidst an equally delectable atmosphere.

The UniSIM senior management led by President, Professor Cheong Hee Kiat were gracious hosts as they welcomed all. In his speech, Professor Cheong expressed his utmost appreciation to all volunteers for their loyalty and sincere contributions, whether big or small towards the University's alumni body. He also highlighted alumni volunteer, Josephine Oei's recognition by her employers of her value-added work attributed to the professional learning attained with a degree from UniSIM.

As the dinner drew to a close, everyone parted with adieus, looking forward to the wishes that were tossed about earlier, including to be gripped auspiciously in this Year of the Snake.



## R & R @ UniSIM

*Dear Alumni,*

*Look forward to some R and R at UniSIM! Let's Rejoice and Refresh.*

Come early April, SIM University will be celebrating its 8th Anniversary. Not a very long history by any count and yet, if you measure it by the leaps that we have taken since our establishment in 2005, the progress has indeed been phenomenal. Just our alumni alone, we are now more than 19,000 strong and with the Class of 2013 graduating in October and coming on board as alumni, we would get past the 20,000 mark!

With such a sizeable force out there flying the UniSIM flag, we are sure that you can help make a difference in creating awareness of our University and safeguarding its reputation and the value of your degree with your good performance and conduct, both at work and in the community.

This year, UniSIM has embarked on a brand refresh campaign. First of all you will notice the new logo format in this newsletter. In essence, SIM University aims to unlock human potential and that of technology, thus empowering our students and alumni to *manage your future*. This is the message and positioning that we hope our alumni will be familiar with and help to promote through your daily interactions. Do read more about the brand refresh initiative on our website. Together, we can build a strong unified image of SIM University. We are counting on you!

Best wishes,

**Evelyn Chong**  
Director, Office of Student and Alumni Relations

## Alumni Continuing Education



In line with UniSIM's vision of "Empowering society through lifelong education, remaining responsive to diverse learning needs and aspirations", we are pleased to announce a 20% discount for individual courses taken at UniSIM by UniSIM alumni.

This discount will give our alumni the opportunity to upgrade their knowledge and skills both for their career advancement, and for personal enrichment.

The courses may be read for credits or for audit only.

For more information on Continuing Education and Training (CET) matters, please visit our website at [www.unisim.edu.sg/cet](http://www.unisim.edu.sg/cet) or email to [CET@unisim.edu.sg](mailto:CET@unisim.edu.sg).

## UniSIM Refreshes its Brand Identity



On Jan 30, UniSIM launched its refreshed brand identity to external stakeholders through several platforms, including newspaper advertisements. The revitalisation was to help ensure UniSIM remains relevant and vital as it continues to evolve and progress in the dynamic Singapore education landscape.

Guided by its updated mission statement, SIM University (pronounced as 'SIM University' and not 'S-I-M University' – in line with the pronunciation of 'UniSIM') *strives to create excellence in lifelong education through a uniquely designed learning experience, equipping learners for a better future as it believes in empowering society through lifelong education, remaining responsive to diverse learning needs and aspirations* (updated vision statement).

The key brand elements are expressed symbolically in the refreshed UniSIM brand signature, which forms part of the Alumni logo.

This signature is a symbolic articulation of UniSIM's dynamic approach towards education – the flow of learning, career goals and family life in the development of the future generation of mobile knowledge executives.

UniSIM's corporate maroon reflects the dynamism of a trusted and well-respected institution that is deeply committed to empowering society through lifelong learning. The maroon rectangle reflects UniSIM's role as a guide, facilitator and supporter in its students' learning where the institution helps them unlock their potential. The cool grey – strongly associated with integrity and knowledge – for 'UNIVERSITY' not only highlights the stature and recognition of UniSIM in Singapore, but also reflects the core of its students who are constantly striving to balance learning, personal and career goals.

UniSIM's brand signature is a powerful symbol of innovative education, representing a designed experience that empowers learners to manage their future.

To find out more about the various elements of the refreshed brand identity, visit [www.unisim.edu.sg](http://www.unisim.edu.sg) → About UniSIM → Corporate Information

# PRESENTING A HOST OF OPTIONS

By Li Shiwei

For someone who conducts interviews on a daily basis, it must feel strange to be interviewed instead. As it turns out, Lin Youyi (Iriana Halim), host of Channel 8's *Good Morning Singapore*, is equally adept at playing interviewee as she happily talks about her work in front of (and behind) the camera.

Last year, Youyi completed her degree in Translation and Interpretation, which seems an apt choice for someone who professes to enjoy meeting people from all walks of life. Being a presenter, she says, was something she "had wanted to do all along."

Youyi's CV today would probably reflect no shortage of relevant experience, though she admits her career might have taken a vastly different trajectory as prior to this, she had studied accountancy. In those early days as a fresh-faced graduate: "I was looking for a job when I realised I didn't really enjoy accountancy work," she recalls. "Then I saw an opening for a deejay at SAFRA Radio."

So, Youyi worked as a deejay for a few years, taking on various ad-hoc assignments in the meantime, before enrolling at UniSIM. It was in 2008, a year into her course, when MediaCorp came calling.

As her career on television began to take off, she learnt to juggle the numerous projects in tandem with her coursework. A heady schedule notwithstanding, there were many aspects about that period – particularly the banter she enjoyed with her course mates – that made life at UniSIM so memorable.

Youyi recalls: "Sometimes, I'd go straight to class after doing a roadshow or hosting a movie premiere. "By her own admission, showing up in full makeup did feel a bit silly at times. "But my course mates were understanding," she says.

"People are usually quite shy, but my getting into *Good Morning Singapore* was a good icebreaker. We'd just start talking, and it's very interesting to learn about each other's backgrounds."

Youyi also remembers the advice given by her tutors – some of whom she still keeps in contact with today – on occasions when scheduling conflicts kept her away from campus. Not to mention a little help from technology. "I really liked the video streaming system," she says. "It allowed me to catch up with the lectures."

In finding a balance between studies and career, Youyi fits into the mould of the typical UniSIM student. The five years, longer than usual, she took to complete her modules was a plan, in her words, "to take things easy, so that I could better appreciate the course."

She offers the following insight: "I realise that it's very important to enjoy learning, rather than just trying to get a cert."

If working on television was a fulfilment of a lifelong dream, perhaps the same can be said of her efforts elsewhere, viz., in the form of *Outpost 903*, a gastrobar she opened last May. On this venture, just about everything she describes, from the decor ("industrial chic" as she puts it) to the menu ("a wide Western selection"), right down to the choice of furniture ("from a factory near where my mother used to live") – is borne out of her own preferences and inspirations.



As does the lack of a dress code, which fits into her idea of creating a casual dining environment. "We're bringing in a non-pretentious feel to the place," she says. "Our offerings are not anything too fanciful – we want our customers to be able to just come in and chill over a beer."

Youyi's roles as an entrepreneur and television presenter may strike some as polar opposites, yet this is where the lessons gleaned from her time at UniSIM comes in, especially with regards to the interaction that takes place across seemingly different settings.

She explains: "It was here that I learnt about why people sometimes may not understand you even when you're speaking the same language; because beyond this, communication is about your body language, tone, pace and choice of word.

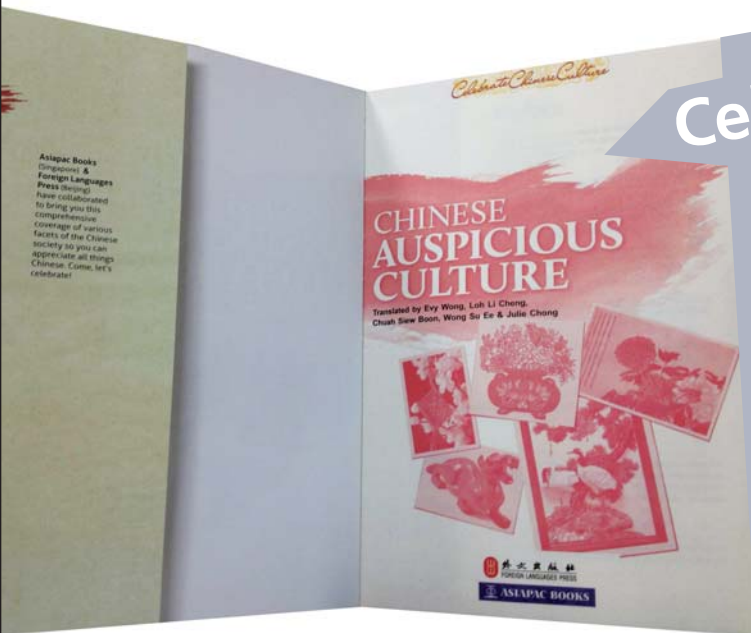
"There's no difference between chatting about food with my overseas customers or interviewing officials from China – these are all based on one's understanding of the culture and experience each person has been through."

Youyi may not be aware of this, but for all the qualities she describes as requisite, it is really her candour, alongside her other self-effacing traits, which underlies her work and indeed, her personality. On her abilities, she describes herself thus: "Sometimes, I feel we are Jack of all trades, but master of none." Her honesty also sees her admitting to mistakes made along the way, but shares that "the bar we set is higher than our viewers."

Youyi clearly values the hard lessons that she had picked up en route to becoming one of the industry's more accomplished practitioners – even more than what she has achieved, by way of formal recognition or otherwise. Throughout the course of this conversation, she makes no mention of the 'Best Presenter' gong she picked up at MediaCorp's Star Awards last year.

At this year's ceremony, to be held a few weeks from now (April 28), we'll find out if she retains the award. But even so, you probably won't hear it from her. Some people enjoy talking about themselves or their achievements; Lin Youyi isn't like that – she just wants to listen to you.

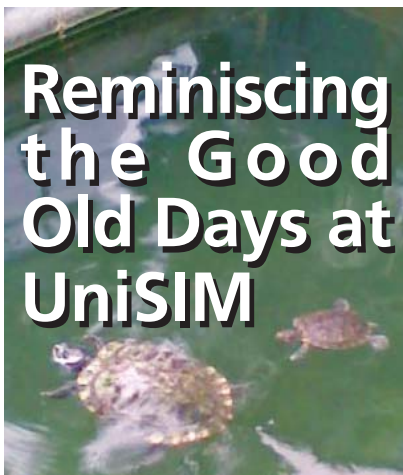
# Celebrate Chinese Culture



Five graduates of the Bachelor of Arts in Translation and Interpretation programme recently completed the translation of a Chinese book into English, which was published in September 2012. The project was initiated by a local publisher, Asiapac Books, in collaboration with a leading publishing house in China, Foreign Language Press. *Celebrate Chinese Culture* is a series of 10 books covering various facets of Chinese culture through its 5,000 years of splendour as without examining its glorious past – particularly its scientific inventions, political exploits and artistic distinction – the modern China cannot be fully understood and appreciated.

The five graduates from the Class of 2010 and 2011 – Ms Evy Wong, Ms Loh Li Cheng, Mr Chuah Siew Boon, Ms Julie Chong and Ms Wong Su Ee – worked closely and tirelessly on this project to meet the tight deadline. However, they felt that their effort paid off when they were presented with the published book during the official launch at the National Library.

## Reminiscing the Good Old Days at UniSIM



Three alumni wrote in to share with us their most memorable experiences at UniSIM:

Alumnus Mr Thow Chun Meng, Class of 2009, Bachelor of Counselling wrote:

“My most memorable experience as a student of UniSIM was to see the tortoises in the pond just outside the Tay Eng Soon Library. When preparing for exams, I would study in the library and then take a break by walking to the pond to see the tortoises. As seen in the pictures here, there are actually two of them, one larger and the other a smaller tortoise. Both of them never fail to fascinate me, and I hope they are still living well in the same pond outside the library, as it has been a long while since I returned to see them in action.”

“I’ve always wanted to thank a very special person during my years of study at UniSIM. And when I saw the opportunity arise while I was reading the September 2012 issue of *Connecting UniSIM*, I knew I had to share one of my most memorable experiences during my days as a student at UniSIM many years back.

I was a student of the English Language and Literature programme and we had a tutor by the name of Ms Wee Bee Geok assigned to us. Like all tutors, she was a good tutor and very dedicated and unassuming too. The reason for this sharing was because she had gone out of her way for a few of us. An assignment was coming up and it was a little bit difficult to comprehend. Ms Wee had actually sent me a postcard asking me to see her in the staff room an hour earlier before our tutorials commenced so that she could further explain some key points on the topic concerned. And that to me was a pleasant surprise. I recalled being so touched by her kind gesture that I did make it a point to be extra early for that particular tutorial class so that I could meet up with her in the staff room at the then Block 82. Indeed, I shall never forget that most gracious act of hers and I still keep the postcard that she sent me (although at the point of writing this, I was unable to locate it). I went on to do fairly well in all my assignments too.

So, to Ms Wee Bee Geok, I say a humble “Thank you”.

- Alumna Ms Cynthia Pannana,  
Class of 2002, Bachelor of Arts in English Language and Literature



“My most memorable experience as a student of UniSIM was to juggle between work and study. As a part-time student, it was really tiring having to rush to UniSIM and concentrate on study after work. Determination and perseverance had finally made this possible. I also missed the times where we got together and studied in student groups and actively participated in the tutorial discussions. I still remembered the times when I had burnt midnight oil and stayed up throughout the night to complete my Tutor Marked Assignments because I had stayed up overtime at work. Finally, the Convocation ceremony came where I was dressed in the graduation gown and that made me feel that all my hard work had paid off!”

- Alumna Ms Ong Soo Ching,  
Class of 2003, Bachelor of Science in Computer Science



## Flash Your Alumni Card to Enjoy These Special Deals:

Enjoy **10% discount** off *friends* of Singapore Flyer individual membership.



Valid for walk-in sign-up at Singapore Flyer only.  
Other Terms & Conditions apply.

Promotion is valid from April 2013 to June 2013.

[www.singaporeflyer.com](http://www.singaporeflyer.com)

Enjoy **15% discount** off any music package at Faith Music Centre.



- 15% discount off all music courses
- \$80 off second instrument signed up
- Waiver of registration fee

Promotion is valid from April 2013 to April 2014.

[www.faithmusic.com.sg](http://www.faithmusic.com.sg)

UniSIM shall not be held responsible for any changes in the promotion or quality of the products/services offered.

## CONTEST GIVEAWAYS!

- 1 List the main menu available in the UniSIM Alumni Portal (hint: left panel of the page).
- 2 List all the e-services available in the UniSIM Alumni Portal.
- 3 What is the colour of the Alumni Portal webpage?



### Congratulations to the Contest Winners of Issue 20!

LIM CHEE BENG	SXXXX197C
CHAN WENG SHING KELVIN NICHOLAS	SXXXX684G
YEO YA ZHEN	SXXXX925B
TAN KNOON CHIEN	SXXXX670E

We are giving away exclusive UniSIM jackets to 10 lucky winners. Simply email your answers to [alumni@unisim.edu.sg](mailto:alumni@unisim.edu.sg) with the subject header "Contest Giveaway Issue 21". Include your name, NRIC number and mobile number in your submission.

**Closing Date: April 30, 2013**

For advertising enquiries, call 6248 9215 or email [alumni@unisim.edu.sg](mailto:alumni@unisim.edu.sg)



## Unwind Saturday – *Iron Man 3*

<b>Date</b>	April 27, 2013 (Saturday)
<b>Venue</b>	Golden Village, GV Max Theatre, VivoCity
<b>Time</b>	2:30pm Registration and Cocktail Reception 4pm Movie Screening <i>(Final screening time is subject to Golden Village's confirmation)</i>
<b>Fee</b> <i>*Inclusive of GST</i>	*S\$7 for UniSIM alumni, *S\$8 for guest (Public price: S\$11.50/ticket)  <i>Comes with free popcorn combo and cocktail reception (Each alumnus is entitled to purchase a maximum of two tickets)</i>
<b>Registration</b>	<a href="http://www.unisim.edu.sg/alumniportal">www.unisim.edu.sg/alumniportal</a>

# 1-Day Batam Trip May 2013

Look out for more details at [www.unisim.edu.sg/alumniportal](http://www.unisim.edu.sg/alumniportal)

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