

# Capilano College cola deal faces more heat

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**CALL it the Capilano six pack.**

Six people, including two Capilano College students, asked the federal competition bureau April 1 for a review of the college's controversial contract with Coca-Cola.

They want the bureau to decide whether the exclusive beverage supply and sponsorship agreement with the cola brand has created a monopoly on campus. If the answer is yes, the Coke and Capilano College officials who made the deal could face criminal charges.

The Capilano six pack is: Colleen Gillis, Shawn Ryan, Jason Fischer, Lindsay Poaps, Kevin Millsip and John Ingram. Gillis and Fischer are Capilano College students; the rest are self-described concerned citizens.

Under section nine of the

federal Competition Act, a minimum six people are needed to apply for a review.

Ryan said sponsorship and supply deals are being signed by elementary and secondary schools and colleges around the continent. Coke and rival Pepsi are furthering their dominance of the market, at the expense of independent companies.

"At the same schools which house business degree programs that teach the value of competition and free enterprise, the students learn a rather contradictory lesson when they go to their cafeterias," Ryan said. "Our schools are everyone's concern. The conduct of corporations is everyone's concern."

One person who is concerned is Peter van Stolk, president of Vancouver-based Urban Juice and Soda. Urban's flagship product is Jones Soda.

He would love the opportunity to get Jones' products — like blue bubble gum soda

and diet fufu berry — on campus. He said Urban had no chance to bid on the deal because it wasn't publicly tendered. He said he's talking with company lawyers to consider a complaint to the competition bureau, because he feels public institutions like Capilano College owe local companies like his a chance.

"They're locking everybody out, it doesn't make sense," van Stolk said. "The guy with the most amount of dollars wins."

Capilano College president Greg Lee said he estimated the Coke deal to be worth \$50,000 a year to the college. He said it was brokered by Spectrum Marketing, a Vancouver-based sponsorship consultancy, on behalf of Capilano, Kwantlen and Douglas colleges, as well as Trinity Western University.

He said the college will cooperate with the competition bureau should it proceed with an investigation.



NEWS photo Mike Wakefield

**STUDENT Shawn Ryan voices support for an application to the competition bureau. Six people want Capilano College's secret pop contract investigated.**

The competition bureau application came a week after the *Capilano Courier* student newspaper filed a formal freedom of information request with the college. Campus freedom of information commissioner and human resources manager Valerie Cochran is reviewing the application.

A reporter with the *Ubyyssey* student newspaper at the University of B.C. failed to obtain details about a Coke contract at the Point Grey university. Provincial freedom of information commissioner David Flaherty agreed with

Coke and UBC that the deal needed to remain secret in order to protect the business and financial interests of the parties. The *Ubyyssey* appealed Flaherty's decision, which will be reviewed by a Supreme Court judge.