

1/2016

Magazine for  
graduates of všb-tuo

alumni ABSOLVENTI  
VŠB-TUO



## LEGAL DOPING

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**North Moravia-Silesia**

A place of great potential

**Tomáš Buchwaldek**

Addicted to subsidies

**The graduate card is full of benefits**

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# Vice-rector's editorial



Dear graduates, dear readers,

hey, I'm going to let you know what I have in my wallet. When I went to put my new card in it, I was surprised to find that there were already nine in there. So it must be a premium card. As a poet might say, such a card is a mighty thing to behold! Why?, you ask. Well, it's the card for graduates of the Technical University, our university. And it's worth making room for it in your wallet. Of course, we've all got all kinds of cards, which we carry around with us in our pockets in special packaging and we don't give them a second thought. They're just a means of payment, entry, discounts or whatever to us. But to me the Graduate Card seems different, something special. I am proud as well as happy to have it. Not only because it gives me advantages, but also because I had "sacrificed" my time to study, do oral and written exams, and that I am a member of the elite club of graduates of the third oldest university in the country. And with me many classmates, professors, and members of my family, people I respect and honor. That's why I have given it a thoroughly deserved place of honor in my wallet. And by the way, have you got it too?

Having the card means I identify myself more with the university, but even without it I shall always be a patriot of the university and everything connected with it. After all, how could I not be! I am sorry to say that not everyone around us working and studying here thinks the same way. It's a shame, but there's not much I can do about it. However, I would like to recommend them to be inspired by interesting stories in the magazine Alumni, such as one about an initiative of our graduates, Patriots of the Region. I really like their activities, I give my support and I hope to see more and more patriots in the future and not only from our university and that the destiny of the region in which we live remains an important issue.

I hope you enjoy reading and wish you a wonderful summer!

prof. Ing. Jaromír Gottvald, CSc.<sup>'92</sup>  
vice-rector for international relations  
and social affairs

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## Legal doping for the region

There are activities and initiatives organized by students and Graduates of the Technical University contributing to the region's development and up-beat mood.

They don't have to have celebrities, be spectacular events for thousands of visitors or events of enormous proportions, though these are undoubtedly good and necessary. But it's mostly stuff on a small scale, yet significant, the efforts of a person or group determined to change things, to promote and improve things for themselves and for others. They don't do it for fame and fortune, they do it out of a desire for a better life, a new beginning, change or out of love or nostalgia.

The Moravian-Silesian region is thus getting regular doses of doping from

our students and graduates, not in the form of spinach, but in the form of educated professionals, full of energy, ideas and enthusiasm. This is the case with people and projects, which you can read about in the summer issue of our magazine. You may say it's spitting against the wind, but it's often the little things that make the difference and details that enhance and complete the whole picture. We can only wish all enthusiasts every success.

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TEXT: Lucie Holešinská<sup>09</sup>  
PHOTO: Denisa Vlková



# The elite of Moravia-Silesia talked to students about their future

The beloved Student Club Vrtule on the Poruba campus is not only a place for wild parties. These days the club now and again transforms into a place to meet interesting people from various disciplines. This was definitely the case on Tuesday, March 8 when the major representatives of the Moravian-Silesian region got together on a make-shift stage to discuss its future. Moravian-Silesian Regional Council representative Miroslav Novák, Mayor of Ostrava Tomas Macura, the rectors of all three public universities in the region all took the opportunity to discuss the burning issues facing Ostrava today with the young generation. The Rector of VSB - Technical University Ostrava Ivo Vondrák<sup>83</sup>, a senior official from the University of Ostrava, Jan Lata and Rector Silesian University in Opava Pavel Tuleja all accepted their invitations.

The main item on the agenda of the discussion ended up being emigration from the region and how to combat it. According to the rector of the largest of the regional universities, Ivo Vondrák, the 'brain drain' represents the biggest problem, in other words the exodus of people with a degree from one of the local universities who then proceed to move away from the region. "We've got to do everything possible to make graduates want to stay in the region after completing their studies and help generate added value," he added. All the Rectors agreed on the need to attract more of the student population to the regional metropolis. Currently this is being met. All three stated that the number of students in Ostrava is rising every year.

"The change that has occurred in Ostrava in recent years is huge, but our counterparts in Brno and Prague have no idea about it. So the idea persists of the old Ostrava which discourages prospective students. That's one reason for



plans to cooperate with the Chartered City of Ostrava on two projects that aim to change the image of Ostrava both within the Czech Republic and abroad from that of an industrial city to a university one, which is much closer to reality," said the rector of the University of Ostrava, Jan Lata, who is the only rector that isn't originally from the Moravia-Silesia region, on the topic.

Pavel Tuleja complained of declining involvement of students, with his university's Business Faculty in Karvina even having to deal with a persistent lack of interest in membership of the once-elite student organizations such as AIESEC. The Rector of Opava University reminisced on his own student years when, according to him, students went to the campus on Sunday afternoon and didn't leave until Friday evening. This apparent minor detail significantly contributed to the overall atmosphere of the student environment. Today, he thinks, students do their degree in a city that's not their home so they only spend the time there needed to study and then rush back home.

Another big issue turned out to be unemployment. On this point all participants in the discussion agreed on the need to encourage job creation to give

added value and thus greater benefits for the region than a mere assembly plant. Mayor Tomáš Macura also commented on the fact that the heads of companies in all Fields constantly complain of the lack of workers. According to the Mayor the real problem of unemployment is actually the 'voluntarily unemployed', i.e. those who are not actively looking for work.

The Mayor was also heard to comment, however, on a more positive note. The highest representative of the city said that Ostrava had been announced as the ninth most attractive city throughout Europe for investors. Ivo Vondrák also mentioned that VŠB-TUO had been declared as the best university in the Eastern Europe region, adding weight to the claims of international success.

Governor Miroslav Novák closed by confessing that the transformation from mining to modern industry producing added value is a long process, spanning generations to come. The conclusion of the debate, however, was clear: That Ostrava is much friendlier than its reputation makes people believe.

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TEXT: Michal Benatzky  
PHOTO: Vrtule Club

# The Moravia-Silesia region has a strong base of Patriots

One of the problems which our region has faced in recent years is people moving away in search of success in other parts of the country – and not only the younger generation. This is despite Ostrava no longer being a dirty old town with terrible air pollution. There are interesting events and a lot of interesting projects have seen the light of day here. MSK Patriots is one of those projects and in April it met for the sixth time in the civic centre Akord in Ostrava.

The brains behind the project is a group of young activists working to improve the image of Ostrava. It's no coincidence that almost all of them graduated from the Technical University of Ostrava. All of them have spent some time abroad but insist "The grass is not greener there." So they hold meetings of Patriots MSK twice a year, where they present interesting and inspiring people, in order to pass their knowledge on. That Ostrava has many such personalities is proved by the fact that they have now had six meetings and the list hasn't yet been exhausted.

Patriots MSK got together for the first time in October 2013 and since then have met every six months. The inspiration for the project was the fact that a lot of people from the Moravian Region failed to identify a single local person who could be taken as an example. The prob-

lem, according to of one the founders, Tomáš Buchwaldek<sup>13</sup>, is that such people are unknown. That is why the project arose and in the years of its existence has built a base of patriots that has increased with every meeting. Among the speakers a number of graduates of the Technical University sparkled, including Lukáš Havlásek (Chief Operating Officer Netdevelo), Marta Nováková (director of U & U Sluno - IT firm), David Sventek (Director of the Office Regional Council), Jan Světlík (Member of the Board and director of the Vítkovice Holding Inc.) and the current rector of the university Professor Ivo Vondrák.

Meeting number six offered up a number of innovations. The first and most important of which is the creation of a networking registration system, by means of which each participant had the opportunity to get to know other enthusiastic patriots in advance. Even though it was absolutely packed in the foyer during the networking break, each participant received a name tag upon arrival, which speeded up the process of finding potential partners. Speakers at the sixth conference were: Darina Ermisová (Businesswoman with handbag company Darabags, which she began to sew during a high-risk pregnancy), Marek Kaleta alias Revolta (rapper fighting against drug use), Monika Žídková (Miss Europe 1995

and mayor of the town Kravaře), and Ivo Gondek (founder chain of confectioners Ollies). Another thing that was new was an application for smart phones which the audience could use to put questions to the speakers. The list of new things doesn't end there, as invitations to the sixth meeting were taken up by a number of prominent personalities of the Moravian-Silesian region. Among them Mayor of Ostrava Tomáš Macura and rectors of the three universities in our region. Spicing up the networking breaks was taken care of by a mini gastronomic festival, where presented gastronomic delights from Moravian-Silesian region were served up. Ice cream and cakes by Ollies, a specialist in Indian cuisine Spicebox and Ostrich Farm are just a taste of the rich gourmet selection.

Patriots in the Moravian-Silesian region are continually increasing, so the organizers are having to order bigger and bigger venues. The next meeting is scheduled for autumn, and along with it more news. Trends change and we can always believe that in the future the tables will turn and Ostrava will become a place teeming with business opportunities.

TEXT: Karolína Ondrušková<sup>15</sup>

PHOTO: Lucie Nohlová<sup>15</sup>





PATRIOT  
MS



# Subsidies are like a drug

He is young, has a clear vision and is following it. Economics faculty VŠB-TUO graduate Tomáš Buchwaldek's aim is to improve the image of the Moravian-Silesian region.

*Ing. Tomáš Buchwaldek<sup>13</sup> wants to show people that there are also good opportunities for starting a career or business here. He is the instigator of the project Patriots MSK, but also a portal for accounting "In the same boat", the initiative "Doing business without subsidies" and the company MTB Group, which advises companies and helps them get out of trouble. How he manages to do all that and what he thinks about the future of our region, we found out in the following interview.*

You studied at the Faculty of Economics. How has it been useful to you?

Recruiters in large companies always answer this question: "We take graduates because they are visible soft skills with them. They have been able to choose a goal a university degree, to achieve it through surmounting obstacles testing, and, moreover, they are able to learn." From school I was able to remember a lot in subjects that are usually hated, such as Microeconomics and Macroeconomics, because I like numbers. Working on my bachelor degree and thesis also helped me improve since I chose topics that interested me. Studying has also improved my time management.

While at university you worked for AIESEC (Student organization helping students to gain work experience). How did you manage to get everything done?

It's all about time management. I gave one hundred percent to both activities, study and work. It is not easy, but you have to learn to do it.

While you were a student did you have a clear idea about what you wanted to do?

AIESEC helped me clarify what I really I want. A three-month internship in Brazil also helped me a lot. I had the opportunity to work with corporations and I realized that such work is not for me. Large companies do everything for their employees, but then they get rid of them and after a couple of months they don't even know that that person worked for them. Moreover, I wouldn't have the chance to create any links. On my desk in the office I have a picture of a rocking chair and I often picture myself telling my grandchildren that I was involved in the transformation of our region. That is more important to me than earn-

“Twenty thousand crowns per month is sufficient to live on.”



ing salary in a corporation probably three times what I make. In my view twenty thousand crowns per month is sufficient to live on. Anything over twenty thousand is nice but not necessary. Not many people leave university with a clear idea about their future career, they don't teach you that. But I always knew I would rather set up my own business and take the path of independence and being your own boss, and the responsibility that goes with that.

Haven't you ever thought about leaving for Prague or even abroad?

A move to Prague is fine if you want to work in a specific profession for a big company, because our region doesn't provide these things. But if you want to be an entrepreneur, then Ostrava and Zlín are the best places to start up. Thanks to modern technology, today it does not matter where you are based, you can work from anywhere. And in our region there are much lower running costs.

You are behind many projects, all of which you have got off the ground without subsidies. How did you know, they would make a profit?

In this area our education is somewhat skewed. We are programmed so that first we think in numbers and financial models, how to make a living and so on. But I did not think along those lines, although I graduated from the Faculty of Economics. Our motto is that of Guy Kawasaki, who said that we should have one of three motivations: Either something is not working

“I don’t think about the hours I work or the rate of pay.”



and we want it change it; or something is working, but threatens to end; or we want to improve the quality life. You must start with one of these three motivations and only then you can start to think about how to sustain it financially. Money only comes into the equation at the second stage.

Why do you think it is important to run a business without subsidies?

Subsidies are like drugs. Once you start, can’t stop. It’s nice when money goes into your account basically without having to do anything. But then someone decides to cut off or at least reduce the supply and this opens the door for lobbying. Such a project has no value. Its success is not built on people’s urge to change something. The focus is shifted from the customer to clerks who decide whether a grant is approved.

Which projects are you currently directly involved in and can you pinpoint one that means the most to you?

The project closest to my heart at the moment is definitely Patriots. Right now I’m very busy with the executive committee of Havířov floorball club, who have just been promoted the first division. The club is in financial difficulties so we need to get money from somewhere. Another project which we’re looking for finance for is the Patriot magazine. We are also developing one HR company and restructuring another company in Ostrava. These are currently my four main projects that I’m working on. Others are able to

function without me now, because I’ve got capable people running them.

You must be very busy, but you obviously enjoy it...

Yes, and that is precisely the difference. I take my work as a calling and do not think about the hours I work or the rate of pay.

Wherein, do you think, lies the problem with emigration from our region?

I think the main reason is the region’s image. I feel that it is elusive and intangible, but everyone says it. Paradoxically, that people move away and don’t see any future here the opportunity is part of their make-up. There is also a historical factor. Before coal mining started in the region, it wasn’t very densely populated. Thanks to in-

dustry a lot of moved here and when it ends they leave again. Which is perfectly normal, logical. What’s more, when we look at the figures, we see that this settlement has been very successful. Compared to the number of people who arrive, the amount who have departed is relatively very low. But it’s seen in a negative light, so it’s all a matter of perspective.

The Patriots project began in 2013, do you think that has contributed to the regeneration the region?

I hope so. But we also have tangible results and positive feedback, both in regional and international entrepreneurship. There is even the case of Mr Buksa investing in drinking water in Ghana together with someone whom he met thanks to the Patriots meetings.





“My mission is to show good examples.”



The project has been covered by Forbes, which is a very good reference for us. I think we all need someone to look up to. When I was young I had a picture of Jaromír Jágr on my bedroom wall.

How is the project coming along?

We have gone from eighty guests at the first meeting to four hundred. We want to move things forward with every get-together. We plan to have the networking site improved by the next session and we're already preparing local meetings in Nový Jičín and in Třinec. Another objective is to get a thousand subscribers of the new magazine Patriot.

Where do you get contacts for potential speakers?

We get recommendations, references, people write to tell us who they would like to see. People said that we hold a couple of meetings and that would be it, because there wouldn't be enough people. On the contrary, we now have a waiting list.

Will you appear as a speaker?

I do not think so, I would rather leave that to others. It should be someone who has achieved something. My job is to present figures who are good examples.

How do you see the future of the Moravia-Silesian region?

We'll turn it into the Czech Bavaria!

**Ing. Tomáš Buchvaldek**<sup>15</sup> was born in 1988 in Havířov and after leaving his local high school, went to Ostrava where he studied management at Faculty of Economics VSB-TUO. Even as a student devoted a lot of his time and effort to working for the student organization AIESEC and worked his way up to the national leadership in Prague, where he lived for one year. The highlight was a three-month internship in Brazil. After returning to the Czech Republic he conceived the project MSK patriots, whose aim is to involve and inspire young people to improve the image of the region. He also started an accounting business - Portal Nastejnelodi.cz, launched the initiative Podnikamebezdotaci.cz and through the corporation MTB Group restructures companies and provides business consultancy. He also serves on the executive committee of Havířov floorball Club.

TEXT: Karolína Ondrušková<sup>15</sup>

PHOTO: Lucie Nohlová<sup>15</sup>,

Archives of Tomáš Buchvaldek<sup>15</sup>



What's  
happeni

# behind the scenes at the university?

## DEAN IVO HLAVATÝ HAS RETAINED HIS POSITION FOR A SECOND TERM

The new dean of the Faculty of Mechanical Engineering elected in March is the old one, doc. Ing. Ivo Hlavatý, Ph.D. As he says himself, he doesn't expect it such a tough beginning as in 2012, when he was elected for the first time, but there are some new issues affecting us, the biggest in the form of the amendment to the Higher Education Act. His agenda is built on points such as the improvement of teaching by using larger scale instrumentation, the introduction of courses taught in English, support for the mobility not just of students, but also of teachers. In the future he would like to set up the option of a double-degree program and continue the marketing activities of the faculty, which significantly contributes to its higher profile and also increase the interest of students in courses here. The quality of teaching is directly proportional to the quality of faculty staff. The dean is also keen to continue the development and the professional growth of staff.

## THE ECONOMICS FACULTY HAS A NEW DEAN

A change in leadership came about at the Economics faculty. Prof. Dr. Ing. Dana Dluhošová has been replaced as the dean by prof. Dr. Ing. Zdeněk Zmeškal. The Election took place in February, but the new dean's term didn't begin until May. Among his agenda he mentioned that he would like to keep Professorship and habilitation, would improve the qualification structure of academics, continuously upgrade the content of each field as well as give accreditation to new branches. A part of internationalization he would like to implement full foreign language teaching for foreign students and develop an international environment at the faculty. Last but not least, his program includes the forth-coming and much discussed reconstruction of the Economics faculty building, which the new Dean would like to bring to a successful conclusion.



## A SOCIALLY RESPONSIBLE VŠB – TECHNICAL UNIVERSITY OSTRAVA

The idea of socially responsible companies was coined by Tomáš Baťa and is very topical. Technical University of Ostrava recognizes the importance of this issue, and therefore won this year in the competition for social responsibility for 2015. The award was presented to the vice-rector Jaromir Gottvald by the Moravian-Silesian Region representative Miroslav Novák on April 5<sup>th</sup> at the Clarion Congress Hotel in Ostrava.

This year was the eighth and a record 70 candidates from the ranks of private companies, municipalities and public sector entities. In the very last category, which was further subdivided according to the number of employees, in the section for public sector organizations over 50 employees was the VSB-TUO. The university was praised most for business support for students through the 'entrepreneur incubator' and for organizing the largest employment fair in the Moravian-Silesian region Careers Plus.

## THE CHALLENGE IS TAKEN UP: THE UNIVERSITY IS GIVING BLOOD

You can never have too much and this is particularly the case with blood. "Take up the challenge and give blood" was launched on April 16 at a party at the club Alexandria Loď and the Economics Faculty of the Technical University of Ostrava was present and accepted the blood donation challenge. The patron of the project is the rector of VŠB-TUO Ivo Vondrák.

The aim of the event is to increase blood supply at the University Hospital Ostrava and the association IFMSA (International Federation of Students Association) took it under its wing. The first mass donation of blood was made on April 28<sup>th</sup> by students of OSU medical faculty. Then, using shared a photo they nominated the next faculty. The project will work like the famous "bucket" challenge that ran on the Internet. The ultimate goal is for all faculties of both universities in Ostrava to donate blood. The Faculty of Economics is nominated as the first from the VSB-TUO. Conducted by student organization Sokolská33.cz, which or-



ganizes blood donation at the Faculty of Economics, students went to the University hospital on Monday, May 30. Who will be nominated next?

## THANK YOU, BOYS!

The third year of the annual Ostrava ice hockey derby was dominated by players from the Technical University of Ostrava, beating a selection from OSU 4:2. The match was played on March 23<sup>rd</sup> in a sold out RT TORAX Arena in Ostrava-Poruba. The event was opened by the rectors of the two universities and the

atmosphere was absolutely 'riveting'. Both teams this year included and female players from Karviná ice hockey club. Our team started three Extraliga players for Vitkovice: Petr Kolouch, Lukáš Kovář a Marek Bail. Alongside the match there was a host of other activities including as the parade from the campus to the rink and the sale of T-shirts and sweatshirts of each university, which then divided the sports hall into two sets of fans. Thanks go to our team for the victory and we are confident that the series will be extended next year.



**OUR UNIVERSITY PARTICIPATING IN FAMELAB**

The name FameLab doesn't ring a bell? It is an international competition in popularizing science, which is not very well known in Czech waters, but abroad is seen as a kind of Science Superstar. Petr Pavlík<sup>12</sup> from the Faculty of Mechanical Engineering managed to reach the top ten in the Czech Republic.

Each competitor has three minutes to present a problem and propose a solution, throughout which they can use props. Petr Pavlík presented research into breaking down waste using pyrolysis, specifically focusing on tetra-packs (beverage containers). After they are thrown away they end up in the paper mill, which removes the paper, but the rest (plastic, aluminum, a plastic base) is not used. It is through pyrolysis, as Peter shows, that aluminum can be separated, which can subsequently be recycled.

**MANAGERS OF THE YEAR ARE ONCE AGAIN FROM EKF**

For the third consecutive time students from the Economics Faculty of VSB-TUO were victorious in the Manager of the Year competition. Veronika Rusková, Jana Běčáková and Lukáš Tomíček took the first three places, beating off fifty other students from five universities in the Czech Republic. This year was the twenty third time that the prestigious competition has been held and was no different in devoting a section to



university students. They had to prepare a ten-page essay on one of two topics: the development of new technology and the future of the young generation; or the Cybernetic Revolution (Industry 4.0 / IoT) and its influence on society.

Veronika and Jana chose the first topic, bringing them first and second place, whereas Lukáš was placed third with his work dealing with the Cyber revolution.

**AN UNUSUAL FOOTBALL MATCH ON ACADEMIC SOIL**

Think of football, and what comes to mind is a green pitch and a load of men running around after a ball. But it's not just about running, but also about communication with your teammates. So how do you play if you're deaf? Players from the university football league had the chance to find out on Friday, March

18th when they enjoyed an unusual match against a team from sports club for the deaf SportNES Ostrava. Players from the VŠB league were keen to take part in the match and the eleven was picked from several teams : Nezkušené holčičky (Inexperienced girls), Světový Výběr (World XI), Liverpool FC, Čelzí FC, Pobřeží kocoviny (Pobřeží slonoviny means the Ivory Coast; kocoviny means hangovers), and others. Apart from a whistle the match referee had to bring a special flag, which indicates a break in play. The Baňská league XI eventually ran out winners, with the score 3-1.

TEXT: Karolína Ondrušková<sup>15</sup>  
 PHOTO: Archives of VŠB-TUO,  
 Petr Pavlík<sup>12</sup>,  
 ice hockey derby, IFMSA a BFL  
 SOURCE: Press releases of VŠB-TUO





# faculty

The state exams are over and done with.  
What else went on at the faculties?



# The mining and geology faculty's campaign was a big hit



The oldest faculty VŠB - Technical University of Ostrava faced a daunting task this year- to halt the decline in applicants for study. Therefore they went to designers from the creative group Actionplease, who came up with the original campaign, "The Future has depth." With a website of the same name they were successful, not only among potential students, but also in the world of advertising – a panel of expert judges awarded it silver in the prestigious advertising competition Nutcracker.

The statuette, which is, to put it simply, the Czech Oscar of advertising, deservedly decorates the office of the creators. The website of the campaign has no equal among university internet sites. It has great depth yet is clear at the same time. The browser moves through four worlds, which represent the group of

offered disciplines. The journey starts in space, which represents the future of mining industries, and concludes with a potential candidate making an application in the Earth's core.

The campaign 'The future has depth' is shown in two clever clips. In the first the viewer finds himself at an international mining site on the moon with the miners. The video shows the future of mining, which is not only speculative, but backed up by a lot of research in space and intense preparation by mining companies. The other video "World of waste" takes the viewer to the year 2050, when the world is, as the name suggests, cluttered by heaps of waste. People spend their time the same as today, only they don't unfold their picnic blanket in the park, but on a landfill site and couples kiss through gas masks. The spot wittily points out the lack of experts in the field

of waste treatment to attract applicants to study environmental subjects.

The campaign has gone some way to changing the public's perception of the faculty for the better, although, given the media storm surrounding the closing of OKD, it is not going to be easy. In addition to awards in advertising Competition Nutcracker campaign, HGF boasts feedback from the media, focusing on PR and marketing, for example, Media Guru or Mediář. Showing that The mining and geology faculty is not just about mining and geology is a long process, but currently the faculty is receiving favourable responses from the media, prospective students and industrial partners alike. [www.budoucnostmahlobku.cz](http://www.budoucnostmahlobku.cz)

TEXT: Mgr. Kristina Neničková  
PHOTO: Archives of The mining and geology faculty

# The faculty of metallurgy and material engineering managed to sell a patent

**The faculty of Metallurgy and Material Engineering (hereinafter FMME) can boast the creation and subsequent sale of a patent and working model to a private entity.**

Adéla Macháčková<sup>01</sup>, Zuzana Klečková, Radim Kocich from FMME and Milan Mihola from the faculty of machinery worked on a heat exchanger which uses waste heat produced during fuel combustion, thus preventing its loss. The heat exchanger can heat water with the waste heat for use in winter months, for example. The hot water may also be used for cooling, using an absorption unit for keeping down the temperature of production space. The exchanger is

already used by a commercial entity and it is part of the energy of the whole enterprise - thus contributing to energy self-sufficiency and reducing the impact on the environment.

## Microturbines driving everything

The Faculty of Metallurgy and Materials Engineering has had Microturbines since 2008 and were the first ever installed on academic premises and the second in the Czech Republic. The first microturbine has been working without a hitch for more than 10 years at MTH in Kolín supplying heat to the adjacent housing estate. Microturbines have successfully replaced the traditional

combustion engines. The facility is ecological and technically and structurally simpler. Microturbines have been used as a cogeneration (Resp. Three-generation) unit particularly for power generation. Because it lacked the water supply required for full utilization of waste heat, which would give it good thermal insulating parameters, experts from FMME and FS designed and built the heat exchanger. A functional prototype of the heat exchanger is part of the microturbine and it is situated in the laboratory at FMME. Development of the equipment took two years.

TEXT: Barbora Urbanovská  
PHOTO: Archives of FMME



# The faculty of machinery showed off the second prototype of their Formula Student

Wednesday, March 23<sup>rd</sup>, 2016 was the date and the premises of VSB - Technical University Ostrava for the Christening of the second prototype of Formula Student. The demonstration was the culmination of 12 months work by student on the construction of a vehicle. The car will compete in the 2016 racing season in the category of student formulas in Italy and Hungary. It christened in the morning in the new auditorium of the Technical University of Ostrava.

“With the second prototype of the formula the students succeeded in reducing overall vehicle weight and improving dynamic properties thanks to the transition to electronic shifting. Modifications were made to the undercarriage, the power unit and the exhaust system,” said Aleš Slíva<sup>97</sup>, Director of the Institute of Transport and Jakub Šmiraus<sup>11</sup> from the Institute of Transport at the Faculty of Mechanical Engineering VŠB-TUO. The two are faculty representatives of the project.

Visitors of the event could see the second prototype of the formula, which students managed to construct in just 12 months. It differs from the previous version mainly in the chassis which its creators particularly wanted to improve regarding its properties and reduce its weight, which they achieved through the use of different materials, such as magnesium alloys and aluminum and by improving the shape of components.

“Formula now makes use of an electronic gearbox operated from under the steering wheel, which improves dynamic acceleration of the vehicle. We varnished the seat ourselves, made a new chassis wing formula from a new com-



posite developed in the workshop with carbon components, customized the engine, redeveloped the exhaust system and reduced the number of gears. We also managed to reduce the overall vehicle weight, the exact figure, however, remains a secret, because it will change again before first races still. The weight of the first vehicle was about 290 kg,” said Jakub Měsíček, captain of the team and a student at the Faculty of Mechanical Engineering Technical University of Ostrava. Formula Student will race in the 2016 Formula season with events taking place in Italy and Hungary. Almost 50 students have been involved in the development of the vehicle - including one woman - from the faculties spanning the whole university. They are either involved directly in the development and construction of the formulas or working together to tackle development issues in the form of undergraduate and postgraduate theses.

“The Christening of the formula is the

latest in a series of events promoting fields of study at the Technical University of Ostrava with excellent prospects. Last year, for example, Day of formulas was put on, aimed at primary and secondary school pupils. Formula has also been on display at NATO Days and open days. Children from the Trinec Youth Centre have also been to look at the making of the vehicle,” said Rector of the University Ivo Vondrák, who is the patron of the project.

The official Christening of Formula Student, otherwise known as ‘rollout’, took place on March 23<sup>rd</sup> at 10 am in the auditorium with representatives of the university and management of the Faculty of Mechanical Engineering as well as nearly 30 partners of the project in attendance.

TEXT: Petra Polesová<sup>16</sup>  
PHOTO: Archives of FS

# HR Academy Courses at the Faculty of Economics



**The Faculty of Economics has got together with industry experts to bring courses in the field of management of people. They all come under the name HR Academy. They are taught exclusively by specialists in the field with extensive experience of the industry in domestic and foreign companies. Guarantor of the courses is Rostya Gordon-Smith, who ranks among the fifty best recruiters in the world.**

The courses are structured based on a survey of the needs of people who work in the field HR (eg. They need to develop their teams or themselves in their job) and executives (eg. how to communicate properly with the personnel department). Just looking at who is giving the lectures you can see that they have been organised with the idea of global

experience and local needs in mind.

We offer three courses, namely HR Academy I, II and HR Academy Course in Management of People for line managers. Participants of courses are university students of all branches and employees of companies and institutions.

For students the course HR Academy includes a three-month work experience programme in a company in the field. The company and student can arrange between themselves eg. whether the student will attend one, two or three days week, or whether they are to work on a specific project. Since the start of the scheme in autumn 2013 nine students have been taken on by companies thanks to the work of the above internship and, of course, due to the fact that their work could be wit-

nessed by the companies in question. Not only students of the Economics faculty, but more and more students of technical fields have been enrolling on the courses.

On completion of the course students receive a certificate issued by the Faculty of Economics VŠB-TUO under the auspices of the Confederation of Industry of the Czech Republic, which is the main partner of the project and is also the official partner of the faculty. In June this year the tenth run of HR Academy draws to a close, while another is already being preparing for the next academic year. More information can be found at [www.ekf.vsb.cz/hra](http://www.ekf.vsb.cz/hra).

TEXT: Eva Králíková  
PHOTO: Tereza Kulihová<sup>00</sup>

# FEE's Extracurricular Activities

The Faculty of Electrical Engineering and Information Technology (Hereinafter FEE) are making a concerted effort to supplement the education of young people in fields such as robotics, cybernetics and alternative energy resources and other technical disciplines. Extra-curricular activities organized by the faculty, are the only ones of their kind, certainly in the region, possibly in the whole of the Czech Republic.

The idea of focusing on activities related to the concept of what technology is, and what interesting and attractive possibilities it covers, is certainly not alien to our university. For example, the Department of Cybernetics and Biomedical Engineering has had competitive activities for young people in the areas of robotics, cybernetics and alternative energy sources for a long time now. Of course, we can't all study and follow careers in technically oriented disciplines. But for those who are technically minded there are very few opportunities to develop their knowledge and practical skills in schools. Indeed, too much theory and not enough hands-on practical examples are what puts pupils and students off technical disciplines.

The unique concept of learning laboratories for free time allows for teaching in an interactive and fun way, with the possibility of implementing practical training for learners at every level of education. The lab is equipped with individual workstations fitted out with modern measuring devices, such as laboratory sources, signal generators, oscilloscopes, multimeters, electrical kits for teaching the basics of electricity and electronics, a construction kit for learning about programming and management, Lego Mindstorms EV3, a complete set of sensors for measuring physical properties, teaching kits with programmable LOGO, SIMATIC PLCs 1200 model railway with digital controls or development tools and soldering electronics, including development software EAGLE. The software



installed in the software labs includes Robotci, EV3, NXT, LabView, SCRATCH C-SHARP EAGLE, TIA-PORTAL, ControlWeb and Visual Studio. The main requirement for participation in the activities is a desire to get involved, learn and improve your skills in technical areas. Fees, thanks to the financial FEE contribution are only nominal or voluntary, so children from less affluent families can also enroll. In addition to university tutors, several students of the faculty also teach the extracurricular lessons.

Taking into account the experience gained it can be said that a significant number of young people are interested in technology, but that there are only very few opportunities in the education process and leisure activities where this potential can be nurtured. Maybe also because teenagers largely tend eventually to move towards non-technical fields. This year the FEE have begun to organize the activities even for children and young people who suffer from Asperger syndrome. Teaching autistic children and adolescents is not easy for teachers, but, despite these difficulties, all concerned are putting in a lot of effort and seeking to provide participants with interesting, entertaining instruction in technical disciplines.

Organisation of the activities is demanding not only technically and administratively, but also needs staffing and funding. At the moment there are around 30 'Cybernetics and young developers' run-

ning, for young people from more than 6 elementary schools and 12 secondary schools, with more than 200 children able to participate this year. There was a similar number of participants the previous year. Teaching methods and topics are individually chosen to suit the age and experience of the participants. The sessions take place once a fortnight and last 180 minutes, so that they manage to finish what they start by the end of the lesson.

The free-time activities that the FEE implements is one of the possible ways for producing a technically-educated population. Now as in the future far more technically-educated professionals are needed. They should delight in innovation, research and development new technologies, which, of course, bring a high added value. The university, or rather the faculty has taken the initiative in the promotion of regular education of the young generation, with the promise of arousing interest in all things technical.

Information on activities organized by VŠB -TUO for the public can visit the website <http://www.zlepsisitechniku.cz/>. Information directly concerning Cybernetics and young developers can be seen on the website <http://krouzkykybernetiky.vsb.cz/>.

TEXT: Renáta Mostýnová  
PHOTO: Archives of FEE

# FAST put on this year's Míchačka

**Thursday, March 3<sup>rd</sup>, passed off in a spirit of fun and games at the Faculty of Civil Engineering Technical University of Ostrava (hereinafter FAST) good competitions. As in previous years, with the support of the dean of FAST the Student Chamber of Academic Senate put on the entertainment event Míchačka.**

That Míchačka is very popular with students, academics and graduates of FAST was evidenced by the large attendance. As usual Míchačka 2016 was held on the premises of the FAST gym. A diverse afternoon of events awaited visitors, who were entertained by teams of four representing different fields of study taught at FAST competing.

Every year teams compete in four disciplines, in which they demonstrate their creativity, manual dexterity and other abilities. It's not just the winning, get-

ting silverware, enjoying yourself and impressing the judges and colleagues that matters, but also presenting your field of study in the best possible light and inspiring future students to choose your subject.

As every year, the 2016 event two disciplines that the competitors knew about and two that were kept secret. The traditional favourites are humorous short sketches, where competitors showcase their subject to the Míchačka audience. Using manual skill, originality and imagination (which has no limits) teams demonstrate, in a further known-about-in-advance discipline, models that describe their individual study disciplines.

All that the teams had at their disposal were some geotextiles and binding wire, with every team having the same amount. During proceedings competitors were informed of the two secret

disciplines. In the first the most important thing was speed – a drinking relay; in the second also height of construction – a house of cards.

The whole tournament was overseen and judged by a panel jury, the members being the Dean of FAST, prof. Ing. Radim Čajka, CSc., PhD., Chairman AS FAST, Ing. Leopold Hudeček, Ph.D., Ph.D.<sup>04</sup>, President of SK AS Technical University, Ing. Jana Labudková<sup>14</sup> and deputy SUS Ostrava, Karolína Skopalová. The highest points total was collected by a team representing the field of study Building materials and diagnostics of buildings, bringing the 'Mixer Challenge Cup' to their trophy cabinet. After the awards ceremony, with prizes going to the top three teams, the entertainment was taken care of by GTD band.

TEXT: Ameir Omar<sup>08</sup>  
PHOTO: Archives of FAST



# Students of **FBI** practised crisis management

**The first international student exercise in crisis management was held on the premises of VŠB - Technical University of Ostrava. It was attended by students of the Faculty of Safety Engineering and Institute National Security Academy Pomorski Słupsk (Poland). The joint exercise is one of the activities in a cooperation agreement made by the universities. More specifically, they practiced cross-border cooperation in the emergency case of floods.**

The students practiced occupied emergency teams - the crisis staff of the municipality with extended scope Bohumín, (hereinafter "the Crisis Staff ORP"), and the crisis staff of the county Słupsk. Passing on information about the flood situation and assessing it under local conditions for which bilateral assistance is required and other measures were trained. The exercises on both sides of the border were attended by 25 students and lasted 4 hours. It is essential to mention that the district Słupsk is situated on Baltic Coast at a distance of about 500 km from Ostrava as the crow flies. It required a slight geographic modification making it possible to create a border district Słupsk neighbouring Moravian-Silesian region. The Oder River was then able to flow through Słupsk.

The theme of the exercise was the intense rainfall in northeast Moravia and the adjacent territories of Poland, after which the basin reached saturation point and the rivers burst their banks. In many places in the Moravian region meetings were held by the flood commission. On the Oder River in Bohumín a level III flood was declared. The water level Oder continued to rise. A centennial flood was expected. The governor MSR announced a state of emergency in the affected territories. He convened a task force of the region. The mayor of ORP Bohumín declared the start of exer-

cise sessions of the Crisis Staff ORP Bohumín. 4<sup>th</sup> year students of Emergency Planning and Crisis Management became members of the Standing Working Group (SPS) set up by the Crisis Staff.

After the initial meeting of the Crisis Staff ORP, the situation in Bohumín was evaluated as critical. The part of Bohumín called Vrbice was flooded. The runnels of Vrbice had been damaged. The water level of Vrbické Lake increased by 1 metre. Vrbice was accessible only via the D1 motorway. There was flooding in further parts of the administrative district of ORP Bohumín. The branch of the Czech Hydrometeorological Institute in Ostrava and water management office Povodí Odry both predicted further deterioration of the river basin. Culmination on the Oder was not expected.

Student SPS had an array of tasks ahead of them. It was necessary to deal with, in particular, the evacuation of 150 patients, 60 of whom infirm, from the hospital in Old Bohumín, maintain the supply of electricity to Bohumín – Pudlov, pass on information from the Czech Hydrometeorological Institute about the flow 1815 (m<sup>3</sup> / s) in Bohumín to the Flood Crisis Staff of county Słupsk. The

Polish side requested 5,000 sandbags, a message was sent about the situation for the Crisis Staff of the Moravian-Silesian region, there was a request for the release of 20 trucks from Poland for transportation of soil for building flood defenses, an SOS for help in finding 5 people when their raft overturned on the Odra river and preparation of a conference by the ORP Bohumín mayor on the situation in administrative district ORP.

It should be noted that it was not always possible to implement all tasks without any problems. But that's what it is like in the real world. You learn from experience.

Let's remember that during the exercise the results of the security research project "Simulation Process Crisis management in the system of lifelong education IRS bodies and organs public administration", were also verified by the investigator of the Civil Protection Department.

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TEXT: Doc. Ing. Vilém Adamec, Ph.D. and the team of the Department of Protection of the population  
PHOTO: Archives of authors





## Doc. Vlákno to attract young people to study technical disciplines

VŠB – Technical University Ostrava (VŠB-TUO) started campaign 19<sup>th</sup> January to improve the image and raise awareness of the university beyond the Moravian-Silesian region.

The campaign kicked off with the music video movie “Doc. Vlákno - Hey lamo!” which uses overstatement to combat the bad name associated with Ostrava and the study of technical disciplines.

The aim of the campaign is to increase awareness of the university outside the Moravian-Silesian region. “We are no longer just a regional university. In the prestigious international ranking The Times Higher Education we were rated the best university in the Czech Republic, we were able to build

the 40<sup>th</sup> s most powerful supercomputer in the world, and our campus is one of the largest in Central Europe”, explains Rector of VŠB-TUO Ivo Vondrák. “Apart from mining and geology offers, for example, nanotechnology, supercomputing, security engineering and many other programs not available elsewhere in the Czech Republic,” added the Rector.

The campaign is also meant to improve image of the University and of the city of Ostrava. “Our research shows that

52% of our freshers think that coal mining is still the defining symbol of Ostrava. Over 60% have the feeling that Ostrava is not a safe place. These are figures that we have to change,” says Klára Janoušková, Chancellor of the University. “We also want to show that, although the study of technical subjects is perceived as challenging, graduates with a degree in this field have a good chance of finding employment. This factor is important for more than 80% of our first years,” Janoušková bring the statistics to a close.



“Because we target technical high school students we wanted a video clip with the potential to spread. Nowadays young people, whom we primarily targeting, don’t watch TV or other news media. Most of their free-time is spent on social networks, such as Facebook or YouTube,” explains Blanka Markova, head of external University Relations. She also elaborates the main claim of the campaign We’ll give you the fiber for success: “We’re saying that Technical University of Ostrava provides its students with the facilities opportunity to achieve almost anything. While still doing your degree you can take advantage of our business incubator, try out the supercomputer, participate in student projects such as the development of electric vehicles.”

The instigators of the campaign are Vladimír Skórka and Dimitros Vlasakudis. The face of the campaign is associate professor Vlákno (fiber), played by actor Michal Kavalčík, best known to the public as Ruda from Ostrava. “The campaign is very tongue-in-cheek. We worked on the idea that everyone, even Ruda from Ostrava, would like to be like Vlákno, who can build an electric car, plays games on the supercomputer, is applauded by the President Obama and can afford to turn down offers from the best companies,” comments director of the clip for the university Vladimír Skórka. “He’s successful because the Technical University of Ostrava has provided him with quality education. Of course we have exaggerated, but we also want to show what a wide range of opportunities students of Ostrava Technical University have.”

Actor Michal Kavalčík, who created the new character for VŠB-TUO, “Associate Professor Vlákno” is completely different to his most famous persona Ruda, and was chosen partly because he is linked with Ostrava, but also because he is known in the whole of the Czech Republic. In the clip he is not Ruda from Ostrava but an entirely new creation “Doc. Vlákno”. The controversial figure of Ruda from Ostrava is then used rather in a negative sense, as an example of someone in an unenviable position. He did not study engineering at the Technical University, and therefore does not have as good prospects

as someone who did (Ruda dishes out soup in the university canteen).

The campaign We’ll give you the fiber for success includes not only the music video but also a new website [www.docvlakno.cz](http://www.docvlakno.cz), an online game and

works.

TEXT: Petra Polesová<sup>16</sup>  
 PHOTO: Petr Sznapka  
 SOURCE: Press Releases of Technical University of Ostrava



## The figures for the campaign

/as of May 10, 2016/



169.069 viewings



38000 + 7500 + 31000 = 76500 views



web [www.docvlakno.cz](http://www.docvlakno.cz)  
 11201 visits

6 months of preparation

4 days of shooting

30 people on the staff

spacesuit from NASA

120 students and staff

1 broken fujara

the smallest participant – dog Hrášek

The clip can be viewed on YouTube at <https://www.youtube.com/watch?v=K1k-bgj5aNo>.

wide-ranging support on social net-



# Ostrava needs to work on **selling** itself

*This sentiment, along with others, was expressed in an interview with Vladimír Skórka BSc.<sup>02</sup> who is living proof that work outside ones field may also bring success. Although he studied biotechnology, he has worked in the world of advertising and production for several years. The successful artist's name can be found at the top of the credits of a series of advertising campaigns, including the one for the Technical University, but he is also the creator of a television programme Pečený Sněhulák. In the interview he told us how studying Biotechnology helped in advertising and why Ostrava needs to improve its image.*



You studied biotechnology at the Technical University, but at the moment you operate in a very different world. How did you go from biotechnology into directing and producing in media?

After graduating, I was considering where to study, and because I enjoyed biology, I chose this particular field. During my studies, I had a band, I started working in radio and eventually also had my own TV program. The creative world of "Showbiz" grabbed me. But I don't like to leave anything unfinished, so I completed my studies. Moreover, a lot of technical know-how that I learned has been useful in my work. Often I have to work out how to make special effects and it's important to know the physical nature of the individual processes, and how certain materials behave, so that in the manipulated reality of film things are believable.

You say about yourself that you're an idea-maker. Where do you get inspiration for all your projects?

Everyone has the ability to be creative. It's only a matter of freeing the imagination and thinking differently than normal. Then it is necessary to look back to see whether the idea can be used and in practice. If I returned to my field of study, academics, a good example is theoretical physicists, when they are carrying out research they also

decide to consider in a completely different way. They devise a theory, though it must also stand up mathematically. The creativity is not just down to me, I've got a whole team of people around me. During brainstorming we try to sort out the wheat from the chaff.

You mentioned a team of people and I know that you work closely with Dimitri Vlasakudise, do you think it is true that two heads are better than one?

I like the people around me. Family and friends are most important to me. In work it's not so simple. Two heads can be better than one, but sometimes it's a case of too many cooks spoil the broth. Dimitri and I are friends, partners, but we can also be frank, say certain things on the level and before it's too late.

You have penned a number of programs: Baked Snowman, Sabotage, The Czech Republic can withstand anything. These programs mainly combine satire and irony, do you think that is what the Czechs enjoy?

First of all, I would like to emphasize that all the aforementioned programs were made together with a team of other creative people, I would certainly not have been able to do it alone. As far as what Czechs enjoy, certainly it's true, otherwise Česká Soda would never

have become a legend. Czech people are like Švejk, always against everything, we can see it in relation to the European Union and politics in general. On the other hand I love ironic humor, several times its application has cost me friends. Therefore, I decided that I would do it professionally and then people would hopefully excuse me. We forgive surgeons who cut us open because we know that they're doing their job (laughs). Plus I get it out of my system at work and so I leave my friends in peace. I found that this was just the type of creation that is close to my heart. And people are at their best when they are doing precisely that.

You appear in some of your programs. Is filming as much fun as the finished picture on television?

People often have misconceptions about the acting profession. Just the idea that you're doing what you enjoy is great. What's more, time spent on the set with people from a similar mould is also enjoyable. However, none of that is possible without preparation. For example, for one day playing a part an actor needs to spend at least one day learning the lines. When I direct, I need at least three days rehearsing with cast and crew and the production team needs, say, a week to prepare for filming. For one

day of 'fun' several days of responsible work are necessary, including drawing up contracts and adding up columns so that all finances are in order. Then my schizophrenia also comes into play. Because I only do projects that I think up and implement myself, it also means higher overheads, as I want to have the job as aesthetically good as possible, so I spend as much money on it as is necessary. This in turn means that I earn less, so I'm cross with myself for not doing it differently.

As a creator of entertainment programs and advertising campaigns you must thoroughly know your audience. What do you consider to be a typical Czech viewer?

I would definitely separate advertising from original work. In advertising I have to select a specific part of the audience, consider a target group and find the best way to reach that group. The advertising industry is evolving rapidly and Ostrava is a little provincial place, where some trends arrive when they are no longer effective. In contrast, original production is different. Either I want to have as many spectators as possible and bend over backwards to please them, or say that I want to do what pleases me and they can either take it or leave it. The second approach has probably less chance of financial success, but then again, when someone comes up with something different, it stands out, so there's the possibility of it becoming a phenomenon, and

enjoy more success.

One of your most recent assignments was the Campaign for Technical University. Who came up with the idea for Associate doc. Vlákno?

Dimitri and I needed to adjust Michael Kavalčík's public image (Ruda from Ostrava), whom the university had chosen to appear in the clip. We thought over how such a representative of the institute should look and so we turned him into alterego doc. Vlákno. He is a successful graduate, who returned to the university, works with modern technology and is a little eccentric.

Do you know about any results yet? Some criticism has been voiced ...

The university itself has a lot of opponents, they will always criticize. The more controversial the campaign, and the more unorthodox the figure of Vlákno, the more they will wind up the critics. Nowadays this is perfectly normal. Space where people can express their views is great and virtually anyone get access to it. As far as the evaluation of the success is concerned, the key lies in three phases. The first is clip, which was time consuming and financially demanding and it was only a way of getting people, potential students to visit internet campaign for the Technical University that Dimitri and I had put together. Sixteen thousand people found out about the university via the clip and learned that it is doing great projects, which, in my

view, is really important. Previously each faculty had promoted only individually. The final phase is the application itself. If it is sent in, how many, and whether the subsequent courses offered appeal. But that is not our job.

The trend is for young people to leave MS Region and go to work in other cities. Yet you have remained here. Why?

Hard to say. I left school quite some time ago and at that time it never occurred to me to leave. For my work there was no need to leave. I do not have the feeling that I've missed anything, but if an interesting offer came along, I'd certainly think about it. There is greater potential for advertising work in Prague. What's more, I've got experience of working in the capital. I broadcasted once a week on Europe Two and I found that things are not so much bigger in Prague, whether it be radio or something else. Depopulation of the region is a big problem, however which may backfire on Ostrava. The fault lies with the town, in my opinion, because it's not cleaning up its image. Even twenty years after the closure of shafts, Ostrava is still seen as a mining town, where both the dialect and behavior is short. Since then, no one has come up with anything new. Representatives of the city should work on selling Ostrava. Another big problem is financial remuneration. In lots of professions you receive 30% more in other counties for the same work, which, justifiably makes people angry.



**Ing. Vladimír Skórka<sup>02</sup>** is a producer, director and idea-maker. In 2002 he graduated from VŠB-TUO with a degree in Biotechnology. He has worked in advertising for more than ten years. He started his career when still at university, guesting on a radio station Helax (later Europe 2). He also became co-author of a series of programs: Česko snese všecko for iDnes.cz, Pečený Sněhulák and Sabotáž for Czech Television. With a colleague Dimitri Vlasakudisem created Company Skórka Creatiave, which is behind many successful Campaigns need for Avon, Czech industrial insurance and VSB-TUO.

TEXT: Karolína Ondrušková<sup>15</sup>  
PHOTO: Petr Sznepka

# Inter-generational get-together 18<sup>th</sup> June 2016 / Campus of VŠB-TUO

Is there a tradition in your family to go to VŠB? Did your grandad/mum, dad/mum study here, is your son/daughter or maybe grandchildren discovering technology? You're just the kind of person we want to invite.



Because you are the heart of our history!

## IS THERE A TRADITION IN YOUR FAMILY TO GO TO VŠB?

This year will be the first time that we have organized inter-generational meetings of graduates and their families. The purpose of the event is to show that the VŠB-TUO is also a university with a family tradition of studying there, meet up with graduates who, in the spirit of generations of family, form the heart of the history of the university.

We invite all these graduates to join in the event in order to learn and have a good time. The first generational alumni meeting will be held on the 18<sup>th</sup> June 2016 from 14 pm on campus in Ostrava - u "kruhovky" (Building C) whatever the weather.

## WHAT CAN YOU EXPECT?

Come and experience the unusual event in the spirit of tradition and enjoy a nice family afternoon with a barbecue, meeting with the heads of the university and entertainment, which involves all members of your family.

Bartending skills, competitions between family groups, tours of the campus in a horse-drawn carriage, interesting attractions and promotions and much more. There will also be delicious food and drink, you can try popcorn, cotton candy and other goodies made by Technical University of Ostrava. Every graduate will be issued with a graduate card Technical University of Ostrava, giving them full benefits with the University and partners and more than seven hundred other commercial entities, completely free.

## WHO IS THE EVENT FOR?

All graduates that have at least one family member who studied or is studying at Technical University of Ostrava in a direct and indirect line (that means grandparents, parents, children, grandchildren, siblings, aunts, uncles, cousins, guardians and foster family members) are invited to the meeting.

Do you have children or grandchildren who you want to show where you spent your student years and what the university can offer them? Bring them with you! Your partners are welcome, too!



## HOW TO REGISTER:

If you are interested in attending the event register on [alumni@vsb.cz](mailto:alumni@vsb.cz). Please provide the following information:

- The number of people who will be attending the event with you,
- subscriber identification (name and family bond), who are graduates - To obtain the free graduate card, registration is required on graduate site Alumni Technical University of Ostrava.

## ENTRY FEE

200CZK per person, children under 15 years of entry free. The price includes food and drink. And this is how it will work: On arrival you'll receive a voucher, which will entitle you to a delicious grilled delicacy and a drink of your choice. Graduates will also receive a graduate card completely free of charge.

TEXT: Lucie Holešinská<sup>09</sup>  
PHOTO: Denisa Vlková, Ivana Kunová



Registration to the event necessary.  
More at [alumni.vsb.cz](http://alumni.vsb.cz)

# The graduate card is full of benefits and waiting for you to pick it up!

As a student you enjoyed a host of benefits and discounts. Why not extend that after graduation?



We bring you graduate card VŠB-TUO Full of interesting benefits provided by the university, its partners, and more than seven hundred other commercial entities within the license program alive.

Identify yourself with your university and enjoy what is available only to you!

## THE GRADUATE CARD PROVIDES THREE TYPES OF BENEFIT

### UNIVERSITY

Your graduate status never expires. The validity of the card for the university benefits is also unlimited license and

doesn't need to be renewed.

### PARTNERSHIP

Valid according to supply and no need to renew.

### ALIVE BENEFITS

The program ALIVE discounts valid throughout the country from card issuance to end calendar year and the following year. After the validity of the license alive is possible to extend using a revalidation stamp. License renewal is not a condition of the further use of the card for the university and partner benefits. This bonus program is provided by GTS Alive, Ltd.

**APPLY FOR YOUR GRADUATE CARD NOW.**

**SIMPLE TO ORDER ONLINE AT**  
[alumni.vsb.cz/cs/karta-absolventa/](http://alumni.vsb.cz/cs/karta-absolventa/)

**INFORMATION IS AVAILABLE AT**  
[alumni.vsb.cz](http://alumni.vsb.cz)

**YOUR QUESTIONS CAN BE ANSWERED**  
[alumni@vsb.cz](mailto:alumni@vsb.cz)

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TEXT: Lucie Holešinská<sup>09</sup>  
 PHOTO: Petr Sznepka



## How to get the card in five steps

- 1) Registration on the graduate website Alumni Technical University of Ostrava
- 2) Login on your profile
- 3) Request tab in the My Alumni
- 4) Simple online payment
- 5) Pick up in person / by post

## Graduate card for free?

We appreciate the excellent academic results. For Red Diploma You get my graduate card as a gift. \*

\* Valid for graduates from 2016 when submitting the application within six months of graduation. Enjoy the benefits because you are a graduate of Technical University of Ostrava

## Enjoy the benefits because you are a graduate of Technical University of Ostrava

### University BENEFITS

#### FREE VŠB-TUO LIBRARY MEMBERSHIP

Do you want to use the services of the university library after graduation? With the graduate card you have access to information sources free of charge. [knihovna.vsb.cz](http://knihovna.vsb.cz)



#### ONLINE WHEREEVER EDUROAM IS

Be online whenever you are on campus. Use Wi-Fi network EDUROAM and surf the Internet not only at the Technical University, but also at other Universities in the Czech Republic and across Europe.



#### EVEN CLOSER TO THE STARS

Visit the Planetarium in Ostrava for a special price and enjoy an out-of-this-world experience gazing at the star-lit sky in a theater dome during performances and the tour Experimentária. [www.planetariumostrava.cz](http://www.planetariumostrava.cz)



#### LIFE-LONG LEARNING AT A LOWER PRICE

The Life-long Learning Centre VŠB-TUO offers 10% discount on short-term and requalification courses.

[kurzy.vsb.cz](http://kurzy.vsb.cz)



#### PHOTOCOPYING, PRINTING AND SCANNING AT THE UNIVERSITY

Use the graduate card. Just make sure it has credit and then just have it scanned by the devices situated throughout the university.

#### USE THE GRADUATE CARD FOR SPORTS TRAINING COURSES

Department of Physical Education and Sport invites graduate card holders to come and join in seasonal training courses that are on offer.

[sportovnikurzy.vsb.cz](http://sportovnikurzy.vsb.cz)



#### STAY IN HOTEL GARNI WITH 5% DISCOUNT

Take advantage of a 5% discount on accommodation, including breakfast, at the three-star Hotel Garni on the campus.

[hotelvsb.cz](http://hotelvsb.cz)



#### IT'S NEVER TOO LATE TO LEARN WITH U3V

Take advantage of 10% discount at faculties (HGF, FMME, EKF, FS, FBI) on education as part of the university's 3rd Age Technical University of Ostrava.

[www.vsb.cz/cs/uchazeci/u3v](http://www.vsb.cz/cs/uchazeci/u3v)



#### GAIN ACCESS TO MS OFFICE ONLINE

Obtain Office 365 license, which gives you online data storage up to 1 TB package Web Apps - the online version of Office products.



#### LET EVERYBODY KNOW THAT YOU'RE A GRADUATE OF VŠB-TUO

There's a 15% discount on the purchase of promotional merchandise of Alumni Technical University of Ostrava for events put on for graduates.



Identify yourself with your alma mater and  
get more!



## Partnership BENEFITS

### SPORT FOR FUN WITH THE SWANKY TEAM

Swanky offers up to 20% discount on sports activities for children and adults. Choose from inline skating, skateboarding or active suburban summer camp. [www.swanky.cz](http://www.swanky.cz)



### DISCOUNT ON JANÁČEK PHILHARMONIC CONCERTS

Get discounts on concerts by the Janáček Philharmonic Orchestra of 30%. The concessions apply to concert cycles A, B, C, D, E and K. The reduction also applies to subscriptions. [www.jfo.cz](http://www.jfo.cz)



### REDUCTIONS ON SUMMER HOLIDAY WITH TRAVEL AGENT ČEDOK

Take advantage of a wide range of residential stays and sightseeing tours at a discount of 500CZK on air travel and 300CZK on coach tours. Discounts can be combined with early purchase and last minute. [www.cedok.cz](http://www.cedok.cz)



### PUPPET THEATRE FOR ALL AGES WITH CONCESSIONS

Ostrava Puppet Theatre offers 20% discount on performances for children and adults alike. [www.dlo-ostlava.cz](http://www.dlo-ostlava.cz)



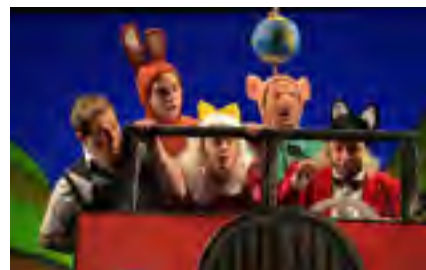
### POP IN TO CAFÉ MALEDA AND SHOP ONLINE FOR LESS

Enjoy a sit-down and a coffee in the pleasant surroundings of Maleda VSB-TUO and other places or discover the benefits of online shopping. All this with a 10% discount. [www.maleda.cz](http://www.maleda.cz)



### VISIT THEATRE PETR BEZRUČ AND SAVE ON YOUR TICKET PRICE

Go to cult performances, new repertoire, comedies or dramas with a 20% discount. [www.bezruc.cz](http://www.bezruc.cz)



### RELAX IN MOUNTAIN HOTEL ČELADENKA

Take advantage of accommodation packages with your family and enjoy the comfortable accommodation, forest spa and much more in themed surroundings of Čeladenka in Čeladna. [www.celadenka.cz](http://www.celadenka.cz)



## Alive BENEFITS

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Discover the benefits for traveling, transportation, culture, education, relaxation and more with the Alive card. An overview of discounts can be found at [www.alive.cz](http://www.alive.cz)



# Career week at VŠB-TUO

**In the last week of June recent graduates and students VŠB-TUO have the unique opportunity to visit Career Week, get a clear idea of your career path and how to follow it and so make entering the job market a smoother process.**

At VSB-TUO there is systematic support for students and graduates in terms of entry on the job market after graduation. Career Center VSB-TUO offers seminars and workshops, coaching, consultation on CV, personality testing and creating professional-looking photographs for your resumé all year round. It also includes a job fair Career Opportunities PLUS, held every year in March, which features more than a hundred of the most interesting employers.

**Career Week takes the best of the Career Centre and Opportunity PLUS.** Recent graduates who haven't yet decided where they want to be employed have a unique opportunity to work on their careers from June 27<sup>th</sup> to July 1<sup>st</sup> in Building D in Ostrava Poruba and talk face-to-face with professionals from companies.

Career Week has many interesting events to choose from. On the open-

ing day, June 27<sup>th</sup>, visitors can prepare for a **STRESS-FREE INTERVIEW**. They can try a dummy job interview, both in Czech and in English, have their CV and LinkedIn profile checked, test their language skills or attend practical workshops with topics: how to put together a CV, how to prepare for a job interview, do not be afraid to be different, practical advice for an interview. All run by experts in the field – e.g. Gabriela Wojacková from the company Kvados.

The second day of Career Week is called **WORKSHOP DAY**. From 9am to 1pm there are workshops entitled: ACCA Business Challenge, Generation Y and Generation Z: will I like company X?, Personal Brand - sell your own brand on the labor market, Be a LinkedIn star: tips and tricks on how to master this network, and Assessment Center. All of these workshops are under the guidance of experts from participating companies, too.

The third day of Career Week is the career center of Technical University of Ostrava **SERVICES TASTER**. On this day particular attention is paid to individual consultations about CVs and coaching.

On the fourth and fifth day give recent graduates can go on an excursion to a

company, where a rich itinerary is laid on. Participating companies include Brose, ČEZ Inc., Grafton, Siemens, OKIN, Moneta Money Bank, PwC, NetDirect, MSA and the Bank Česká spořitelna.

The main aim of this event is to increase the employability of graduates in the Moravian-Silesian region. Therefore, when creating Career Week we approached companies that have headquarters or at least a branch in the region. Our vision links with that of the ABSL association, which is also involved in the whole event.

Career Week has much more to offer than what we can mention here, so we encourage candidates to explore the website of Career Centre Technical University of Ostrava and follow us on Facebook Careers PLUS. At the end of All visitors to the Career Week will go into a draw to win fantastic prizes (MP4, external storage drive and other great prizes).

The entire event Career Week is free for students and graduates of VŠB - Technical University of Ostrava, but it is necessary to register in advance online at [www.vsb.cz/kariernicentrum](http://www.vsb.cz/kariernicentrum).

TEXT: Alice Šustková





# Start your career in shared business services!

## **BUSINESS SERVICES: 35 000 NEW JOBS IN 4 YEARS**

Under the term center for shared business services, many imagine just a large open space full of telephone operators who sell insurance or investments in mutual funds. But the reality is completely different. The Czech centers for customers worldwide provide services in the areas of business processes, such as finance, human resources, IT, communications, marketing, customer support or research and development. It is qualified work, for which expert knowledge and good language skills are important. According to statistics from ABSL, the association of companies in the field of shared business services, up to 73% of employees in the sector have higher education. Not experienced employees, but also university graduates have a chance of getting a good job here. But only those who speak foreign languages very well. English is taken as standard, it's an advantage if you have knowledge of other European languages. The reasons are clear: the vast majority of centers cater clients from Western Europe, the exceptions, how-

ever, are clients from South American and Middle East countries.

## **ABOVE STANDARD DEMANDS, ABOVE STANDARD CONDITIONS**

For good knowledge of foreign languages job seekers in this sector can gain formidable benefits in addition to an interesting salary. According to surveys benefits most valued by employees are those in the form of courses, training and opportunities for continuing professional education and development. The possibility of partial work from home, luncheon vouchers or contributions to sport activities are also welcomed. And what do employees appreciate most about their work? The fact that it offers them great professional development and that it is creative. It suits them that they are part of an international team and they love the dynamism that such a multicultural environment often generates.

## **BUSINESS SERVICES ARE FLOURISHING IN THE CZECH REPUBLIC**

There over 180 centers of shared cor-

porate services currently operating in the Czech Republic. For 2015 their collective turnover was 75 billion Czech crowns, which represents approximately 1.5% of GDP in the Czech Republic and they currently employ 65,000 people. For comparison - similarly large number of employees, for example, work for the Home Office or the three largest private employers in the Czech Republic, which, according to the CSO, are Kaufland, Skoda Cars and Agrofert. Employers in this sector are based mostly in large cities like Prague, Brno, and Ostrava. The boom, however, can be seen, for example, in Olomouc, Hradec Králové and Pilsen. Because the vast majority of existing centers are planning to expand in the near future and preparing to open new centers, it is expected that by 2020 up to 100,000 people will work in this industry. So it opens up new career options, for which university students could start preparing now. By learning another foreign language, for example.

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TEXT: Petr Podlipný, ABSL  
PHOTO: Archives of ABSL

# Songs are an indispensable part of entertainment and education



*Ing. Miroslav Šmíd was born in the village Hrušky, near Slavkov, and at the age of fifteen, he came to work and study in Ostrava. Thanks to his tenaciousness and a desire to get an education he completed his high school diploma and graduated in 1953 from the Mining and Geology Faculty of Technical University of Ostrava. In addition to working in the mining industry he devoted his time to culture and was present at the foundation of the cultural ensemble Slezskoostravský Sedmička. The songs, which have been sung not only by the seven, can be found in a compilation in the Mining archives entitled Songs and Stories of Postwar Ostrava. What drove him and how he remembers his youth, he reveals in the following interview.*

You were born in the time known as the 'First Republic'. What was your childhood like?

I was born into a poor family in Hrušky, where I was also brought up. My parents were very intelligent and I inherited that intelligence from them. My father realized that I was suited aesthetic work and from primary school he sent me to the lyceum in Bučovice. Unfortunately at that time

my mother fell seriously ill, and because the school had to be paid for, after two years I had to transfer from the grammar school to the comprehensive school. I stood out from the other children there like a sore thumb.

What memory do you most associate with to your childhood in Hrušky?

I met the best president that the Czech and Slovak Republics have ever had, in fact the best president in the whole of Europe, Tomas Garrigue Masaryk. Even at the time I appreciated the encounter, but not as much as I appreciate it today. Not until after World War II and other events did I realized how important a meeting it was. Masaryk was a person that people generally liked, even though he didn't give us any material goods. On one of his trips to Brno he visited our primary school, it was huge event for the whole of Hrušky. I was in the second grade, I was seven years old. Our teacher entrusted me with reciting a poem for the President: "Our Papa Masaryk, pictured here, us children promise obedience and love. We will never fight, we will just play nicely, so you will like us

all, Papa." I then shook hands with the President and he said, "Young man, and you others, just remember this well." And I remember it to this day. What brought me to Ostrava? Recruiters from the Ostrava-Karviná mines, then called the Carboniferous Mines of Count Johann Wilczek, came to our comprehensive school. The headmaster knew that education mattered to me and my family, and so he picked me out. The 'reason' for me to go to Ostrava, was education, that, according to him, I could get in Ostrava. But it was really just an excuse. The Germans were fighting - and losing - the war, which meant that they needed coal. They recruit mining apprentices from schools. But I had no idea, of course. I just thought I could complete my studies, and so I signed up.

What were your feelings on arriving in the Moravian-Silesian metropolis?

Ostrava at that time was seen as second only to Prague as a city of vice. Mom took my departure really hard and my dad looked me in the eyes and advised me not to do anything that I would be ashamed of afterwards. Even when I arrived I still thought that I had come to be educated. But I started as a mining apprentice, which I only found out later. The first year we were taught only above ground. We also went to the heap where we learned to use a shovel - to dig as effectively as possible. Then we were divided up and I went to the pit Michálek. Once a week we had day release, which was about the level of today's elementary school. The Germans began teaching mining apprentices in 1941, in Ostrava it started in 1942 and I was among the first trainees.

Eventually, you studied at the Technical University, what was it like?

Even before I started at the Technical University of Ostrava, I had successfully completed my training as a miner in 1945. Then followed the two-year log

mining technical college, which was of a very high level. The fees for studying were paid by the mining company. Alone and with the help of books I was preparing for the final exams. The government introduced a one-year access course in Frenštát and I was one of the few there who passed. Not until a few years later, in 1949, I joined the Technical University, to do a four-year degree. I studied mainly for the sake of education and also for my parents, who I wanted to help out of poverty. While doing higher education I encountered a more progressive culture and I really liked it.

Culture then accompanied you throughout your life. You were present at the birth of the legendary group, Slezskoostravská Sedmička, what led you to establish it?

I'm not directly one of the founders, because I joined two months after its establishment. I had heard their songs a lot and I really liked them. That's why I joined. They voted me cultural advisor and then chairman, which I was for 50 years. A few of us still get together occasionally.

With Slezskoostravská Sedmička you also participated in various competitions, what's the biggest success you managed?

The biggest success was definitely in 1950, when we won the Central Round Creativity competition in three disciplines, and singing, band and choral recitation. Thanks to this success, I had the opportunity to go to Finland for five weeks. During my stay I realized that in Finland people were not much

“Ostrava was seen as second only to Prague as a city of vice.”



better off, but the mentality of the local people made a big impression on me. Despite living in poverty, they believed in a better future, and look where they are today.

You put together an anthology of Sedmička work called Songs and Stories of Postwar Ostrava. What motivated you to apply for permission?

I asked people around me, what they thought of my idea, and I met with various opinions. In the end I finally decided to go ahead with the collection, because my belief that there would be interest won through. I have indeed been proved right by the fact that you sometimes hear these songs far beyond the Ostrava Region. A further argument was my experience from my youth, when songs were an indispensable part of not only entertainment but also upbringing. The songs show a true picture of the period in which they arose and everyone who reads them will get an idea of the history of this part of the country from Liberation until the present day.

Which of the songs was the biggest hit?

Without a doubt *Zpívej, Ostravo, sláva*. When it was played by Radio Ostrava, other stations turned off their own program and listened to Ostrava.

Ing. Miroslav Šmíd was born in the village Hrušky, near Slavkov, and at the age of fifteen, he came to work and study in Ostrava. Thanks to his tenaciousness and a desire to get an education he completed his high school diploma and graduated in 1953 from the Mining and Geology Faculty of Technical University of Ostrava. In addition to working in the mining industry he devoted his time to culture and was present at the foundation of the cultural ensemble Slezskoostravský Sedmička. As its chief songwriter and president he participated in many competitions and won many awards. Last year he published a collection mining songs and tales from postwar Ostrava. In the world of work Miroslav Smíd was also successful. He worked in the Scientific Coal Research Institute Radvanice, where he dealt with the issue outbursts of coal and gas in coal mining. He collaborated with partners from Germany, Belgium, France and Great Britain.

TEXT: Karolína Ondrušková<sup>15</sup>  
PHOTO: Jakub Čubík<sup>11</sup>

# VŠB-TUO to have their own stage at Street Festival as well as Colours of Ostrava



The start of the holidays will be packed with festivals in Ostrava and VSB - Technical University is preparing a host of surprises for visitors.

As part of the festival of the streets, which will take place in the center of Ostrava 8<sup>th</sup> and 9<sup>th</sup> July, VŠB - Technical University Ostrava will lay on accompanying schedule of events in the cinema Vesmír on Zahradní in cooperation with the gallery Industrial. You can look forward to interesting discussions and talks by Erasmus students about their experiences abroad. Daniel Šácha will tell you about his life in Japan. There will also be a look at Ostrava through the eyes of engineering students. Is it really as black as people claim? Do they go to Stodolní or Vrtule? In the foyer of the cinema there will also be screenings of student films and videos of Pavel Klega<sup>11</sup> and his 'round the world hitchhik-

ing trip. Pavel is a proud graduate of the Technical University of Ostrava, specifically the Faculty of Electrical Engineering and Computer Science. Alumni Network, which keeps our graduates in touch, will also be represented at the festival. Don't forget to come to the stand for a free pint! You'll find the coupon at the bottom of this page. Student associations and the Business Incubator of the Technical University of Ostrava will be presenting their work. Science and technology popularizers will have stands in front of the building, and prepare experiments, puzzles and games for kids of all ages. We will build a giant jenga tower, produce our own electricity and ride on special bikes. In the Industrial Gallery there will be a laser maze, creative workshops, music and refreshments. The Vesmír events will run on Friday from 4:00 until 7:00pm and Saturday from 10:00am until 6:00pm.

The Technical University of Ostrava is actively participating in the festivals Meltingpot and Colours of Ostrava, which will take place concurrently in the Lower Vitkovice from Tuesday, July 12<sup>th</sup> to Sunday July 17<sup>th</sup>. Meltingpot workshop scene July 12<sup>th</sup> from 10:00am will be in the hands of scientists from the Technical University of Ostrava in the compressor room of the mine Hlubina. Enjoy performances by SMOKE-MAN, finalist in the popularization competition FameLab Petr Pavlík<sup>12</sup>,

Jana Kukutschová<sup>107</sup> from the Center of nanotechnologies, presentation "elektrokrásky" Student-Car, and more. Talking at the festival Meltingpot will be world famous personalities such as Nobel Prize winner for chemistry Daniel Shechtman and writer Robert Fulghum, plus a leading economist, whose name will not yet be revealed.

Colours of Ostrava festival-goers will be able to come to take a break in the University Zone, which will be linked with the presentation stand of the city of Ostrava. Solar chargers for mobile phones, a popcorn maker, a giant puzzle, gyroscopes and other technical gadgets and clever toys will be available during the festival. Find us just to the left of the main stage at the festival.

But the end of "Colours" does not mean the end of summer in Ostrava. In August, the city center comes alive with an Olympic park built to coincide with the holding of the Olympic Games in Rio de Janeiro. From August 5 to August 21 the center of Ostrava will be full of sports activities and live broadcasts from the Olympics. And we'll be there. The Technical University of Ostrava is not just about science and education, is also synonymous with entertainment, culture and sport.

TEXT: Blanka Marková

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