

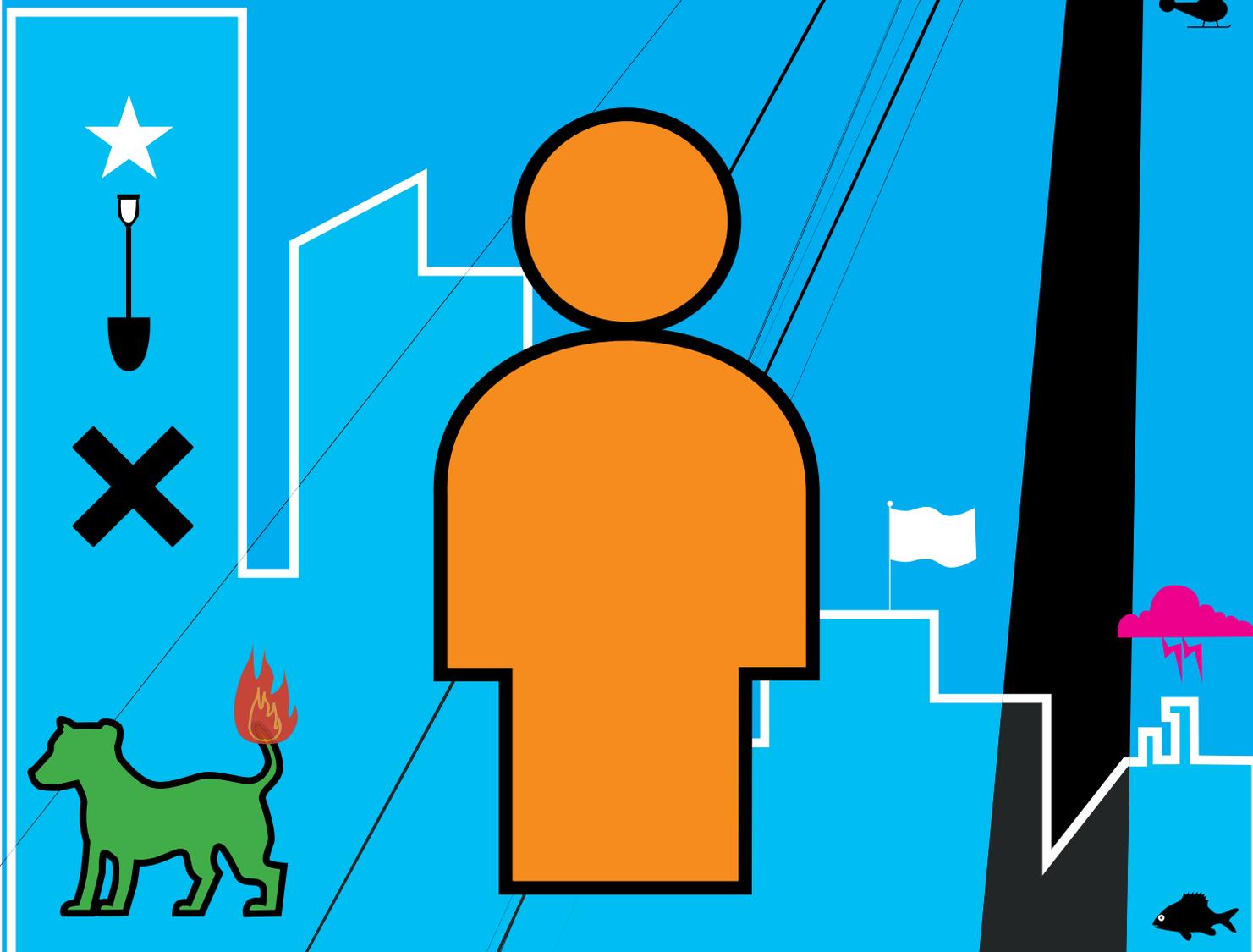


SINGIDUNUM UNIVERSITY



# SINGIDUNUM NEWS

STUDENTS' MAGAZINE - ISSUE 3  
MARCH 2008



★ FACULTY OF BUSINESS VALJEVO ★

# Ed's Word

## SINGIDUNUM NEWS

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The winter semester of the current school year ended, but it brought about many changes. In the spirit of 'fresh start' and the celebration of Faculty of Business' accreditation, we infuse ourselves with new knowledge and tasks of its practical application. This way we incessantly grow, develop and improve, giving our contribution to making this country and the world a better place.

On the other hand, summer with all its colours and flavours is ahead of us, leaving us brimming with numerous ideas for spending our free (or not so free) time. Though we still have events and happenings from last year to retell, presenting our town and country from many different aspects, we are also looking forward to the upcoming season.

# SINGIDUNUM NEWS

# 3



You will notice that we live our lives with unrelenting pace in the city of Valjevo and at Faculty of Business.

Some of the members of the editorial staff, simultaneously being members of our faculty's photography club, had their first exhibition. We were much occupied gaining experience on various fairs both in Valjevo and in other parts of the country. Some of us attended 'Manageriade 2007', the gathering of students of management from both Serbia and Montenegro....

Looking forward to the upcoming season brimming with a variety of events and holidays, we wish you a pleasant and fulfilled spring and summer no matter where and how you decide to spend it.

Ivana Damnjanović

*Singidunum News, students' magazine* is a non-profit project by students of Faculty of Business Valjevo, Serbia. Their enormous scope of ideas is exhibited through their research and they all rightfully sign each text, as the authors. Each section of this magazine is featured by most remarkable images, inspired by biggest and sumptuous photography books. The other feature is that it is compact, easy-to-use and offers the convenience of small space and easy download. In addition, access to our official Web site is provided. Each upcoming issue will be enhanced and completely updated. We hope this magazine will become a bridge of friendship and cooperation with various institutions worldwide.

[www.pf.singidunum.ac.yu](http://www.pf.singidunum.ac.yu)



# FACULTY OF VALJEVO

*THE FIRST ACCREDITED  
FACULTY IN SERBIA*



The purpose of the **Bologna process** (or Bologna accords) is to create the European higher education area by making academic degree standards and quality assurance standards more comparable and compatible throughout Europe. It is named after the place it was proposed, the University of Bologna, with the signing in 1999 of the Bologna declaration by Ministers of Education from 29 European countries in the Italian city of Bologna.

The Council of Europe and UNESCO have jointly issued the Lisbon recognition convention on recognition of academic qualifications as part of the process, which has been ratified by the majority of the countries party to the Bologna process.

In Serbia, the implementation of the Bologna process started in some schools in 2005, and in some in 2006. The existing academic degree granted with a *diploma* was transformed into a baccalaureus and the programmes were shortened from 4 years to around 3. The degree granted with a *magistratura* was mostly eliminated or transformed into a master's degree, achieved after 5 years of study. Medicine and medicine related studies still last 6 or 5 years. The degree of *doktorat* (PhD) remains.

There was a lot of turmoil in Serbian education system.

The implementation of the Bologna process spawned a lot of problems, with one of the major problems being the introduction of very high tuition fees in public universities under the cover of the process. The fees, which are in some cases extremely high, have caused unrest among the student population.

In June 2007, the Faculty of Business in Valjevo, a part of Singidunum University was the first in Serbia which ended the action of Accreditation after the new Higher Education Law. That way, the Business Faculty got certificate of quality of its studies.

All four suggested programmes – Finance and Banking, Accounting, Business information and Tourism and Hotel management, were accredited.

The students of Faculty of business feel delighted to be among the first generations that are significant in Serbian higher education history who will be privileged to complete the studies at the university with world-wide recognized degrees and certificates.

Nevena Novaković

# F BUSINESS



# PHOTO

STARTS  
NEW  
SEASON

club



PHOTO CLUB  
WON A PRIZE

Katarina Plečić

PHOTO

club

STARTS NEW  
SEASON

**A**t the beginning of new school year, photo-club of Faculty of business continues its work. At the first this year meeting, members chose a student which will coordinate the club. The person's task is to inform others about meeting schedule, to take notes at meetings and to take care about documentation of the club.

The main instructor is still well-known photographer, Miroslav Jeremić, but other eminent photographers will be our guests. These are the plans:

- \* Two exhibitions of students' photographs during the year at the University, or at other place in the city
- \* Sending photographs to exhibitions in the country
- \* Visiting exhibitions in Valjevo and the country
- \* Cooperation with Singidunum Press and Singidunum News, students' magazines of Faculty of business Valjevo
- \* Making a web presentation of the photo-club
- \* Making a connection with Photo-Chino club in Valjevo
- \* If University is interested in making a calendar, we are going to offer the best students' photographs.

We look forward to working and achieving our goals during the school year.

Katarina Plečić



# THE SOUL OF VALJEVO

In the heart of Valjevo, surrounded by all modern buildings and a small park stand two hidden buildings which give impression of existing in some other dimension.

One of these originates from 18<sup>th</sup> century, and it is the older one. It stands on the left bank of the river Kolubara. It is called "Muselimov konak"<sup>1</sup> and it got its name after the title of Turkish leaders for the region. This building is a monument of one of the most important events in Serbian history. Ilija Birčanin and Aleksa Nenadović, two of the greatest Serbian elders, spent their last night at that place. In the morning of 4<sup>th</sup> February 1804, Turkish soldiers cut off their heads in front of numerous citizens and put them on the roof of "Konak". On the place of their execution there is now a monument named *Mother in tears*, which reminds us of this merciless event.

Today, in the cellar of "Konak" there are very realistic statues of Ilija and Aleksa, and perhaps they are a little frightening. In another room there are lots of documents which were important in Turkish period along with clothes, arms, and other things that were used. After you have seen it all, you can freely say that you feel an old energy pervading every corner of this building.

Not far from "Konak" there is National Museum of Valjevo which is of great importance for our city.

On 19<sup>th</sup> May 2007, our city took part in a manifestation called *Museum night* and became a part of Europe, in a civilized way. That day a permanent exhibition *Third dimension of the past – look from the future* was opened.

When you enter the museum, first you find yourself in Paleolithic hunter cave. Next you come into the house of a Neolithic grocer. From the house, passing through a Roman Gate, you encounter a merchant from another period of Valjevo's history. Inside an old Turkish prison you can also see a hospital of Nadežda Petrović, a famous painter and nurse in World War I. Then, you need to prepare for a battle on the river Kolubara. Finally, you can paint with our famous artists.

I visited it all in a memorable night, and now whenever I have time I like to go there and see it all again. "Konak" and the Museum are two places in our city where you can find your peace and answers to some unspoken questions. Visit it and you are going to see what I am talking about.

Nataša Đošić

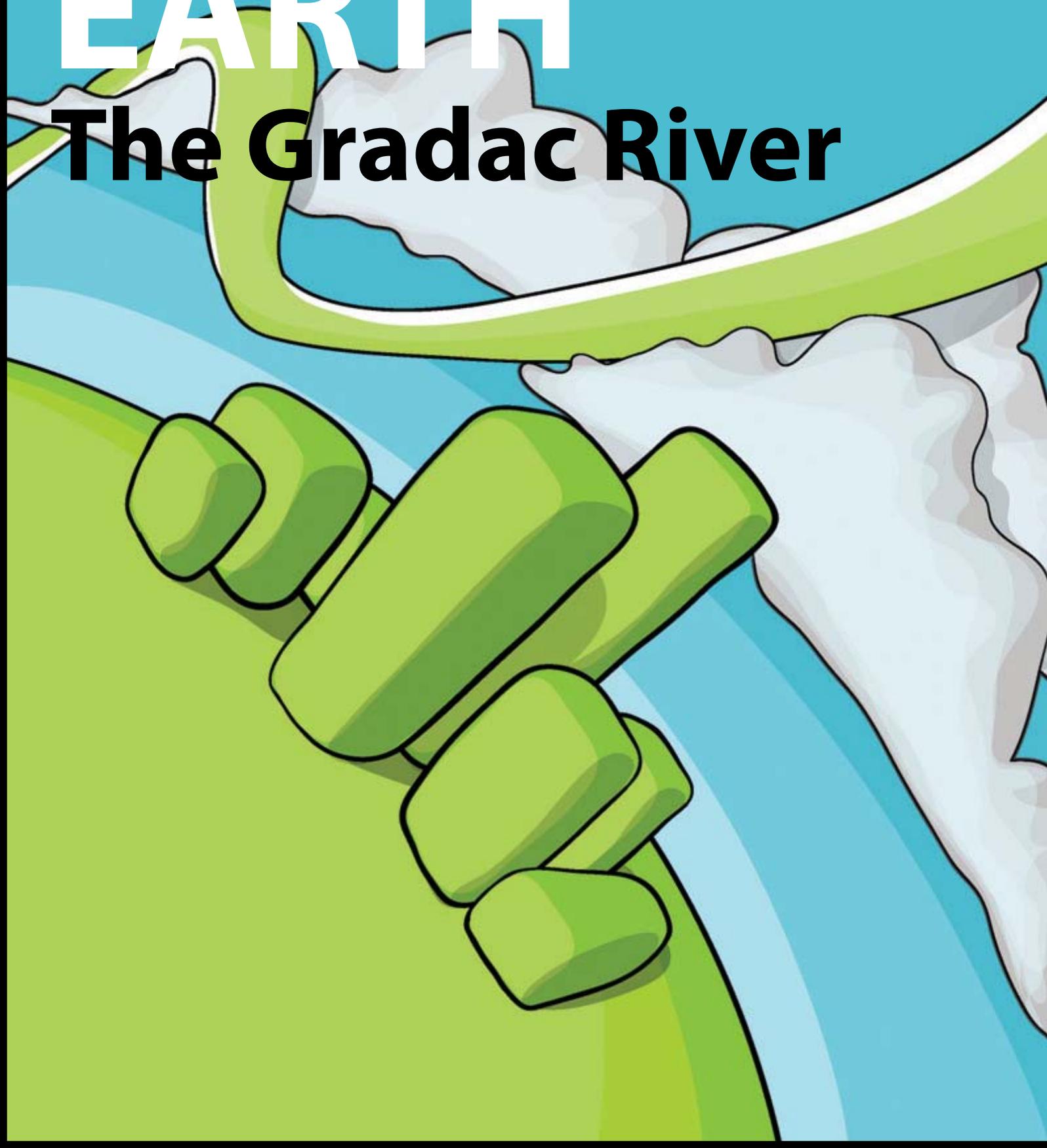
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1 *konak* = old Serbian word for lodgings  
*Muselim* = old Turkish title of regional ruler



# HEAVEN ON EARTH

## The Gradac River





**W**ith kilometers of stroll path just next to the river, followed by kilometers of intact nature, the Gradac River has been proclaimed to be the purest river in this part of Europe and one of the best preserved rivers on the whole continent.

Flowing through the center of Valjevo, it enriches it all the way to its mouth into the Kolubara River, where one of the most monumental Orthodox temples is being built.

The lower flow of the river has long been famous with the citizens of Valjevo proving to be their resort from occasionally unbearably hot summer days. There are numerous places to cool off in inexplicably clear but extremely cold water. The places are naturally adapted for swimmers (there is a deep damn), or for children – shallow translucent water with slopes and ripples for them to enjoy in, or for passionate sport fishermen in search for clear water trout; for the adventurers who crave to explore the planet's womb through famous Degurić Cave, the longest one in this part of Serbia. There are multitudes of possibilities....

The path that follows the bed of the river is perfect for cycling or simply taking a pleasant walk up the stream.

If you decide to go further upstream, there are numerous sites you can visit. One of them that should not be left out is monastery 'Ćelije, built right on the banks of the river. With its carefully groomed gardens and blooming orchards, it represents a real sanctuary for your body and for your soul. Of course, you can opt for visiting the place by car, especially if you have a large family with children.

From that place on, walking on wood footpaths, you are able to admire immaculate silence of remote nature, pure air filling your lungs, flavoured only with scent of wild herbs and flowers as well as sounds of leaves fluttering in the cool breeze, song of birds high up in the trees, and the river springing from one rock to the other, curving through its deep gorge covered with fresh green forests. You can find perfect places to stop, to rest and have a meal. Here, merely a few kilometers from the crowd of the city centre, one could rightfully think 'Heaven is a place on Earth'.

The river has become exceedingly popular recently. This will not necessarily be a concerning issue, if people succeed in their attempt to educate new generations that they must love the river, take a good care of it, cherish the friendship with it, and the river will love them back as well as the generations yet to come.

Ivana Damnjanović

# DIVČIBARE

## THE LUNGS OF VALJEVO

**D**ivčibare, a well-known mountain resort is situated on Mt. Maljen, 37km south-east of Valjevo, at the altitude of 980 meters a.s.l. The local climate is temperate and the locality abounds in flora and fauna, springs and streams, not to mention a fine landscape and its favorable geographical position. The surrounding peaks are covered with snow for three to four months each year. Divčibare has a mild climate, there are 240 windless days, 280 days without rain and an average temperature in summer does not exceed 22C°. The Divčibare's climate is excellent for people who want to relax and just enjoy in beauty of this colorful mountain resort.

There are supermarkets, shops, bakeries, a post office and a gas station. Health care is also provided, of course. Skiers have one cable car and three ski lifts at their disposal. There are two tennis courts, one golf court, and a couple of basketball and volleyball playgrounds. Riding school is open during the whole year and skiing school is available in winter period. There are also other opportunities for entertainment, such as bird watching, hunting and fishing. During the winter period Divčibare is a regional ski center. All this makes Divčibare attractive in summer and winter alike and one of the most favorite resorts in

Serbia. The number of people who permanently visit Divčibare or have summer cottages on it is about 3700. Hotels can host up to 32000 tourists. Many schoolchildren visit Divčibare and they also have nature lessons there.

Divčibare is a beautiful air spa, and it will probably get even more beautiful in time.

Stefan Mitrović

# BARE



# INTERNET CRIME

According to the Internet Crime Complaint Center and reported in *U.S. News and World Report*, auction fraud and non-delivery of items purchased are far and away the most common Internet crimes. Identity theft is way down near the bottom.

Although the number of complaints last year (207492) fell by 10 percent, the overall losses hit a record \$198 million. By far the most reported crime: Internet auction fraud, garnering 45 percent of all complaints. Also big was nondelivery of merchandise or payment, which notched second at 19 percent. The biggest money losers: those omnipresent Nigerian scam letters, which fleeced victims on average of \$5,100 followed by check fraud at \$3,744 and investment fraud at \$2,694.

How many internet crimes against corporates go unreported because the companies in question do not want their reputation tarnished? Banks, in particular.

Less now than years ago, I believe. Back then, banks had to pretend they were invincible; today customers have more realistic expectations.

The only reason we know about these massive personal-data thefts are the mandatory disclosure laws.

# NET



## BANK FRAUD-Federal Crime

**B**ank Fraud is the “criminal offense of knowingly executing, or attempting to execute, a scheme or artifice to defraud a financial institution, or to obtain property owned by or under the control of a financial institution, by means of false or fraudulent pretenses, representations, or promises.” BLACK’S LAW DICTIONARY 685 (8th ed. 2005). 18 U.S.C. § 1344 was originally enacted in 1984, under the auspices of the Comprehensive Crime Control Act, to provide effective prosecution of frauds in which the victims are federally created, controlled, or insured financial institutions.

### The Crime

Unlike the statutes for wire fraud or mail fraud, section 1344 is quite straight forward. Under this statute, it is a crime for a person to “knowingly” execute, or attempt to execute, a scheme or artifice to defraud a financial institution; 18 U.S.C. § 1344(1) (2005), or to obtain any of the moneys, funds, credits, assets, securities, or other property owned by, or under the custody or control of, a financial institution, by means of false or fraudulent pretenses, representations, or promises; id. § 1344 (2005).

### The Punishment

The punishment for a violation of section 1344 is a fine of not more than \$ 1,000,000, imprisonment for not more than 30 years, or both. Id. § 1344 (2005).

Nikola Gocić

\*Thanks to numerous Internet sources!



# THE AGE OF PENTIUM



## Pentium continues rolling

The inheritor of Intel's Pentium was named Pentium Pro. It was first presented in November 1995 and became available worldwide in 1996. This chip had 387 pins, which are placed in Socket 8 and it wasn't compatible with its forerunners. The new chip was very different in comparison to other chips because of its new construction of Multi-Chip-Module (MCM) which Intel called Dual Cavity PGA. In carrier of chip pins there were two matrixes. One contained Pentium Pro processor as the other contained one of the following volumes of 2nd level cash memory: 256KB, 512KB or 1MB. Processor itself contained 5.5 millions of transistors and matrixes of 256KB, 512KB and 1MB contained 15.5 million, 31 million and near 68 million of transistors as followed.

Second attribute of this processor was the architecture of double independent bus (DIB) which allowed avoiding memory data flow limit as had been the case with the previous generations. DIB architecture was composed of two buses: cash memory bus (which is placed inside chip's box) and system bus (processor-main memory).

Implanted 2nd level cash memory was one really extraordinary attribute of Pentium Pro. Removal of 2nd level cash memory and its implantation into chips box was excellent move and it allowed working on processors full speed. Before that speed of 2nd level cash memory was equal to MB (Mother board) speed – 60MHz-65MHz. With this solution Intel was

making less cost in production of MB and it reflected on final price.

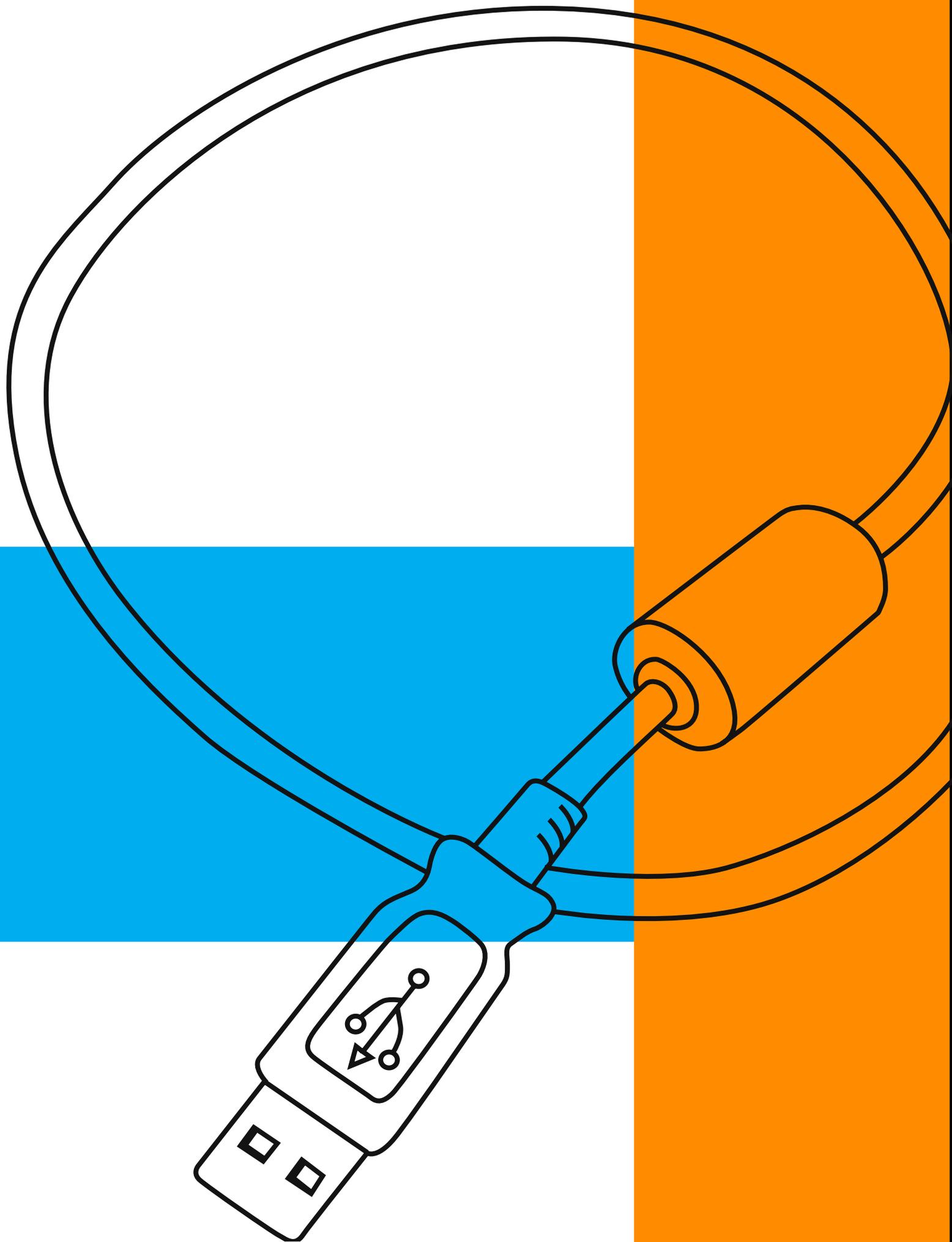
Another attribute of 2nd level cash memory was improved multi-processor specification (MSP). It allowed making configurations that contained max 4 processors which are synchronized.

Most of processor Pentium Pro worked on 3.3V while only few of them worked on 3.1V

Pentium Pro wasn't very popular in Desktop computers, but still it found its purpose with server configurations, thanks to high speed 2nd level cash memory.



Miloš Žujović  
Stojan Milovanović



# DEVELOPING BUSINESS IN VALJEVO

*Wiener Städtische Osiguranje a.d. Beograd  
Vienna Insurance Group*

Agency for valuation Standards&Poor's gave Vienna Insurance Group mark A+ for auspicious compensational place, strong business efficiency, conserving management with new markets.

Wiener Städtische Versicherung was founded in 1824 by Georg Ritter von Höglmüller, and today is on leadership position in Central and Eastern Europe, in life and real estate insurance. The main goal of The Group is to follow up needs of clients with proper offers, customizing individual needs and good service.

Wiener Städtische insurance, Belgrade, was founded on 4<sup>th</sup> Feb 2003 with 99% of Austrian capital and became 22<sup>nd</sup> daughter company of Wiener Allgemeine. Its mission is :

- to offer competitive products according to European standards
- to offer innovative solutions as a result of knowledge and experience
- using selling net, to cover whole territory in order to increase dispersion of risks and nearness of clients using: subsidiaries, outlets, selling points, agents and brokers, leasing companies and banks
- to become a leader of insurance companies in Serbia
- to be number 1 in satisfying clients and innovations

With well organised working units (13 subsidiaries, 7 outlets and 6 selling points) in Belgrade, Subotica, Novi Sad, Niš, Čačak, Šabac, Užice, Ruma, Požarevac, Kruševac, Vršac, Novi Pazar, Jagodina, Pirot, Arilje, Kanjiža, Sombor, Temerin, Zrenjanin, Gornji Milanovac, Bajina Bašta, Kikinda, Bačka Palanka, Futog, Kragujevac, Leskovac with 515 employees, using electronic dealing it makes possible to our clients to finish everything in one place.

Subsidiary in Šabac was founded on 5<sup>th</sup> May 2004. It covers Podrinsko-kolubarski district including cities: Šabac, Loznica, Ljubovija, Krupanj, Mali Zvornik, Bogatić, Koceljeva, Vladimirci, Valjevo and has one selling point in Loznica. Next year Valjevo will get its own office, till then, four agents successfully work with clients, and give information about insurance and new offers and give complete care to the clients from the very beginning of

signing the contract, in order to the achieve goal of the company. "The best client is a satisfied client."

Knowledge is the main element of development and the employees are the biggest asset. During the year, over 100 training courses were held. The company appreciates improvement and loyalty of each employee and offer good working conditions, high degree of caring for employees, possibility of professional advancement and a good business. This is the reason why WSO is a leader in life insurance in Serbia.

Also, WSO takes part in various social activities and supports sports and cultural events. One of the biggest projects Baby is coming. It is humanitarian project supported by the Department of health and European agency for reconstruction, National office of the President of Serbia and Red Cross of Serbia, with the idea of making information about pregnancy reachable to the pregnant women, using SMS system. All starters, mothers to be, WSO will give first annual premiums of insurance for education, in value of 300 euros.

WSO today has over 700 employees and is expanding. Together with their clients they make up the biggest "family", where humanity is the most important thing. Their agents are on service 24h, 7 days in week, willing to answer to every client's request.

Svjetlana Torbica



# WHERE DID WE GO ON A HOLIDAY IN SUMMER 2007?

Holidays and travelling in general used to represent prestige. Lately, people have had strong need and will for holidays and relaxation so they all go to luxurious or less luxurious summer-resorts.

In 2005 and 2006, Bulgaria was brimming with Serbian tourists. Affordable accommodation, reasonably priced food, pleasant beaches and fantastic night-clubs were bait for everyone.

This year, however, the lead role was taken over by Greece. Despite just a little more expensive accommodation, exceptional beaches and a lot of cultural monuments seem to appeal to our tourists. Up to 53% of polled people were planning to go on a holiday to some beautiful place in Greece such as Thessaloniki, Thasos...

It is advantageous to go there in September when the season is almost over. For a conspicuously small amount of money you can get a decent accommodation in any place.

After Greece, there comes Turkey, then Bulgaria. Long distance destinations should not be left out, though they apply only to a modest number of Serbian tourists.

During the past several decades Serbs, as a rule, visited Montenegro. It should be recognized that Montenegro went through the period of its revival. The Montenegrin coast was booked to the last bed, or even too crowded. Despite overburdened infrastructure causing lacks of water supply, the coastal towns were brimming with tourists from Serbia, Russia, Hungary, etc. Its affordable prices and its natural beauties must have been a suitable compensation.

Last summer, our country was the place of many concerts and music festivals with world famous stars. It was hard to decide where and when to go, to plan it all, and save up enough means to realize the plans. Anyhow, this was a way to spend summer holidays, though we needed some time off to get rest.

Finally, if we consider those with 'shallow pockets', swimming pools, rivers and lakes are always available! Serbia and Valjevo are abundant with natural resources.

Country tourism is the aspect of Serbian tourism that is yet to become both fashionable and developed. Valjevo, with its rich nature in itself and surrounding villages and mountain ranges, will have a considerable role in its future.

After all, that option is not so imperfect ...

In any case, a holiday is a holiday wherever you are! If you have good friends with you 'anywhere' is the right place! I hope that everyone made the most of their free time and saved money...

Suzana Jezdimirović



# Understanding the Animals



**H**ave you ever tried to understand animals and the world they live in? Have you ever got down on your hands and knees to see the world at their eye-level and crawled around? Have you ever tried to find out what makes them frightened and attempted to comfort them? Have you ever given a shelter to one? Has it enriched your life with unrelenting and unconditional love ?

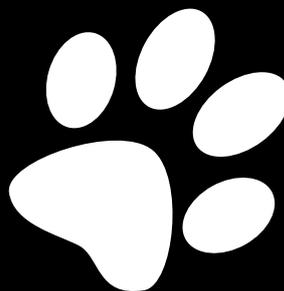
We will try to give another hope that there are rational voices urging us to come to a better understanding of the animals that have been closest to us throughout human history: the animals we keep as pets and the animals we slaughter for food and clothing. As a result of a dedication to the animals we love, we are trying to help people understand the importance of wildlife conservation to life on this planet.

Every pet lover can tell you that we share a very special bond with our animal friends. Their unconditional love has been shown time and time again to have a positive effect on our overall health and well-being. I can recall pivotal moments in my youth that impacted my future as an animal lover. I was adopted by a neighborhood cat who decided that I was 'it'. This cat and I just bonded....

Jane Goodall, a great voice of wildlife preservation said: "The long hours spent with them have enriched my life beyond measure. What I have learned from them has shaped my understanding of human behavior, of our place in nature."

They get you frustrated, they can drive you even to the verge of madness but remembering them just brings a smile to my face. Its a life full of love, caring and understanding. If we humans cannot cherish that between us, then at least we can make it flourish with them. Our magazine's crew will show you how it works.

Please don't hesitate to join in! You will never regret it....



# TOTO

A photograph of two guitarists performing on stage. The guitarist on the left is wearing a red t-shirt and is smiling broadly while playing a black electric guitar. The guitarist on the right is wearing a blue t-shirt with a graphic and is also smiling while playing a black electric guitar. The background is dark with out-of-focus stage lights in blue and white.

Till the end of time

**N**earing 30 years together with hundreds of credits and accolades to their names, TOTO remains one of the top selling tour-acts in the world. Collectively and individually, the band has played on nearly every major hit record of the past quarter century, placing their distinctive stamp of excellence all over CD shelves around the world. With nearly 30 million records sold, TOTO is the benchmark by which many artists base their sound and production, and they continue to transcend the standards set by the entire musical community.

It is very important to say that TOTO is very popular in Serbia, too. Numerous people who waited for Toto for the past 30 years, finally saw the best concert band EVER in Belgrade, Serbia on 15 August 2006.

Having their first appearance in Serbia, Toto attracted some six thousand people on Tašmajdan, I believe, on a cozy summer night at the open stadium. It was a big surprise when I heard they were coming, and I couldn't wait to see the show. I, as a big fan, never believed that they would come to Serbia. Expectations were high so we came to the venue anxiously awaiting the start.

And then there they were with blasting beats of Falling In Between. Luke promised a bunch of old-time hits as well, which they embraced later, with a heart-felt reception of the crowd. But Hold The Line really got the crowd on fire. Make believe, Pamela, Stop loving you (great vocal by Tony Spinner, second guitar), Endless, I won't hold you back (best Luke's solo of the evening), acoustic version of I'll be over you and Rosanna in fresh jazzy arrangement in the first part of the song made really impressive sound picture. We immediately noticed that David Paich was not on the scene, but some new guy, who turned to be no other than Greg Phillinganes, fine and renowned studio musician, playing on keyboard platform in the center, styled in a new face-like logo of the group. We really missed Paich but Greg was a great replacement. Mr. Kimball reminded us of the glory of past times, unsparing of his vocal cords. We already heard Tony's voice on Empty Arms tribute to SRV, and he once again showed that he's a good singer (and guitar player too). Simon rocked the crowd with his drum solo and that he's a top class 'skin beater'. Luke was on fire as always - he showed us what an outstanding guitarist he is, especially in jazzy sections. The crowd was really crazy about Mike, he got the biggest ovations.

Sound was magnificent and guys played with a lot of emotions and they recognized the same emotion in the crowd.... You could see they love music so, so much. Everybody could see that on their faces. They also have so much respect for their fans, very friendly

with lot of patience and smile on their faces.

They gave us so many good vibrations and hope-enhancing energy that real music and real musicians will live forever, no matter what's happening with music industry nowadays. I just can't wait for another tour. All in all it was a great experience and I look forward to seeing them again in the future. We will have something to tell our children about when they grow up. Who knows, maybe they will go to Toto concert too... Till the end of time...

Ivana Damnjanović

TOTO



# GREEN FEST

## RED HOT CHILI

### PEPPERS PAIN OF ENJOYMENT



## Enjoyment:

The day is 26<sup>th</sup> June 2007. A day as normal as any other?

Not for long. They are here, and they are here to "stay".

You might ask: "And who's THEY?"

And I proudly say: "RED HOT CHILI PEPPERS!!!"

That's right boys and girls, they are here. Here in Indjija on this wonderful summer day, they're here to give us an immeasurable portion of pleasure and delight. My God, I'm feeling like a head of a cheer-leader team before the game of the season (just kidding). This is the culmination of three months preparations, including all the fuss about buying tickets, so you must forgive me for this, possibly unnecessarily exaggerated outburst of emotions. But guys, you must understand something: WE ARE TALKING ABOUT THE WORLD GREATEST MUSIC BAND EVER (I'm in trouble now, am I not?).

To understand the EVENT, we must closely look into the history of the band.

Red Hot Chili Peppers are an American alternative rock band formed in Los Angeles, California in 1983. For most of its career, the group has consisted of vocalist Anthony Kiedis, guitarist John Frusciante, bassist Michael "Flea" Balzary, and drummer Chad Smith. The band's varied musical style has fused traditional rock with various elements of funk, punk rock, hip hop, and psychedelic rock.

Red Hot Chili Peppers (originally named *TonyFlow and the Miraculous Masters of Mayhem*) were formed by Fairfax High School alumni Anthony Kiedis, Hillel Slovak, Jack Irons, and Michael "Flea" Balzary following what was supposed to be a one time performance in 1983.

Since those first, pioneer steps, band rose to the sky, giving us and themselves, through nine albums,

ten compilation/ live albums and forty-two singles, as much as forty-six awards world wide. And for the best part they have an upcoming award they will receive in 2008 - Their star in the famous Sunset Boulevard, Hollywood walk of fame.

Well, I can't hear you. Speechless, loosing breath, sweaty? I guess now you know how I felt. Everything looked perfect and was perfect - Tens of thousands of fans in one place, me among them, arena the size of twenty football stadiums, me in it, one of the largest stages in the world, me in front of it. Performers rolled one after another giving us a mix of rock, techno and pop preceding the main event (personally these "performers" were absolutely redundant, but it was relatively OK).

## Pain:

In short: the band was **Chilly** and not so "Red Hot Chili". The beginning was encouraging; they came to the stage performing "Can't Stop". Everything seemed fine, but...

People wanted to hear the legend songs, the ones that made the group famous. But, instead of that they got the worst possible scenario- bunch of new songs with several solos and few, just few, legend songs.

And playing for one hour and ten or fifteen minutes is not a good performance. Feel the crowd; work with them; that is the least they could have done to make this event memorable. Sadly, but that is all concerning their performance except for the fact that Kiedis forgot some lyrics (for Christ sakes, we are talking about his own lyrics) and that Frusciante was on drugs (legal ones, but Kiedis definitely was on "something", that's for sure) and there was a question if he could manage to the end.

Here comes the "best" part:

Firstly, there were some rain drops that started at about 18h and at the end of the concert it resulted to a flood which deluged the arena! A song comes to my mind: "Singing in the rain", but it's not a glorious feeling, believe me. Imagine an angry mob covered with mud wanting to leave the premises. The fans unfortunately did not have Noah's ark to save them.

Secondly, the 110,000 of people eagerly waiting for them were in an arena meant for 100,000 (It really wasn't that bad, but the crowd stampede wanted to depart as the Peppers 'finished the job' and 'that' was ugly!).

Thirdly, the "famous band", as all the international groups, made their fans wait for them some 60 minutes in rain - BAD.

The ending was the worst thing. The rain created a chaos. 95,000-spot car park was "over-crowded". The mass of people that became furious by now wished to go home. It all resulted in a fight for bus seats and long-hour driving.

I forgot to mention ghastly things:

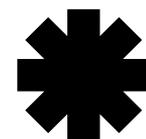
- a) No cameras allowed
- b) No other stuff allowed
- c) The bottles of water were overpriced (3x more expensive)

## OF(F):

There is nothing left to say. Disappointments, disgrace, taste of bitter-sweet.

But don't misunderstand me, I don't have any regrets and I would go again. After all, it was a good experience ("we're in the army now").

Jovica Damnjanović



# MUSIC IN VALJEVO



## AN INTERVIEW

Mixed by CV  
Spook



In the late '90s the "electro" sounds started rising in popularity in our country. By now we have had several successful artists both in mixing and producing sounds in our country.

Now we can view what the new generation will bring, and in my opinion one of the best representatives is our guest CV Spook.

CV spelled in English phonetically in Serbian sounds /si vi/ which means "gray". It's just a reminder of the colour of the life Valjevo and Serbia offer, from the artist's point of view. His crushing mixing vibe combined with somewhat darker and aggressive choice of songs makes his mixes a very clear picture of what is generally a state of mind of the youth in Serbia.

This message was later expanded on every society today in the artist's latest masterpiece "Devastating Blizzard".

How do you feel about the music scene in Serbia?

It's pathetic and amusing.

How did you come upon the idea to start mixing?

Listened to Djs, and started mixing with few more friends.

Favorite DJ's?

Logistics, State of Mind (the band), Electric Universe.

How do you see yourself in lets say...5 years?

Same thing different day (S.S.D.D.).

Are you single?

No.

Favorite film?

"Silent Hill".

Does DJ-ing pay off ?

It does if you are good at it, like any other job.

The best show you ever did?

Club "Zuta kuca" in Belgrade. New years eve '06.

The best show you ever visited?

Rodger Sanchez in Exit '03.

What was the inspiration for "Devastating Blizzard" mix?

The end of the World... Armagedian (eng. slang).

You are both in d'n'b and trance. If you had to choose one...?

Drum and base (d'n'b).

How do you think Valjevo can improve it's urban culture?

Sack all responsible for culture at the moment.

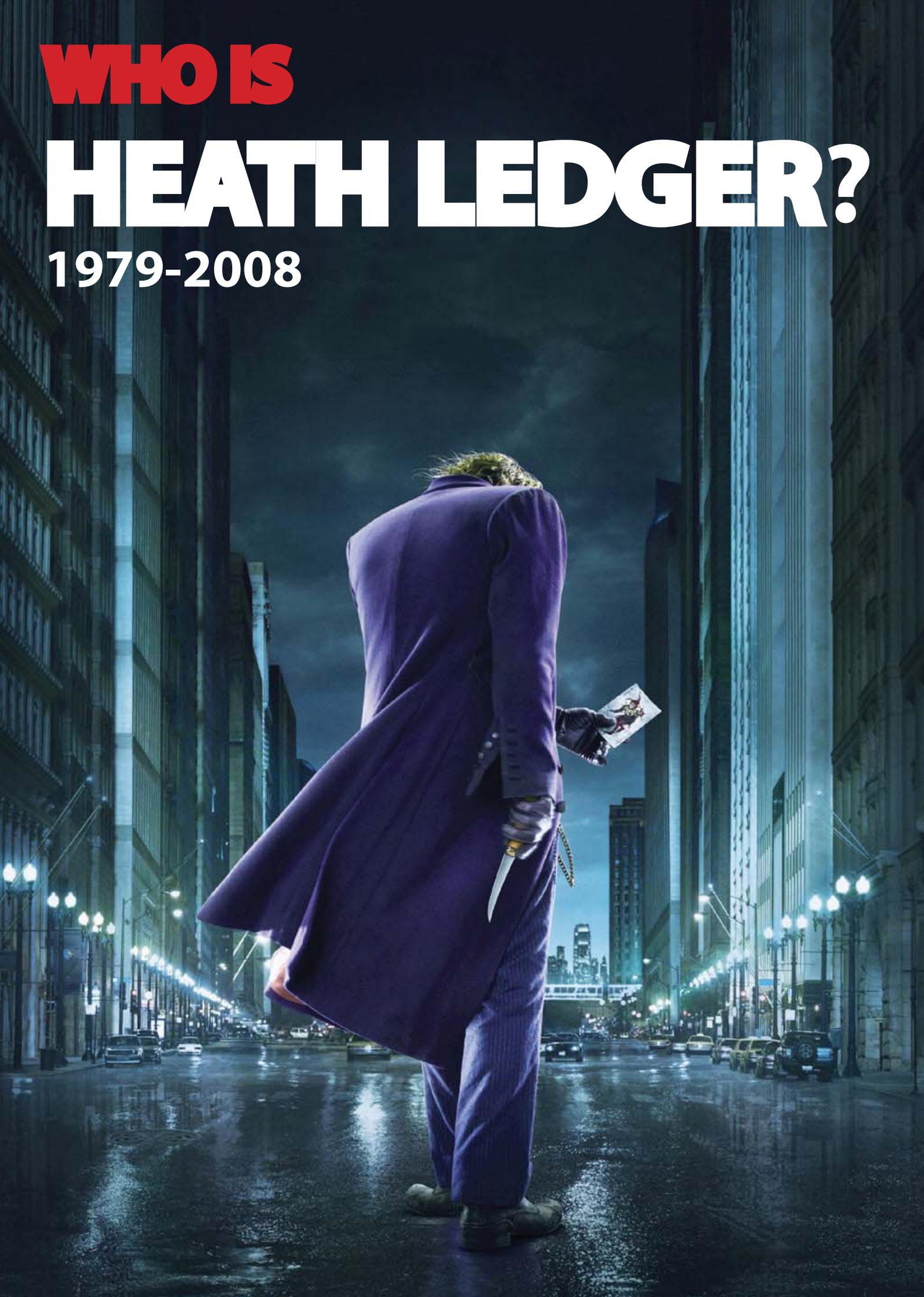
Aleksandar Lukić



**WHO IS**

# **HEATH LEDGER?**

**1979-2008**



# WHY SO SERIOUS?

**W**hen a young, hunky 20 year old heart-throb Heath Ledger first came to the attention of the public in 1999, it was all too easy to tag him as a “pretty boy” and an actor of not much depth. He has spent the past five years trying desperately to sway this image away, but this has indeed been a double-edged sword. But that comes much later in his story. Heath Ledger was born on the fourth of April 1979, in Perth, Western Australia. As the story goes, in junior high it was compulsory to do one of two electives, either cooking or drama, and as Heath could honestly not see himself in a cooking class, he tried his hand at drama. Heath was talented, there was no denying that. However, the rest of the class did not acknowledge his talent, possibly out of jealousy.

When he was 17, he and a friend, decided to pack up, leave school, take a car and rough it to Sydney. Heath believed Sydney to be the place where dreams are made, or at least, where actors can possibly get their big break. However, upon arriving in Sydney with a purported 69 cents to his name, Heath tried everything to get a break. His first real acting job came in a low budget movie called *Blackrock* (1997), a largely unimpressive cliché; a teen angst film about one boy’s struggle when he learns his best mate raped a girl. He did not have a large part in this movie. In fact, it was a very small one. The only thing of notice in his role is you get to see him get his lights punched out. After that small role, Heath auditioned for a role in a TV show called “Sweat” (1996) about a group of young Olympic hopefuls. He got offered one of two roles, one as a swimmer, another as a gay cyclist. Heath accepted the latter because he felt to really stand out as an actor one had to accept unique roles that stood out from the bunch. It got him small notice, but unfortunately the show was quickly axed, which led him to look for other roles. He was in “Home and Away” (1988) for a very short period, in which he played a surfer who falls in love with one of the girls of Summer Bay. Then came his very brief role in

*Paws* (1997). *Paws* was a film which existed solely to cash in on guitar prodigy Nathan Cavaleri’s brief moment of fame, where he was the hottest thing in Australia. Heath played a student in the film, involved in a stage production of a Shakespeare play, in which he played “Oberon”. A very brief role, this did nothing other than give him a small paycheck, but nothing to advance his career. Then came *Two Hands* (1999). He went to America trying to audition for film roles, showcasing his brief role in “Roar” (1997) opposite then unknown Vera Farmiga. He could not find any American roles but then Australian director Gregor Jordan auditioned him for the lead in *Two Hands* (1999), which he got. An in your face Aussie crime thriller, *Two Hands* (1999) was outstanding and helped him secure a role in *10 Things I Hate About You* (1999). After that, it seemed Heath was being typecast as a teen hunk, which he did not like, so he accepted a role in a very serious war drama *The Patriot* (2000).

What followed was a stark inconsistency of roles, Ledger accepting virtually every single character role, anything to avoid being typecast. Some met with praise, like his short role in *Monster’s Ball* (2001), but his version of Ned Kelly (2003) was an absolute flop, which led distributors hesitant to even release it outside Australia. Heath finally had deserved success with his role in *Brokeback Mountain* (2005), for which he was nominated for an Oscar and a BAFTA. Ledger was found dead on January 22, 2008 in his apartment in the Manhattan neighborhood of SoHo, with a bottle of prescription sleeping pills nearby. It was concluded weeks later that he died of an accidental overdose of prescription drugs that included painkillers, sleeping pills and anti-anxiety medication.

Vladan Radivojević

# NIGHT LIFE

## IN VALJEVO ★

Unfortunately, over the past few years Valjevo hasn't been exactly a "bee hive" of night activity. But, as the years go by, more and more this town is slowly earning its epithet "city".

A lead into this, what is now becoming a race for entertainment, is during the last few weeks definitely held by a newly opened cocktail club "Kukuriku bar" (eng. "Choc-a-doodle doo bar").

Located in Hajduk Veljkova st. it is one place in town showing a true urban spirit, similar even to Belgrade's. The club is open every day, and it is serving drinks full time, but if one was to go there on Friday or Saturday night, one would find the meaning of the word "crowded".



The club has employed top experts in making cocktails, and customers can expect full pleasure in colourful tastes they offer.

"Blue elephant", "Green dragon", "Monkey brain", and many more... It's just a drop of what the club has to offer. Of course, we should definitely mention that visitors enjoy newest electro/ house hits.

From our perspective, "Kukuriku bar" is definitely a good choice for blowing off some steam, taking a friend out, simply a place worth going to.

Aleksandar Lukić

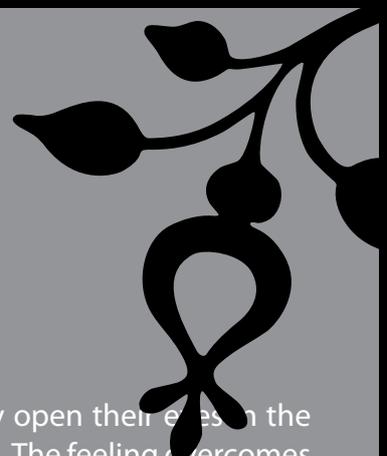




# HER MAJESTY

## COFFEE





**M**ost people, the second they open their eyes in the morning, first think of coffee. The feeling overcomes them, actually us, because I am a big dependant myself.

This aromatic, indispensable drink originates from Ethiopia, a small country in Africa. Thank God and a smart guy who found this priceless thing! Nowadays the biggest exporter is Cuba. They earn a lot of money for sure, because more than one quarter of humanity drinks coffee.

There are lots of kinds: light, mocca, ness coffee, espresso etc. Still, in Serbia we prefer two kinds: home-made coffee and the one made in coffee shops. When someone says: "Let's go for a cup of coffee", you go to a familiar coffee shop and drink a nice cup of coffee with your friend and have a pleasant chat.

Home-made coffee is the best! Everyone makes it just the way they like it. Whether it will be sweet, too sweet, bitter, strong or light depends on the housewife who makes it.

By the rule, first morning coffee should be bitter and strong enough to awake its sleepy fan. There's nothing better than the smell of first fresh morning coffee. Mmmm... Life tastes so good! Undoubtedly the best way to start the day!

To conclude - day would be ruined for those who like this magic drink unless they took it at least once during a day. Who tries it only once can't live without it any more! If you still haven't - try it!!!

Suzana Jezdimirović



# UNCERTAIN WALK



I go out, to take a walk  
but I'm still standing,  
I don't know where to go  
I'm still afraid...  
Every where I turn  
I always return to the beginning,  
which shot me like a bullet.  
I'm standing, the night has fallen....  
Monsters are stealing my will....  
At last, I make a step and change my  
colour!!!

Nikola Goch