HOMECOMING 2011 ISSUE
FAVOURITE TV DAD
ALAN THICKE
REMEMBERING 9/11

VANDANA SHIVA TAKES ON THE WORLD
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I was working as managing editor for one of the American Heart Association (AHA) medical journals, Stroke, when I first heard the news of the 9/11 attacks.

We were in daily contact with the AHA head office in Dallas and Lippincott, Williams & Wilkins (LWW), our publishers in Baltimore, from our basement office in the Siebens-Drake Building on Western’s campus. Our basic science satellite office was located at Massachusetts General Hospital in Boston, the city where two of the planes took off from that fateful day 10 years ago.

We heard shortly after 9 a.m. from our colleagues in the United States that “America is under attack.” We weren’t sure what that meant.

When travel did resume, it was cautious and slow. It seemed impossible.

The Weekly Gazette, one of the security officers asked if I had a pair of scissors in my bag. I had learned my lesson and answered ‘no.’ However, she was insistent that I did and called over a manager. I kept denying I did, while casting nervous glances left to the U.S. Army guard in the other hotel freebees like shampoo and soap. I told her she could keep it when she offered to return it to me. No need to repeat that experience.

Inside these pages and online at www.alumnigazette.ca

THESE SCISSORS COULDN’T CUT THE TENSION

I have just read your Editor’s Notebook and would like to point out another graduate of Western that did well in business and other institutions. I strongly agree with your comments about respect and support of individuals.

Jacob Slonim arrived here shortly after I joined Western as an assistant professor of Clinical Nutrition. He and his family stayed with us for a few days until he and his wife and infant son got settled. Over the years we got to know and appreciate the family.

I did a Google search for Jacob Slonim, and was amazed to see how many times and met several of the people mentioned in your articles without realizing their Western backgrounds.
JOAN McARTHUR-BLAIR, BA’77 (ENGLISH)

Western student. I worked most nights at the information desk in the UCC just to afford to stay and, of course, I spent an appropriate amount of time in the Elbow Room after work. That said, Western began for me a journey of discovering the world, discovering myself and realizing that life is always there in the next moment to be grasped and experienced for all it is worth.

I studied English because I loved words and still do. At Western I met powerful women who were craving new roles for women in the world and they opened my eyes to what was possible. Women like Margaret Laurence who I met when she was there, I assume, as a writer in residence. I remember sitting in her office and listening to her talk about writing and having the honour of her reading my young and untrained words. At Western, I became someone and that becoming led me through 25 plus years in the Canadian Community College system championing learners’ dreams of a better life. I came to understand that education is all that matters: to know, to imagine, and to understand is the foundation of everything positive we long for in our society.

My real education began at Western, a very foreign place for a rural girl without much knowledge of the world. Western took me in however, and I learned and worked and started on a journey that has led me around the world, through a doctorate, into the power of education and steeped in me the quest to know. Recently, I retired from being a college president and returned to my first love, writing. I am working on a book on education leadership, a subject very removed from what I thought I would write when I sat with Margaret Laurence. I think if my mother were alive she would be proud that I still wear the ring that represents her simple belief that I could do anything. I am not sure the ring will last another 35 years but for now I slip it on every day and simply wonder what I might possibly learn today.

(Richard Warman, Ottawa)

RICHARD WARMAN

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LABATT'S HISTORY HOME AT WESTERN ARCHIVES

With what will certainly become the cornerstone of its archive collection, The University of Western Ontario recently welcomed the documented history of the Labatt Brewing Company, bringing together more than 160 years of one of Canada's most significant collections of historic corporate materials.

The Labatt Brewing Company Archival Collection, valued at more than $5.7 million, is now the largest single gift housed in the Archives and Research Collection Centre at the D. B. Weldon Library, joining similar such documents from Canadian Tire in the ever-growing business-related archival records already stored at Western.

“I think it’s safe to say this has put Western in the forefront of Canadian business archives, there is no question,” says Robin Keirstead, Western archivist. “Just with the sheer amount of information, its richness and the fact that now, in some areas, people will be able to come to us and see what we possess.”

Until four years ago, the material Labatt’s gathered since its founding in 1847, along with materials collected via acquisitions of smaller Canadian breweries over the years – resided in thousands upon thousands of boxes, drawers and filing cabinets across the country. Project Dusty, affectionately branded by Labatt’s, brought those disparate pieces together. The company, along with professional archivists and volunteers, gathered, catalogued, itemized and organized virtually all its replaceable corporate documents.

“It’s partly just the sheer volume,” says Keirstead, adding the collection’s 2,600 boxes set side by side would stretch more than five TD Waterhouse football fields. Add to that another 50,000 photos and illustrations, along with thousands of audio and visual materials, and the enormity of the collection emerges.

Amongst some of the collection, the artifacts include John Labatt’s personal letter book (1883-1906) containing company correspondence; a brewery book (1884-1895) providing details of daily production and year-end summaries; a stereoscopic slide viewer (1956) used to train staff to identify aluminum can defects; draft minutes of the first Board of Directors meeting (1911); and the certificate of registration of the ‘Blue’ trademark.

The collection provides interesting details on key phases in Labatt’s corporate history, including the origins of John Labatt’s brewery in London, its growth into a national brewer and acquisition by Belgian-based Interbrew. Labatt’s also donated $500,000 to assist Western in digitising portions of the collection, which will help preserve and make key content of the collection more accessible.

WESTERN WELCOMES LARGEST FIRST-YEAR CLASS

The University of Western Ontario welcomes its biggest first-year class ever, as approximately 5,100 students arrive on campus this month. The number of confirmed acceptances came as a bit of a surprise, as the university projected its first-year enrolment to be 4,800 in 2011-12, an increase from the past target of 4,350 students. This also exceeds Western’s plan of increasing its first-year intake to 4,900 by 2013-14.

“This clearly, the acceptance rate exceeded our projections, even despite having made 600 fewer offers than we did last year,” says Janice Deakin, provost and vice-president (academic).

“In fact, we also raised our entering grade cut-off from 81 per cent to 82 per cent. This is a good news story because it demonstrates there’s demand for a Western degree from high-calibre students, all of which speaks to our university’s strong reputation.”

The programs that have seen increased enrolment growth include: management and organizational studies, health sciences, biological and medical science, and social sciences.

As part of its undergraduate enrolment expansion plans, Western aims to increase its first-year international student enrolment to 250 in 2011-12 from 146 students in 2010-11. “We do indeed anticipate we will meet the international enrolment target for 2011,” says Lori Gribbon, director, undergraduate recruitment and admissions.

BLYND HAVE ABILITY TO ‘ECHOLOCATE’

It is common knowledge that bats and dolphins echolocate, emitting bursts of sounds and then listening to the echoes that bounce back to detect objects. What is less well known is that people can echolocate, too. In fact, there are blind people who have learned to make clicks with their mouths and to use the returning echoes from those clicks to sense their surroundings. Some of these individuals are so adept at echolocation that they can use this skill to navigate unknown environments, and partake in activities such as mountain biking and basketball.

Researchers at Western’s Centre for Brain and Mind have recently shown that blind echolocation experts use what is normally the ‘visual’ part of their brain to process the clicks and echoes. The study, appearing recently in the scientific journal PLoS ONE, is the first to investigate the neural basis of natural human echolocation.

Senior author Mel Goodale, Canada Research Chair in Visual Neuroscience, and Director of the Centre for Brain and Mind, says, “It is clear echolocation enables blind people to do things otherwise thought to be impossible with vision. We can provide blind and visually-impaired people with a high degree of independence.”

Goodale and his team of researchers first made recordings of the clicks and their very faint echoes using tiny microphones in the ears of the blind echolocators as they stood outside and tried to identify different objects such as a car, a flag pole, and a tree. The researchers then played the recorded sounds back to the echolocators while their brain activity was being measured in Western’s state-of-the-art 3T functional magnetic resonance imaging (fMRI) brain scanner.

Remarkably, when the echolocation recordings were played back to the blind experts, not only did they perceive the objects based on the echoes, but they also showed activity in those areas of their brain that normally process visual information in sighted people.

According to Goodale, this research will provide a deeper understanding of brain function, particularly how the senses are processed and what happens neurologically when one sense is lost.

NEW DEAN OF LAW NAMED

While not from the world of academia, W. Iain Scott knows leadership is about appointing good people around you. Preparing for a five-year term as dean of the Faculty of Law as the school year begins, he is confident such guidance is already a part of the university structure. Scott, who recently retired from an eight-year term as the first-ever chair and chief executive officer of one of Canada’s largest law firms, McCarthy Tétrault LLP, succeeds Ian Holloway, who completed his second five-year term as dean this summer.

A graduate of Yale and Queen’s University, Scott specialized in commercial law from 1979 to 2002, developing an expertise in a financial restructuring and reorganization practice, acting for debtors, creditors and strategic investors involved in forest products, manufacturing, financial services, and telecom sectors. During his tenure as chair and CEO, Scott appointed and led a senior leadership team to oversee development of the firm’s strategic plan which focused on building the strengths of McCarthy Tétrault’s 600-plus lawyers and implementing a team-oriented approach to delivering exceptional legal services to the firm’s national client base.

TELLING THE WESTERN STORY

For the last year, Western has been engaged in a bit of self-refection: a rebranding process for the entire institution. This process has helped the university to understand how it can do a much better job of telling the Western story – highlighting the teaching and research occurring on campus and the impact that work has across the globe.

Following a competitive process, Hahn Smith was selected in May as the lead agency on the visual rebranding process. The Toronto-based firm has worked previously with the CBC, Whitney Museum of American Art and Art Gallery of Ontario, as well as higher education entities like the University of Toronto, Rotman School of Management and Harvard University Graduate School of Design.

From left: Brian Meehan, executive director, Museum London; Barry Remis, president, Labatt Canada; Amin Chakma, president and vice-chancellor, The University of Western Ontario. (Photo by Paul Myray)

Postdoctoral student Lore Thaler and Mel Goodale, Director, Centre for Brain and Mind. (Photo by Heather Trask)
DIGITIZING LIBRARY HOLDINGS

In Spring 2011, Amazon announced that sales of e-books through its Kindle service had surpassed sales of print books on Amazon.com. While e-books may seem like a recent technological development (the Kindle was introduced November 2007), they have actually been available for many years in the academic environment. Early English Books Online (EEBO), which provides the full-text of academic environment.

Caught by the sudden exodus of print books from deans and students will be sought in September, culminating with a consultation with Board of Governors later that month.

The electronic versions of these textbooks, part of the James Alexander and Ellen Rea Benson Special Collections, are available through the Shared Library Catalogue (www.lib.uwo.ca) and Internet Archive website (www.archive.org) for free download in a variety of e-formats. There is no shortage of possibilities for future digitization projects at Western Libraries which holds many unique treasures. The C.B. ’Bud’ Johnston Library (Business) has begun digitizing its historical Canadian Annual Report Collection using a grant from the technology company EMC. It is anticipated that the grant will cover part of the costs associated with digitization, which is an expensive undertaking. In addition to digitizing books, it is anticipated that the grant will help Western digitize other materials belonging to Western Libraries that have the potential to contribute to preserving the institutional memory of our university and research being undertaken

Throughout the summer, Hahn Smith representatives conducted workshops and interviews with faculty, staff, alumni and donors discussing the rebranding process. The input from deans and students will be sought in September, culminating with a consultation with Board of Governors later that month.

In addition, September will also feature an online survey to faculty, staff, students and alumni as well as ‘face-to-face’ ‘streeters’ with random individuals around the main campus. A website will launch in mid-September for members of the Western community to stay informed. Social media will also be utilized to provide another opportunity to share ideas. To connect with the process, visit

www.wlu.ca/gas
The seeds of alumna Vandana Shiva’s future were planted four decades ago in the thriving forests of the Garhwal Himalayas in Uttarakhand, India.

On March 24, 1974, generations of frustration over resource pillaging in that region culminated in a grassroots effort to save both trees and a way of life from disappearing. On that day, the women simply linked arms and refused to let go.

“This movement, called Chipko, which basically means ‘to embrace’ and ‘to hug’, was started by village women, totally spontaneously against the massive logging and deforestation that was taking place,” Shiva says. “They said, ‘We’re going to hug the trees and you will have to kill us all before you kill the trees. We’re going to put Gandhis into action.’”

The women were successful, sparking a change in government policy as well as inspiring generations of environmental activists across the globe. “I was born in that region of the Himalayas; I had seen the forests go, ‘ When this happened, I started to volunteer with this movement,”

Today, Shiva, PhD ’79, LLD ’02, remains a revolutionary of the highest order. Although not as well known in the Western hemisphere, her exploits are iconic in India garnering her praise as a leader of both the modern global environmental and women’s movements.

But if not for The University of Western Ontario, Shiva – and the planet – might have a different future.

Already the daughter of a forest conservator, her mother, who became a refugee upon the creation of Pakistan, rented her former government bureaucrat role and became a farmer. “We spent time between her farm and my dad’s job in the forest,” she says. “And both shaped us in a very important, very complementary way.”

She admits still coping with her those early lessons from home. “They never told us, ‘Do this, don’t do this.’ But they did tell us to follow our conscience and be fearless,” Shiva remembers.

“The highest power is your own conscience. No power outside. Of course, I have been brought up in Indian philosophy which said the power is to follow your conscience. ‘No, you just compute, just calculate. Don’t ask questions,’ Shiva says.

“How can you live a life doing the wrong thing because you might not be successful?”

Her initial training was in nuclear science, but she abandoned the pursuit after a conversation with her sister, a medical doctor. “She would ask me basic questions on the health issues and I would have no answer. I would say, ‘They don’t teach me that I felt I was being half educated, half trained,’ Shiva says.

“Every time I would ask a deeper question, I would be told by my guides, ‘No, you just compute, just calculate. Don’t ask questions,’ Shiva laughs. “I got into physics to understand the world and how it works, and if I can’t ask questions then I am not doing what I want to do.”
WE ASKED OUR NEW YORK ALUMNI TO SHARE THEIR PERSONAL REFLECTIONS OF THE IMPACT OF 9/11, ON THE 10TH ANNIVERSARY OF THE ATTACK. SOME OF THEIR ACCOUNTS APPEAR HERE AND ON OUR WEBSITE AT: WWW.ALMUNIGAZETTE.CA

REMEMBERING 9/11

By John Moore, BAY'92, DIP'93 (Political Science)

A PERSONAL ACCOUNT OF 9/11

From the moment I woke on Tuesday Sept. 11, 2001, I knew it wasn’t going to be a typical day.

At the time, I was living in Hoboken, NJ, directly across the river from lower Manhattan. My daily commute involved taking a train into the World Trade Center (WTC) station and then walking a few blocks to my office. The WTC was a part of my life – I shopped, ate and even watched movies there.

As a lawyer, my day started much later than the traders on Wall Street and I would normally pass through the WTC at about 9 a.m. That morning, after sleeping in, I heard a woman outside my window yelling about a building being on fire. I didn’t think too much of it but I did turn on my TV. Strangely, the only station working was one in Spanish which had a direct shot of the WTC and what appeared to be a small fire.

I immediately called my parents in Toronto. After turning on CNN, my mother confirmed that there was a plane crash. I told her that rather than taking the train today, I would take a commuter ferry to NYC and simply walk around the fire. After some back and forth, my mother pleaded for me to not go to work. I agreed with her, changed into shorts and a t-shirt, grabbed my camera and started to walk to a park across the Hudson River for a better view.

As I got closer, there were a lot of emergency vehicles on the street. I began to realize that this wasn’t a ‘small’ fire. At the exact moment that I walked into the park, the first tower of the World Trade Center started to collapse. As it crumbled, I stared in utter shock as a massive plume of smoke and debris rapidly spread into the city and river. I immediately sat on the ground and tried to process what had happened and to wrap my head in disbelief.

Instantly, random people held hands and formed circles of prayer. Others screamed expletives. As I looked across the river and as the debris subsided, I could see was one lone WTC tower – but not for long.

A short time later, U.S. Air Force jets buzzed the sky. It was comforting to see them and a few people cheered. But we were still very much in shock and had no clue what was really happening, nor did we understand the gravity of the situation, and the fact that these events would eventually result in such heavy losses of life and anguish for so many NYC would be changed forever.

Less than a week later, New Yorkers were allowed back into Lower Manhattan. It was an entirely different landscape. We took a ferry across the river as the train station was gone. As the boat passed the WTC, fires were still burning and toxic smells were ever present; no one said a word. We docked at the foot of Wall Street and immediately saw dozens of emergency personnel including army vehicles. It looked like a war zone. It just looked incredibly foreign.

The memories from that day will last a lifetime and still bring me chills. But a new era has begun. The new Freedom Tower is being built and the 9/11 Memorial Museum is near completion. Those lost will not be forgotten but life will continue as New Yorkers are known for their resolve and strength. Full account online at: www.alumnigazette.ca
I started my day under a clear blue sky on a crisp sunny Tuesday morning. This was an unusually busy morning for me that started at 6:30 a.m. with back-to-back meetings. The fact that today was Sept. 11 held no significance and the building across the street from where I got my coffee was not yet referred to as Ground Zero. Just like all the other bustling people around me that day, I was focused on my job and all the important tasks directly ahead of me. I was three weeks into my new position as branch manager and people were counting on me – nothing could imagine at that point could possibly distract or deter me from the busy day ahead. It was Manhattan’s financial district: we were all there to make money.

I was back at my desk on the 18th floor of the old AT&T building on the corner of Broadway and Cortland when the first plane hit the World Trade Center. I was sitting in a windowless room concentrating on an unpleasant classroom scheduling conflict. I finished responding to a client’s email and had just opened another when the news started breaking off from the top and crashing to the ground. “A small plane crashed into the tower,” someone said. “We moved across Church Street and got closer to the towers to discover that what we were looking at was not debris at all, but people.” We were watching people fall from 90 to 100 stories up. Everyone around us was horrified and asking the same question out loud: “Are those PEOPLE?” Nobody needed to answer.

My shaking intensified as I tried repeatedly to call our office on the 78th floor of the north tower, but there was no cell signal. My cousin worked there and I was panic stricken for him and his family of four kids. Within 45 minutes I learned that he was in the lobby of the WTC at the time of the attack and had made it out safely. I was relieved, but nothing I was seeing or hearing was registering with me properly that morning. I was disoriented and scared and while nearly 10 years have gone by I still feel the same sense of confusion when remembering that day. As I stood there struggling to deal with it all I still believed there had been a horrible mistake, a mechanical malfunction or perhaps human error. When I watched the second plane fly into the building, I thought ‘bomb.’

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For Michelle French’s complete account from 9/11, please visit: www.alumnigazette.ca
REMEMBERING RALPH GERHARDT (BA’92)

The following is reprinted with permission from the website in honour of Western alumnus Ralph Gerhardt, BA’92 (Economics), who lost his life at Tower 1 of the World Trade Center 10 years ago on Sep 11, 2001. This excerpt is from the eulogy that his father, Hans J. Gerhardt, delivered at a memorial service held at St. Paul’s Basilica, Toronto, on Oct 15, 2001.

Ralph called me on the 11th. At 8:52a.m. He was calm, but very serious. “Dad, something happened at the World Trade Center.”

A bomb or plane hit the building. I am okay. We are okay. I love you, but I have to go now. We are evacuating the building. Talk to you later.”

That call never came. Ralph was on the 105th Floor of Tower 1.

He was working there for Cantor Fitzgerald as Vice President of Derivatives for the past year and a half. Prior to that, he was working for them in the Toronto office.

Meeting with company officials and other grieving family members, and understanding the structure of the building and where the plane impacted.

We have come to the difficult conclusion that not one person from the company’s 773 employees nor anyone above the 91st floor, made it out alive.

This includes our son, Ralph, and his lady friend, Linda Luzzone, who also worked on the same floor.

We met Linda and we know that they had a wonderful relationship. Linda’s Dad had told me that Linda never looked happier than in the past months. We can only hope that they were together in their final moments.

We saw a lot of Ralph and Linda these past months.

As a matter of fact, they visited us in Toronto over the Labour Day weekend, and I visited them in New York the weekend prior. 

Helga talked daily with Ralph in New York and with Stephan in Washington, DC. And many times did I complain about that, seeing the monthly phone bill. Today, I am glad she did not listen to me! 

One never knows if or when you will see or talk to each other again. Ralph had that special quality in all of his relationships, to make every moment special. And to make it count.

In any family one tries to build a foundation of love and trust. One can’t see if one did achieve that goal until a crisis arises. Today this foundation is visible to us and to the world. 

Strangers have hugged us, gave us flowers, flags, Teddy Bears, prayed, and cried with us.

“We love New York.”

The full tribute to Ralph Gerhardt can be found at: ralphgerhardt.com

LEGACY OF WIND TUNNEL RESEARCH CONTINUES

BY HEATHER TRAVIS, BA’05

Western houses the first boundary-layer wind tunnel in the world to test human-made structures, such as buildings and bridges. Built in 1965, the first wind tunnel (BLWT’1) can test wind speeds up to 55 miles per hour. The second wind tunnel (BLWT’2), erected in 1984, can test wind speeds up to 100 miles per hour.

“We defined the field of wind engineering,” says Professor Peter King, BESC’73, MESC’78, PhD’04, Research Director of the Boundary Layer Wind Tunnel Laboratory. As a Grade 12 student in 1968, King was given behind-the-scenes access to Alan Davenport, DSc’01, BLWT’1 founding director. Davenport later became King’s mentor and advisor as he completed his master’s and PhD at Western.

“I was able to work on the CN Tower and the Sears Building in Chicago. The first bridge I was able to work on was the A. Murray Mackay Bridge in Halifax and that was when I was a summer student,” says King, who specializes in bridges. “That was really important because up until that time all bridges had been tested in aeronautical tunnels by people who had aeronautical background. (Davenport) was the one who said, ‘Don’t test bridges in smooth flow because the wind is turbulent.’”

The A. Murray Mackay Bridge was the first bridge in the world to be tested in a turbulent boundary layer wind flow. An outstanding lecturer and researcher, Davenport, who died in 2009, was able to bridge research and industry in the classroom by bringing real-world engineering problems to students and faculty to solve.

In early 1960s, Davenport was asked to participate in a study to define the wind loads for the tallest buildings in the world – the World Trade Center Tower in New York. Because Western didn’t have a wind tunnel, Davenport travelled to Colorado State University in 1964 to test models of the buildings in its newly constructed boundary layer wind tunnel (built in 1963). He also travelled to the Physical Laboratory in England to conduct tests on the towers. After jet-setting around the world to access boundary layer wind tunnels to complete his research, Davenport decided Western should have its own wind tunnel on site. He received a National Research Council of Canada grant to build the Boundary Layer Wind Tunnel. The wind tunnel was formally unveiled on Nov 25, 1965. And it has been history-making ever since.

Researchers were restricted in the size of models they could test in BLWT’1 because of the dimensions of the wind tunnel. Now, with BLWT’2, the group is able to test bigger and taller models under nearly two times the wind speeds and surface area. As well, BLWT’2 is a closed return tunnel, allowing the wind to loop through two parallel tunnel sections and can test smaller models at about a scale of 1/1500 and larger scale models, 1/250 in size.

Both wind tunnels are currently in use. In October 2010, the group put a model of the World Trade Centre PATH Terminal in New York to the test. Designed by Spanish architect Santiago Calatrava, the four-level transit hub resembling the shape of a dove’s wings will be built at Ground Zero as the access to the subway system. Averaging about 40-50 projects a year, “there are quite a few structures in the world that have Western’s stamp on it,” King says.
When you think of the War of 1812, what images come to mind? The White House burning? Native leaders like Tecumseh helping British troops defeat Americans? The only war Canada won against the USA? When double alumna and best-selling business author Beverly Behan, HB'81, LLB'81, LLD'12, she thinks “sexy.”

Behan has what many would call a dream career—she consults with boards of directors ranging from Fortune 500s to recent IPOs (Initial Public Offering) all over the world. In October, she will lead a two-day session for the Malaysian conference in Central America. She has worked with more than 100 boards—primarily public companies in the United States and Canada—over the past 15 years. Her new book Great Companies Deserve Great Boards: A CEO’s Guide to the Boardroom (Palgrave Macmillan) debuted at No.1 on the Globe & Mail’s business bestseller list earlier this year.

Before I knew it, the entire script was finished and when I showed it to a lesser extent, Tecumseh. It frankly amazed me that nobody had ever used this as the basis of a movie. With the 200th anniversary of the invasion of Niagara during the War of 1812—Laura Secord, Isaac Brock, to a more of the local lore of 1812, more than she learned in school from the dry pages of history texts. That’s when a new, non-business idea hatched: a screenplay on the War of 1812. There were so many wonderful characters interwoven with the invasion of Niagara during the War of 1812—Laura Secord, Isaac Brock, to a lesser extent, Tecumseh. It frankly amazed me that nobody had ever used this as the basis of a movie. With the 200th anniversary of the invasion of Niagara during the War of 1812 coming up next year, I decided that it was high time to create something like this.”

Behan doesn’t mess around when a good idea hits her. Her foray into screenwriting began as a weekend project in April following a very busy winter.

“I had about two weeks where there were no board meetings going on and it was relatively quiet—if New York can ever be described as relatively quiet. So, I sat down and started writing this screenplay. Before I knew it, the entire script was finished and when I showed it to friends, they enjoyed it.” Behan

Friends started urging her to turn “1812 in Niagara” into a book and get it out on the shelves quickly, because interest in the War of 1812 is building with the bi-centennial approaching. As a young lawyer in Calgary in the late 1980s, Behan

decided to try her hand at writing mysteries as a hobby. She proved ill-suited to the genre. Students were asked to compose the opening chapter of their mystery novel, which typically involves the discovery of a body. Behan spent most of the chapter discussing the elegant furniture in the room where the body lay.

“When I finished reading, my classmates told me “I don’t care who killed him, but I really want to buy that couch!” … That killed all my aspirations to write after I had that reaction from people,” admits Behan.

But the creative writing bug didn’t let go and in 2009, she took a screenwriting course in New York just for fun—“brain candy,” as she calls it.

“Most class members were young film students who wanted to write contemporary movies about Manhattan—drug deals in candy, “as she calls it. “My dream would be to write something like this.”

Historical purists will hate it because it’s not historically pure. Any time you’re making an entertaining story.”

The author admits there are some deliberate historical inaccuracies in her story. “But to me, if you make history fun, and if you make characters compelling, people learn more about it. It is definitely told from the Canadian side of the border. That was a conscious decision. I hope Canadians really like it and say ‘this is a really fun story and an important part of history and it was a fun read’.”

Great Companies Deserve Great Boards is available in hardcover and on Amazon Kindle. 1812 in Niagara is available in paperback through Britnell Books www.britnell.com/books-business/1812-niagara-screenplay and an ebook version is available on Amazon, Kobo and other ebook sites.

MAKING CANADA’S HISTORY SEXY

Beverly Behan in 1812 period costume. (Photo by Brian Flynn)
All in the FAMILY

WESTERN’S MULTI-GENERATION GRADUATES

BY DAVID DAUPHINEE

With Western connections stretching back 70 years, Bocking family members have been energetic students, faculty, administrators, volunteers and philanthropists at their alma mater.

Douglas Bocking, MD’43, was part of the first Bocking inundation of Western. Twin brother Jack earned a BSc (Botany) in 1942. Sister Margaret studied nursing – (BScN’44). She married Malcolm Edworthy, MD’44. Two of her grandchildren attended – Benjamin Nelson, BSc’98, HBA’03, and David Nelson, BSc’02 (Software Engineering).

Douglas went afield for training and employment, meeting Vivian Dixon, BA’82, in Quebec and marrying. The couple put down roots in London in 1952 and in short order the second Bocking wave at Western began.

Daughter Barbara (BScN’69) married John Thompson (BSc’67-Math). His sisters, Linda Bayliss (nee Thompson) BA’70 & Teaching Diploma 1971 and Donna Napasny (nee Thompson) BA’72 & Teaching Diploma 1974, were also alumnae.

Bruce, MD’71, married Carolyn Abercromby, BSc’71 (Pharmacology & Physiology). Carolyn’s sister Susan, BSc’73, married Blaine Cruickshank, MD’76.

Kenneth, MD’75, married Dianne Whitmore, BA’73 (Home Economics-Brescia). Son Steven, BSc’76 (Art and Science) graduated, as did Dianne’s sister Lynne, BSc’76 (Physiotherapy) and her husband Robert Gaddies, BSc’74 (Geology), MSc’80 (Geology). Dianne’s dad, BA’55 Carmen also graduated.

Allan, MD’77, married Barbara Miller, BSc’76 (Physiotherapy). Barbara’s mother Paula Denney, BSc’48 (Chemistry) married Geoffrey Miller, MD’39.

Donald, BSW’80 (King’s), married Ann Morawetz. Ann’s father Bruno, BA’48 (Philosophy) married Gwen Jones, BA’49.

The youngest child, Bob, attended Western for biology then transferred to UBC to focus on marine biology.

Douglas, who remains an active presence on campus, was a faculty member and medicine dean (1965-78). Vivian, BA’82 (Political Science) who died this year, earned a Western degree after the children graduated.

Former Dean of Medicine Douglas Bocking, MD’43, and one of four sons who attended Western, Ken, MD’75, also a doctor, pose with the Western ‘W.’ (Photo by Shawn Simpson)

Bocking

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Gonser

Talk about building a dynasty! In 1962 Jerry Gonser, a University of Michigan grad, crossed the border with wife Pat to teach and coach at The University of Western Ontario. In short order they fell in love with the quality of life and Western and London would never be the same.

Four children earned one or more Western degrees: Terry, Physical Education ’81 and BEd ’82; Randy, Medicine ’83; Julie, BA’85, PhysEd and Western-Fanshawe Nursing ’87; and Scott, PhysEd ’89. Julie’s husband Dave Bogart, BEd’87, and her brothers Terry and Scott, all teach at Oakridge Secondary School. Terry’s wife Liz (O’Leary) (PhysEd ’83, BEd’85) is principal at Byron Southwood Public School. Julie is a nurse in Student Health Services. Randy, a Stratford General Hospital vascular surgeon and Schulich adjunct professor, married Julie Martin, BSc’84 (Physiotherapy).

Along came a new generation. Terry and Liz’s oldest daughter Meaghan graduated in Kinesiology (’09). Second daughter Jordana attends King’s. Randy and Julie (nee Martin), have a daughter, Kaitlin, BHS’11, who graduated in June. Jerry hooded her at Convocation, like all the children and grandchildren. Jerry retired in 1996 with enough memories to fill a highlight reel. He coached the basketball Mustangs (1964-1974) to an OUAA title in 1967-68. He remains active on campus and, of course, remains a Convocation regular.

Odumodu

Some might say: like father, like son. Maria Odumodu, BA’81, MA’86 (Political Science) would likely agree because her husband Joe and son Edward are Woodstock, Ont. pharmacists. But equally true is a less-travelled axiom: like mother, like sons. The mother of three, and two of her sons – Richard, BA’95, and Michael, BA’95 – have accumulated four Western political science degrees.

For this engaged professional family, developing a better understanding of the world has provided a gateway to careers in law (Michael) and business (Richard), and fostered participation in grassroots groups – particularly for Maria who is active in the local Liberal party.

Nigeria-born Maria was in England when bitten by a Canada bug that came buzzing in a speech by former prime minister Lester Pearson – winner of the Nobel Prize for Peace. She decided that if Canada was like Pearson, she wanted more of it. She came to Canada in 1971 pregnant with Richard (Joe had arrived a month earlier) and soon founded a retail business supplying the needs of mothers and babies.

While raising a family and running a business she enrolled at Western, driving daily, sometimes researching in the stacks with her children in tow. Maria graduated in 1981 with an honors BA, then in 1986 with a master’s in international development. Sons Michael and Richard graduated in 1995. For Maria the degrees were never about finding work – she had plenty.

“It was about understanding your world, your community. You need to get engaged. You have a duty to get involved.”
**Bucke-Seaborn**

What if the Bucke-Seaborn-Moss clan had not been a factor in some of Western’s early defining moments? What might Western be today?

Richard Maurice Bucke was born in England in 1837 and grew up near London, Ont. He struck out at an early age to frostbite. Against huge odds, he returned to Canada for the U.S. West, faced death several times, and lost a foot for the U.S. War, the 400-bed, university-led hospital in Calais, Maine.

His spouse, Mary’s daughter, is Heather Graduated in 1995 with a BSc, (Geography, Environment Research). His spouse is Shirley Ann Moss (2011) at the age of 102.

Dr. Damian Cruz, postdoctoral researcher, looks at the brainwaves of another post-doc researcher at the grand opening of the new Centre for Brain and Mind at Western. (Photo by Paul Mayne)

**CENTRE FOR BRAIN AND MIND OPENS, ANNOUNCES UK PARTNERSHIPS**

Recognized as a world leader in cognitive neuroscience research, the Centre for Brain and Mind at The University of Western Ontario will begin training postdoctoral fellows from three of the top institutions in the United Kingdom next year.

Each summer, the new Visiting Postdoctoral Fellows Program will attract to London, Ontario up to three trainees from each of University of Cambridge, King’s College London and University College London.

Similarly, the initiative enables Western to send three postdoctoral fellows to each of these institutions for four-month training periods. Each partnership will publish results of this work jointly.

The program was announced July 25 at the grand opening of a newly created, state-of-the-art space that allows all of the centre’s researchers to work side-by-side in a common area for the first time. Previously, researchers were scattered across campus.

“Western’s already strong ties to the United Kingdom were bolstered by our having recruited Adrian Owen from the University of Cambridge as a Canada Excellence Research Chair last year,” says Ted Hewitt, Vice-President (Research & International Relations).

“This program not only enhances our international leadership role in the field, it helps us train the next generation of neuroscientists to answer questions related to high-level cognitive function and disease.”

Known around the world for pioneering research, the Centre has attracted more than $25 million in funding since 2005 and is home to 20 principal investigators – including 10 Canada Research Chairs and the Canada Excellence Research Chair held by Owen – their graduate students and postdoctoral fellows.

In all, more than 50 Western researchers affiliated with the Centre are approaching studies of the human brain from a variety of disciplines.

“To continue making advances in this field, we need to provide trainees with access to the best minds and facilities in the world, and this is a great opportunity to leverage expertise at these four institutions,” says Centre Director, Melvyn Goodale.

**Upcoming Events**

**Sept. 13, 6 p.m.**

**Master Innovators: The Best Business Lessons are Not-for-Profit**

Join Craig Kelburger, co-founder of two of the world’s most influential international non-profit organizations, Free The Children and Me to We, as they share winning practices from the not-for-profit sector.

Where: Toronto Board of Trade

**Nov. 2, 7 p.m.**

**Cold, Hard Truth: On Business, Money & Life**

Famed investor Kevin O’Leary will share his best money advice as he brings his Cold, Hard Truth book tour to Western. The Ivey Idea Forum made another great impression. It was my third event and I look forward to future sessions.”

Silvia Stroescu, Head of Mutual Funds, NG DIRECT

“The presentation was refreshing and thought provoking. It was a totally different take on a business discussion.”

James L. Comish, Director of Crown Operations, Central West Region

What people are saying:

**With an intriguing story and enlightening discussions, which Include practical nuggets, the Ivey Idea Forum made another great impression. It was my third event and I look forward to future sessions.”**

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“To continue making advances in this field, we need to provide trainees with access to the best minds and facilities in the world, and this is a great opportunity to leverage expertise at these four institutions,” says Centre Director, Melvyn Goodale.
Helping Canadian Business Succeed Around the World

By S. E. Gordon

On November 10, 2010, Stephen Poloz, MA’82, PhD’82 (Economics), was visiting the Pueblo Viejo, a gold mine in the jungles of the Dominican Republic co-owned by Canadian mining firms Barrick Gold and Goldcorp.

Poloz was Senior Vice-President, Financing at Export Development Canada (EDC), the federal agency, which provides export credits and insurance to help Canadian exporters, and investors do business abroad. EDC has underwritten $400 million (U.S.) of project financing for the venture.

While discussing the mining companies’ environmental cleanup, he received a phone call from Ottawa. International Trade Minister Peter Van Loan was calling to say Poloz was being named President and CEO of the Crown Corporation. “I couldn’t tell anyone that day,” he recalls. But Poloz kept an empty local beer can as a memento of the occasion. (He now displays it prominently in his downtown Ottawa office.

Poloz, 56, has taken command of EDC at a time when Canada increasingly depends on exports for economic growth—and at a time when Canadian exporters count on EDC to ease their way into fast-growing markets such as China, Brazil and India. In 2010, the agency enabled $84.6 billion in Canadian exports and investments abroad, of which a record $24.7 billion was in emerging markets.

Poloz’s appointment was the culmination of a three decades of public and private sector experience in financial markets, forecasting and economic policy. Born in Oshawa, Ontario, he originally intended to study medicine, but his enthusiasm for his economics elective as an undergraduate changed his mind. He went on to earn both his MA and his PhD at Western.

(Prof. Michael Parkin supervised his doctoral dissertation on exchange rate effects on the demand for money in transactions). Poloz considered an academic career, but a summer job at the Bank of Canada persuaded him that policy-making should become his vocation. He joined the bank fulltime, and earned increasing authority during 14 years, rising to chief of the Research Department. (He returned to Western every year to recruit fresh talent for the bank). Eventually, however, he concluded he’d have a better shot at policy-making if he broadened his experience.

He spent five years with Montreal-based BCA Research, an independent provider of global investment research, where he was managing editor of its flagship publication, the Bank Credit Analyst. “It taught me to incorporate into my economic thinking what’s going on in the financial markets,” he says. Then, in 1999, the opportunity beckoned to join EDC as Vice-President and Chief Economist. Poloz’s mission, he says, was to “give EDC’s economic analysis and forecasting a visible presence in the marketplace, to contribute to its brand. EDC Economics had a space of its own, devoted to international economics. We saw ourselves working as Canadian consultants to Canadian companies.”

In 2004, he was promoted to Senior Vice-President, Corporate Affairs and Chief Economist, which added to his job description oversight of corporate planning, communications, government and international relations, engineering, corporate social responsibility and corporate research. But it was in 2008, with his rise to Senior Vice-President, Financing, that Poloz finally moved into the deal-making mainstream of EDC. The pace was frenetic. The agency was making $12 billion a year in new loans, doing 1,000 deals annually. “It was like drinking from a fire hose in the summer of 2008,” he recalls.

That autumn, however, the global financial markets suffered an historic meltdown, and Canadian companies and lenders pulled back. To try to propel up Canadian industry, the Harper Government gave EDC a temporary, two-year mandate to lend domestically. Working closely with Canadian banks and credit insurers, EDC provided $2.5 billion in domestic support for 208 Canadian companies in 2009.

In the past, Canada’s major private banks have shied at having EDC as a competitor in trade finance. They claimed that the Crown Corporation cherry-picked the most inviting deals and left the banks the riskiest ones. Poloz insists, however, that relations now are very harmonious. Last year, he notes, EDC supplied $13 billion in export credits, and 79 per cent of those loans “were partnered with a bank, often in remote places.”

Increasingly, EDC is putting boots on the ground in those places. Since 2008, it has added offices in Istanbul, Panama City, Lima, Santiago and Singapore, giving it dealmakers in 14 foreign outposts. As its 2010 trek to the Dominican jungle showed, Poloz is quite willing to travel to remote places to promote Canadian business. He does six or seven international trips a year. In colonial times, “trade followed the flag.” At EDC, though, Steve Poloz is making sure the two go in tandem.

What do you need from an eReader?

By Matthew Hoy, Western’s Senior Web Designer

Maybe you’re an avid reader with a penchant for gadgets or a chef with over 50 cookbooks. With eReaders you can ditch the weight of carrying around all those books while gaining the ability to search them for the latest recipe by “Chef at Home” Michael Smith. To help you make a decision, we’ve brought together a bit of information on some of the more popular eReaders on the market.

iPad

While being an eReader is not its first function, the iPad is one of the most versatile devices available. In addition to having other benefits - like the entire suite of 80,000 iPod apps - the iPad also has a built-in books store that lets you buy and organize books and PDFs on the device. Books on iPad can be annotated and marked up with built-in highlighter tools for future reference.

Kindle 3 and Kindle DX

The Amazon kindle eReader allows you to directly purchase books from Amazon’s massive online store and take them with you directly. They also read PDFs and MOBI files in case you have publications or files in those formats. Unlike the other readers on this list, Kindle devices have physical keyboards if that’s something you prefer. The Kindle’s screen uses e-ink to display content meaning that your book pages will display in black and white like you’re reading an analog novel. The battery life on the Kindle 3 can last you about 15 days before needing a charge.

Barnes and Noble Nook

The Nook supports ePubs, PDF and graphic files like JPEG, GIF, PNG, and BMP file formats and has upgradable memory up to 32GB. Barnes and Noble has also created an app that brings all books available on the Nook to the iPad and iPhone. The Nook screen is a hybrid colour and black and white device with the content being rendered in e-ink and the navigation is in full colour. What might throw you off at first is that the ‘page’ itself is not a touchscreen while the navigation below is but you should get used to it quickly.

Kobo Reader

The Kobo reader is a black and white device that supports a diverse array of file formats including ePubs, PDF, and MOBI as well as images and even web pages. For comic fans it supports CBZ and CBR file formats. The most recent Kobo device comes without a headphone jack meaning you can’t listen to audio versions of your books. The Kobo can hold about 1,000 books and comes with 100 classics pre-loaded so you can get out and start reading right away. The Kobo features functions like being able to look up words in the on-board dictionary and provides a clutter-free reading experience.

Kick-off & Annual General Meeting

Thursday, September 29, 2011 7:00 p.m. - 9:00 p.m.

TD Waterhouse Stadium

Everyone’s invited! Get involved! Learn more about Alumni Western. The 4th Annual Spirit of Western Award will be presented. Enjoy appetizers, a cash bar, mingling and entertainment.

No fee to attend, but please RSVP online by Tuesday, September 27, 2011 at www.westernconnect.ca/alumni_agm

28 ALUMNI@Western.ca FALL 2011 EDITION 29
There’s so much to do when you come home!

**Thursday, September 29**

**HOMECOMING KICKOFF & ALUMNI WESTERN AGM**
7:00 – 9:00 p.m.
TD Waterhouse Stadium
Join us as we bestow our 4th Annual Spirit of Western Award. Appetizers, entertainment and mingling. Everyone is invited.

**Friday, September 30**

**37TH ANNUAL ALUMNI AWARDS DINNER**
5:30 p.m. Reception
6:30 p.m. Dinner
The Great Hall, Somerville House
Price: $75
Western honours remarkable alumni during a fabulous three-course meal with greetings from Western’s President, Amit Chakma.

2010 Alumni Award of Merit Recipients
Ted Hessel, BA(Hon)’67 - Dr. Ivan Smith Award
Jack Cowin, BA’64, LLD’00 - Professional Achievement Award
John Eberhard, BA’66, LLB’69 - Community Service Award
Sarah Richardson, BA’93 - Young Alumni Award
Elfrida Berzins Award Recipients
(Athletic Alumnae)
Angela Schneider, BA’82, MA’85, MA’87, PhD’93
Heather Simpson, BA’60
Jennifer Planet, BA’00
Jill Purola, BA’86

**SIX DEGREES HOMECOMING**
9:00 p.m.
The Barking Frog, 209 John Street
Price: $10
Young alumni from the last decade will kick off Homecoming weekend with socializing and networking at London’s most popular club. Enjoy hors d’oeuvres and a cocktail compliments of Alumni Western.

**Saturday, October 1**

**HOMECOMING PARADE**
10:00 a.m.
Along Richmond Street
HOMECOMING HOSPITALITY
10:00 a.m. – 1:00 p.m.
Alumni Hall Lobby
A great spot to enjoy refreshments, lively music, face painting, children’s activities, a commemorative photo opportunity and free gifts while they last. An ideal meeting place for classmates.

**MANULIFE SOUTH END ZONE LUNCH**
11:30 a.m.
TD Waterhouse Stadium
Price: $45 for football ticket, VIP lunch, access to tented reception with private cash bar and a free Homecoming gift, compliments of Manulife Financial.
Enjoy the game in style at field level in the End Zone. This is truly the best package deal available, space is limited. Group table seating for the meal available upon request.

**HOMECOMING FOOTBALL GAME**
1:00 p.m.
TD Waterhouse Stadium
Western Mustangs vs. York Lions
For tickets, please contact the Mustang Ticket Office at 519.661.4077 or online: westernmustangstickets.universitytickets.com

**GOLDEN ANNIVERSARY DINNER**
6:00 p.m. Reception
7:00 p.m. Dinner
The Great Hall, Somerville House
Price: $50
Join your classmates from 1961 and earlier for an elegant evening featuring a three-course meal, musical entertainment and a visit from Western’s President, Amit Chakma. Seating will be arranged by reunion year.

**Sunday, October 2**

**PRESIDENT’S RECEPTION**
11:30 a.m. – 1:00 p.m.
Gibbons Lodge, 1836 Richmond Street
President and Vice-Chancellor, Amit Chakma and Meena Chakma invite graduates celebrating reunion years and anniversaries to a garden reception at their home.

**HOMECOMING GOLF AT FIREROCK**
10345 Oxbow Drive, Komoka
Price: $60 per player
Wrap up your Homecoming weekend at a dazzling 18-hole championship course. Please contact FireRock to book your tee time at 519.471.3473 or 866.241.4440 and mention you are one of Western’s alumni. Price is 18 holes plus HST and includes 18 holes, a gift golf cart, bag lunch and a free Homecoming gift.

There are many more events taking place on Homecoming Weekend! For more information, and a listing of faculty, branch and chapter, and Affiliated College events, please visit: www.alumni.uwo.ca
ALUMNA IS FRANKLIN THE TURTLE CREATOR

BY KATHERINE LOW, MA'08

The most important years in a child's development are between "the womb and six years old," says a woman whose children's literature is among the most beloved in the country. "Everything we become as adults is set in the early years," says a woman whose work has made immeasurable contributions to the lives of children.

Bourgeois graduated from Western in 1974 with a Bachelor of Science in Occupational Therapy and later studied journalism at Carleton University. Her first book in the internationally renowned, award-winning series "The Dark," published in 1986. The Franklin books sold over 50 million copies in 31 countries and have been translated into 17 languages.

In 2003, she was made a Member of the Order of Canada. Bourgeois has received several Canada Council grants and numerous Children's Choice Awards from the Canadian Children's Book Centre. In her citation, Thelma Sumson, Director of Western's Department of Occupational Therapy Department, described Bourgeois as a woman whose work has made immeasurable contributions to the lives of children.

"Franklin has taught them many valuable lessons, including some of which are very appropriate to today's graduates. These include, if you have a bad day you should not scream at your mom, you don't have to be the fastest, and whether you win or lose you are still a good player," said Sumson.

Bourgeois spoke of her concern that there still is no national child-care policy in Canada. "It's not about babysitting," she said. "It's about early learning." Recent research revealing that adolescent brains are different from adults was noted by Bourgeois who decried the lack of change in school systems to alter class start times for these students.

"They've discovered that students who got A and B averages got as little as 25 minutes more sleep a night," she said. "But changing the curriculum seems to be too difficult or costly. "But they don't connect that with drop-out rates or behaviour in the classroom." Bourgeois closed her talk asking the graduates, "Who's going to make that change?"

"I hope it's someone who's sitting here today."

TRADITION OF PRANKS KEEPS CAMPUS ON ITS TOES

CONTRIBUTED BY ALAN NOON

A modern definition of a prank is 'a practical joke or mischievous act.' Whenever alumni gather for reunions, class parties or homecoming celebrations inevitably the topic of pranks-practical jokes surfaces and most alumni are able to recall at least one incident or personality that stands out during their years at Western.

One of the most unusual students to attend Western was John Flemming. In 1949 he quite literally acquired a 'taste' for glassware and would consume the materials in front of friends and other non-believers.

He licked glass to a crunchy breakfast cereal. He once tried to eat vinyl LP records but claimed, "They tasted awful." Student Mike Banks amused his friends with a perfect imitation of boxer Muhammad Ali. On November 7, 1974 he phoned legendary broadcaster Howard Cosell during ABC's broadcast of a NFL football game at Pittsburgh. Completely fooled by Banks, Cosell broadcast a poem directed at boxer George Foreman. "George Parey puddin' and pas, Devastation punch and heap big thug, When Georgey Parey come out to fight, I'm gonna knock him outa sight."

The 1960 cornerstone laying ceremony for the Josephine Niblett Spencer Law Building almost didn't happen. Everything was meticulously organized until the 100-pound cornerstone went missing. It was held for ransom for $50 - payable to a local charity. The administration refused payment. Ninety minutes before the ceremony was due to begin it was found lying in a ravine near the present site of University Hospital. Two years earlier the administration had narrowly avoided embarrassment when it was discovered that a Playboy centerfold had been placed over the covered cornerstone of the Spencer Engineering Building moments before the unveiling.

Western's Engineering Students have acknowledged responsibility for many major pranks across campus and in some cases have paid for damages resulting from these practices. A long-standing target has been the Cronyn Memorial Observatory Dome. Following an incident in the 1960's when permanent paint was used to create a giant Halloween pumpkin and later removed at great expense, the engineers have since utilized washable products. In 1972, 'Western pokers' lured off campus by a bogus call from Spencer Hall and upon returning found a spooky face grinning at them. For one week during the fall of 1962 engineering students loosened the bolts on over 100 toilet seats around campus. Later during a 10-minute raid the seats were removed and used as ransom to get a date for an engineering student with the frosh queen. The following day the students reinstalled all 104 seats. Ingenuity and engineering know-how was employed in 1978 to 'park' a car in a stairwell of the Social Sciences Building. However, the earliest recorded credit for an illegally parked car occurred in 1946 when an ancient automobile blocked the entrance to the Social Sciences Building. Perhaps the biggest prank of all came in 1960. On October 28 the clock tower of Middlesex College was transformed into the world's largest Mickey Mouse watch. Walt Disney would have been proud!
NEW RELEASES

THE WHITE-LUCK WARRIOR
The White-Luck Warrior, the 6th Eaunis fantasy novel by R. Scott Bakker, BA’95, MA’97, and the middle volume of his The Aspect-Emperor trilogy, perhaps can best be described as a continuation of what has come before and the harbinger of things to come. Widely praised by reviewers and a growing body of fans, Bakker has already established his reputation as one of the few unique new talents in the fantasy genre. As Anaúrímbar Kelhus and his Great Ordeal march ever farther into the wastes of the Ancient North, Esmenet finds herself at war with not only the Gods, but her own family as well. Acharian, meanwhile, leads his own ragtag expedition to the legendary ruins of Sauglish, and to a truth he can scarcely survive, let alone comprehend. Into this tumult walks the White-Luck Warrior, assassin and messiah both. www.chapters.indigo.ca

CANDY CIGARETTES
If you were one of those people lucky enough to grow up in the 1950s and ’60s when life was as real as it seemed, then you have to read the newest book by Roger Bell, BA’73, BE’75 (English) — Candy Cigarettes, published by Black Moss Press. The North Simcoe author’s memoirs open a precious time capsule that will have you laughing, crying and cherishing long forgotten memories and events that you or someone close to you has experienced. Bell has the ability to involve readers in colourful scenarios depicting his most personal childhood situations.
www.blackmosspress.com/?p=1151

AFFLictions & Departures
Afflictions & Departures, by Madeline Sonik, BA’85, MA’86 (Journalism), is a collection of first-person experiential essays. Sonik seeks out connections between the microcosm of the daily events of her childhood and adolescence, and the social, historical, and scientific trends of the time. Afflictions & Departures begins by considering the turbulent and changing nature of the world in the late 1950s and early 1960s—the world in which the author was conceived and born. Like many couples of that era, Madeline Sonik’s parents focused on shared social and economic ambitions at the expense of authentic personal feeling. www.anvlp.com or at Chapters, Amazon

MApLE LEAF IN SPACE
Marc Carneau, Roberta Bondar, Julie Payette, MCS’71, DSc’95, Roberta Think, Chris Hadfield, and more recently, Guy Laliberté, the founder of Cirque de Soleil, all have one thing in common: they’re some of the very few Canadians who have been in space. The launch of a spaceship is terribly exciting. That’s why thousands of people come to watch. They laugh, cheer, and applaud as the rocket rises. They see the smoke, steam, and white-hot fire as millions of litres of fuel burn in seconds. They feel the chest-thumping impact of the sound. Then they stare upward for a long time until they can no longer see even a tiny speck in the distant sky. By that time, the craft is in space. Canada’s astronauts come from across the country: from farms, cities, and little towns. They went to large schools and to small ones. Maple Leaf in Space by John Melady, BA’62 (King’s), showcases these amazing Canadians who have ventured off our planet and delivers some of the thrill of what that’s like.
www.amazon.ca

KNuHN’S EVOLUTIONARY SOCIAL EPistemology
In this book, Brad Wray, MA’92, PhD’97 (Philosophy), argues that Kuhn provides a useful framework for developing an epistemology of science that takes account of the constructive role that social factors play in scientific inquiry. The discussion includes analyses of the Copernican revolution in astronomy and the plate tectonics revolution in geology. The book will be useful for scholars working in science studies, sociologists and historians of science as well as philosophers of science. www.cambridge.org/us/knowledge/idb_isbn/item6515021/?site_locale=en_US

THE INFiNITE LIBRARY
Follow Alberto Cimadu, code-cracker and bibliophile, as he unravels the mystery of an infinite library and discovers the treachery of the librarian Castellemare in The Infinite Library by Kane X. Faucher, PhD’99, Assistant Professor, MIT, Western. What is the hidden plot of the library, and how will this impossible place set into motion a catastrophic narrative by the artful textual manipulation of unwitting agents in the real world? What is the buried and secret connection between all text and all life? A novel of dark mystery, infinity, and a compelling story for all those who love books and book-related enigmas.
copingmechanisms.net

TEACHING CHILDREN WITH AUTISM
R.M. Reynolds, BA’57, MA’60 (Psychology), has recently published ABA: A Brief Introduction to Teaching Children with Autism (Lulu Enterprises www.lulu.com). Defined as the science in which procedures derived from the past hundred years of behavioural research are systematically applied to improve socially significant behavior and to demonstrate experimentally that the procedures employed were responsible for the improvement observed, ABA has universal application. One of the most fruitful is in the treatment of autism where, of the many treatment approaches available, it has the most research support.
2011 ALUMNI AWARD WINNERS

ALUMNI WESTERN IS PLEASED TO ANNOUNCE THIS YEAR’S DISTINGUISHED RECIPIENTS OF THE 2011 ALUMNI AWARDS OF MERIT. WHILE EACH OF THEM HAD THEIR START HERE AT WESTERN, THEIR FOUR UNIQUE JOURNEYS HAVE TAKEN THEM AROUND THE WORLD AND BACK AGAIN.

These four ambitious, dedicated alumni serve as tremendous ambassadors of Western. Each will return home to Western to receive their awards on Friday, September 30. In addition, another eight individuals will be honoured at the 37th Annual Alumni Award of Merit Dinner, for their contributions to athletics.

JOHN EBERHARD, BA’66, LLB’69

John Eberhard has been defined as a social entrepreneur and a visionary change agent. For his lifelong dedication to a number of causes, he has been fittingly named as the recipient of this year’s Community Service Award. John currently holds a seat on the Alumni Association’s board of directors serving as a leader in the areas of alumni outreach and internationalization. He was honoured by the University of Windsor with an Honorary Degree in 2007.

John’s most notable volunteer efforts have been realized through his decades-long relationship with Rotary International where he has served in various capacities including Club President, District Governor and International Director. John was the driving force behind a variety of new initiatives for Rotary – he created Cyber Clubs to increase accessibility for members, and he founded Rotarian Action Groups which undertake humanitarian programs such as water management, AIDS and malaria programs, micro-banks and blood banks around the world. John has dedicated himself to each community he serves – Western, London and international populations through his service and passion for a better world for us all.

JACK COWIN, BA’64, LLD’00

Jack Cowin gives new meaning to the term entrepreneur. In the mid-60s with his Psychology Degree in hand he left Western to tackle the business world. Jack moved to Australia more than 40 years ago where he took the fast food industry by storm, initially with Kentucky Fried Chicken, then his own burger chain named “Hungry Jack’s” and next with Dominos Pizza. He expanded his reach into food manufacturing and now exports to 27 countries employing 17,000 people.

Through the years, Jack has remained extremely loyal to Western. He has served as both a donor and a mentor through the “Jack Cowin Award.” Students in receipt of this award demonstrate athletic and academic excellence. The award allows the student to conduct a three-month internship with Jack and his colleagues in Australia. Jack has contributed his efforts to numerous leadership projects and has provided unparalleled support with multiple global initiatives. He will return to campus this year as the recipient of the Professional Achievement Award.

TED HESSEL, BA’67

Ted Hessel has earned a place in the Alumni Association’s records as the recipient of the 2011 Dr. Ivan Smith Award. This fitting tribute is bestowed to the man who has painstakingly culled endless sources for Mustang artifacts to add to the collection at the J.P. Metras Museum. Ted’s tireless service to Western has been realized through his active volunteer career with the Alumni Association, the ‘W’ Club, and as a member of Senate.

Ted has served his country through his posting with NATO as a fighter pilot in Europe, his community as a Vice-Principal, teacher and coach and his alma mater through decades of commitments both large and small. Ted is passionate about the Mustangs and can often be seen clutching a new find for the museum, polishing the display cases or cheering for the current roster of athletes in Alumni Hall or TD Waterhouse Stadium. His advocacy for sport history at Western is unsurpassed. Ted has worked closely with university archivists to ensure that these legends will inspire future generations of Western students and student-athletes. The museum serves as a learning environment for current students and a place of remembrance for alumni. The Dr. Ivan Smith Award is Alumni Western’s highest honour.

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PRESERVING SPORTS TREASURES FROM PAST

BY DAVID SCOTT

If you didn’t know there was method to his madness, you might think Jordan Goldstein, BA'08, MA'10 (History), was starring in his own episode of A & E’s ‘Hoarders.’

Huddled in a nondescript room in Thames Hall, surrounded by photos, footballs and other sports treasures from the past, the public history grad, with some help from undergrad student Shangda Li and others, is moving forward in the careful cataloguing and digitisation of literally hundreds of photographs and memorabilia that had previous homes in the basements and closets of alumni.

Goldstein has funding from the ‘W’ Club, a room courtesy of the Faculty of Health Sciences and a bit of elbow room to unroll old-fashioned panoramic team photos that have to be “professionally flattened” before being digitized.

This paid position is an extension of work Goldstein was doing, as part of his master’s work for Michelle Hamilton, Director of the MA Public History program in the Department of History.

A year-long project for his museology class was to set up a museum in a professional setting. In his next semester, as part of his public history class, his assignment was to catalogue different artifacts. The donated sports artifacts and the J.P. Metras Sports Museum in the foyer of Alumni Hall were a perfect fit for his class assignments.

A collections management policy was set up and with additional help from Western Libraries archivist Anne Daniel, Goldstein and others have learned how to properly take care of photographs, films and other one-of-a-kind collectibles from the past.

Goldstein sees time as his biggest challenge in getting through the stacks of vintage sport history that he’d like to share with an audience of today’s students. There are many potential projects he and the ‘W’ Club member and Metras Museum curator, Ted Hessel, BA’67, would like to get started, now that decades of photos and other Western sports memorabilia has been unearthed.

“We’d like to have is a lot of roving (sports) exhibits around campus,” says Goldstein. “There’s a lot of space that doesn’t get used and I feel as seasons change and different sports come in, we could do a better job with the Athletics Department in promoting not only current athletics but the history of athletics. And it could almost be symbolic. You use the history to promote the present and get people involved.”

Also on the wish-list would be a professional website “with all the trimmings” and an online database of Western’s photos and collections that would enable alumni or sports enthusiasts to “go on the net and find almost anything they needed without having to come here … and have it accessible. That would be the ultimate. That would be many, many years down the road.”

Please visit: metramuseum.omeka.net

‘W’ Club Hall of Fame Inductees

The ‘W’ Club honours people who have made outstanding contributions to Western’s athletic program as players, coaches or administrators.

- Marnie Heerink, BA’69, MD’73
- Michael Potts, BA’00
- Vanguard Pliskin, BA’69
- Larry Haylor (Retired Mustangs Football coach)

Save $400* on Laser Vision Correction from TLC Laser Eye Centers.

Limited Time Offer!

Book your Laser Vision Correction procedure by 12.31.11 to receive our exclusive alumni savings.

Call today to schedule your FREE LASIK Consultation.

877.TLC.2020 LASIK.com

Correction from TLC Laser Eye Centers.

*Limited Gift Card ($400 worth) is only valid on Acrobat Custom LASIK at participating TLC locations only. Patient must complete their procedure by December 31, 2011. Gift Card expiration is February 28, 2013. Offer excludes Visian I-CLAR COR procedure. Offer cannot be combined with any other discounts or special offers, previous surgery, insurance or vision care plan savings. Call your eye doctor to schedule your FREE LASIK Consultation.
LEADERS INSPIRE IN DIFFERENT WAYS

Some have visions and plans to employ that are shout from the hilltops, serving to inspire the masses. Others are quiet, finding needs and filling them while not expecting anything in return.

Through my time as a volunteer with the Alumni Association board of directors, I have encountered both kinds of leaders. I have seen firsthand how both approaches achieve our goal of inspiring alumni to share a lifelong commitment, pride and passion for Western.

One such leader is Eric Sarvala, B.A.'95. Eric is one of those ‘quiet leaders’, an extraordinary volunteer who rolls up his sleeves at branch events, gives solid advice at board meetings and inspires his peers with his passion for Western. He doesn’t need to shout about his dedication; he lives it.

Recently, Eric recognized the Toronto Branch Bursary was struggling. The fund, created by the alumni branch and supported through revenue raised at branch events, was established to help a Western student living in the Greater Toronto Area who demonstrates financial need. Unfortunately, the fund was running low.

Starting this fall, you will also be able to take it with you whenever you go through the Western app for mobile devices. Alumni will be able to check out event listings, learn about notable alumni and so much more.

And with our biggest alumni event just around the corner, Western Homecoming 2011 provides plenty of opportunity for you to reconnect, network and simply visit with your fellow alumni. Visit us online at westernhomecoming.uwo.ca to learn about the celebrations taking place Sept. 29-Oct. 2. You won’t want to miss it.

Wherever we go, whatever we do, whoever we become, Western is within us.

voiCe of Alumni
WITH CHris MAKuch, B.A.'93 (KING'S, HISTORY)

‘EMAIL FOR LIFE’ NOW AVAILABLE TO ALL ALUMNI

Western has partnered with Google to offer all alumni a new Email for Life service. Only Western alumni can create their own @alumni.uwo.ca email address, showing their connection to their alma mater. This professional email address will be useful for resumes and networking with other Western alumni. “We are pleased to be offering Email for Life to our alumni,” says Kevin Goldthorp, VP External at Western. “This service will help alumni stay connected while benefitting from Google’s extensive services.”

The university’s special education partnership with Google means no external advertising, +7.5 GB of email storage, powerful spam blocking technology and a 20 MB attachment limit. Alumni will also have the ability to access their email from anywhere in the world as well as to Google applications such as Google Talk and Google Docs.

I will also receive exclusive offers, such as travel and learning opportunities, invitations to networking and career development events as well as savings on products and services offered by Alumni Western’s commercial affinity partners.

To create an @alumni.uwo.ca email address, alumni can visit www.alumni.uwo.ca, click on the Email for Life button and follow the instructions.

ALUMNII EVENTS

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Canadian Alumni Association AGM
Sept. 29, 2011

Western Alumni Awards Dinner
Sept. 30, 2011

Homecoming Hospitality
Oct. 1, 2011

Manulife South End Zone Lunch and Football
Oct. 1, 2011

Golden Anniversary Dinner
Oct. 1, 2011

Homecoming Golf at FireRock
Oct. 2, 2011

Wine and Food Pairing Event at Aroma Mediterranean Restaurant
Nov. 2011

Western/Triceau Alumnae London Knights Hockey Event
Jan. 20, 2012

London Knights
Feb. 17, 2012

Niagara Falls, Ont.
Reception at the Scenic Star Convention Centre with Mayor Jim Diodati BA’91
Sept. 16, 2011

Ottawa, Ont.
Edible Ottawa Tour with Carmen MacDonald BSc’72,
Oct. 6, 2011

C’est Bon Cooking
Reception at the Canadian Museum of Civilization with Professor Don Abraham
Nov. 9, 2011

Samia, Ont.
Samia Speaker Series - Alzheimer Research Lecture
Nov. 10, 2011

Hockey Night in Samia
Feb. 24, 2012

Toronto, Ont.
Buffalo Sabres at Toronto Maple Leafs
Sept. 29, 2011

Alumni Western Spectator Series - Part 1
Sept. 30, 2011

Alumni Western Spectator Series - Part 2
Oct. 2, 2011

Alumni Western Family Day
at the Ontario Science Centre
Oct. 22, 2011

Career Networking Reception
Fall 2011

Beedie Lecture
Dec. 7, 2011

Vancouver, B.C.
Cosical Speaker Reception

Western Homecoming 2011 provides plenty of opportunity for you to reconnect, network and simply visit with your fellow alumni. Visit us online at westernhomecoming.uwo.ca to learn about the celebrations taking place Sept. 29-Oct. 2. You won’t want to miss it.

Wherever we go, whatever we do, whoever we become, Western is within us.

Thank you to Andrew Gafni, Rola Skaf, Marika O’Driscoll, Jen Miller, Andreanne Levesque, Jules Levesque, Meaghan Failli, and our volunteers for helping make this issue happen.

Do your part for the environment! Alumni Western is reducing the number of printed event invitations. Please update your email address with us to receive digital invitations to events in your area. Check out our event listing on the web site and register at www.alumni.uwo.ca/travel.

FUTURE HOMECOMING DATES

2011 - Sept. 29 - Oct. 2

2012 - Sept. 27 - 30

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FALL 2011 EDITION
John W. Cooper, B.A.(Hon), has been named to the senior executive team of Rockwater Energy Solutions, which provides fluids management and environmental solutions to the energy industry. He was previously CEO of Enmaxx Services—which merged with Rockwater.

Gregory Aarssen, B.Sc.’94 (Geology), has been named Co-President, Gas at AltaGas Ltd.

Marc Létourneau, B.Com.’84 (Economics), has been named Senior Client Partner at KPMG International in Toronto office. He will be a member of the Global Financial Services practice, and lead the firm’s efforts in the Investment Banking and Capital Markets sectors.

Robert Fey, B.C.’85 (Geology), has been appointed as Consulting Geologist for Gold Royalties Co.—a privately-held, revenue-oriented royalty company that acquires and manages precious metal royalties.

John Francis, HBA’76, has been appointed as the Chair of the Board for SickKids foundation.

Judith Robertson, MA’84, has been appointed for two years as Commissioner to Ontario Securities Commission.

Dr. David Martin, B.Sc.’86 (Genetics), PhD’98 (Biochemistry), MBA’00, has served by Capital Markets as their Senior Research Analyst responsible for research coverage on the Biotech & Healthcare sectors.

Keith Laszlo, B.E.’76, M.S.’91 (Geology), has been appointed a principal at Goldstar Advisors, he’s based in London.

Dr. Roberta Bondar, MSc’71 (Pathology), DSc’95 (Medicine), has been appointed to the Board of Directors at COM DEV Limited.

Ian Cryer, BEd.’75, has been appointed President of St. Thomas More College by Fr. Dean Connor, HBA’78.

J. David Adams, MBA’58, has been appointed President of Professional Engineers Ontario (PEO). He is the fourth engineer to be twice elected President since the inception of the PEO in 1922, having served as President in 2008–2009.

Alfred Mammo, from 1991–96, has been named to the senior executive team of Rockwater Energy Solutions, which provides fluids management and environmental solutions to the energy industry. He was previously CEO of Enmaxx Services—which merged with Rockwater.

Dr. Terrence Donovan, MA’72, PhD’77 (Political Science), has been appointed President of St. Thomas More College by Fr. George Smith C.S.B., Superior-General of the Basilian Fathers. The appointment comes following an intensive eight-month search process that attracted candidates from across Canada and other countries. Professor Donovan becomes the 11th president since the College’s founding in 1936. Donovan is an accomplished Canadian scholar, teacher and academic leader. Throughout his 25-year career, he has proven his unparalleled commitment to teaching, collaboration, research, and community engagement.

ARIS Technologies Corporation has appointed Judson Whitehead, LL.B. 77, to its board of directors. Judson is a senior partner in the Business Law Group of Miller Thomson LLP. He served as Chairman and CEO of Miller Thomson from 1992 to 2007.

Colley Clarke, HBA’81, MA’87, has been appointed interim Chief Financial Officer of Resin Technology Inc., a provider of biomedical systems.

Hans Kykle, B.A.’83 (Economics), has been named EVP & CFO of Canadian Precious Metals Inc, and resumed his role in the Toronto office effective June 4.

Kerr Newman, B.A.’81 (Political Science), has been appointed Co-Chair of CTV’s Question Period effective August 22, 2011.

Deborah McLean, B.A.’96 (Admin/Com/Fin/Econ), as an independent member of the board of directors of the company, was recently named as a member of the senior executive team of Rockwater Energy Solutions, which provides fluids management and environmental solutions to the energy industry. He was previously CEO of Enmaxx Services—which merged with Rockwater.

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George Bonnell, LLB’91, has been appointed as President and CEO of Argex Mining Inc which is transitioning from a titanium, iron and vanadium explorer to a development company with projects in the province of Quebec.

John Scott, MBA’92, has been appointed Senior VP, Strategic Projects of Alutra Port Co.

Derek Kent, BA’92 (Political Science), has been appointed as Executive Director, Corporate and Brand Communications of The Canadian Olympic Committee.

Don McPherson, MBA’92, has joined Macquarie Private Wealth in Calgary.

Anne Marie Langlois, BA’93 (History), is the City of Barrie’s new human resources director. She had been the city’s human resources development manager for the last six years.

Kevin O’Brien, BA’93, has been appointed Chief Commercial Officer at Apax Capital.

Jean-Phillipe Bechtold, BSc’93 (Geology), is one of two year-long Nieman Fellowship to study at Harvard University.

Patrick Cronin, MBA’93, has been appointed Head of Trading Products at RBC Capital Markets, where he will have responsibility for all trading-related lines of business. Since 2008, he had been head of both the financial products and debt products groups.

Jennifer Tindale, BA’93 (French), LLB’96, has been appointed a partner at Brown Bovee O’Donovan LLP in London, Ont.

Heidi Julian, PhD’97 (US), has a new job as Director, School of Library and Information Studies at the University of Alabama.

Ryan Fargher, LLB’99, has been appointed VP and General Counsel of Toskridge Power Inc, a Toronto-based developer of electrical generation assets.

Daniel Spinks, PhD’98 (Business Admin), has been appointed associate dean for executive programs at the Samuels Curtis Johnson School of Management at Cornell University. He is an award-winning teacher and expert on financial management, including the areas of management accounting, capital budgeting, post-investment review, and the “balanced scorecard.”

Smiko Gold Corp has appointed Allan Armitage, PhD’98 (Geology), as an independent director. He is currently a senior geologist with Geolocator Management and works from his home in Vancouver.

Dr. Michael Scott, PhD’98 (Med Biophysics), has been appointed as Vice President, Research and Development for ViaCyte Inc—a preclinical cell therapy company focused on diabetes.

James Porter, BA’99 (Admin/Comm Fin/Econ St), has been promoted to Chief Financial Officer of the Alamos Gold Inc.

Emmanuel Bourbouhakis, MA’99 (Classics), has been appointed as a faculty member of Princeton University, effective Sep 1, 2011. He is a scholar of Hellenistic literature, currently working as a research fellow at Albert-Ludwigs University in Freiburg, Germany.

2000s

David Salk, BA’01 (Political Science), managing editor of GlobalNews.ca, won a Nieman Fellowship at Harvard. He is the first Canadian online journalist to win the prestigious fellowship.

Ken Vyalov, BS’02, PhD’11 (Neuroscience), is one of two Western graduate students who received the Governor General’s Gold Medal at Spring Convocation. The Governor General’s Gold Medals are awarded to students graduating with the highest academic standing in a Masters or Doctoral degree program.

Matthew Torgljan, MPH’01, has been appointed President of Ontario Association of Police Chiefs.

Jennifer Chapman, BA’97 (Sociology), LLB’00, has been appointed a partner at Brown Bovee O’Donovan LLP in London, Ont.

WHAT’S NEW WITH YOU? DEADLINE FOR INCLUSION IN THE WINTER 2012 ISSUE IS DEC. 2
Apple now has more liquid assets than the US most valuable company for market capitalization. Apple would pass Exxon to become the world’s game for market geeks was guessing when but when I wrote this column the hot parlour this will have evolved by the time you read this, million iPads, a product Apple introduced in iPhones, a product launched in 2007, and 9.25 7.54 million iPods. But it also sold 20.34 million shipped 3.95 million Macintosh computers and random benchmark) Stephen Harper became product lines that didn’t exist when (to pick a of Apple’s unit sales in Q3 2011 were in happens to PC any more.

is that the point is moot. Nobody cares what run those cute “I’m Apple, I’m PC” ads any more through which universities’ work is judged, then ever reach the day where that’s the only lens Canadian jobs, “ and as I’ve written before, if we that build Canadian businesses and create Canadian families and workers”. To which an honest observer can say only it doesn’t.

If I were Katie Kryski or Fabrice Szabo reading the PM’s remarks, I might be a bit nervous. Kryski and Szabo are two of Western’s new Vanier Scholars. They both have dynamic research programs lined up. Kryski will examine the relationship between genetics and environment in determining vulnerability to depression. Szabo will compare Hegus’s Les Miserables with latter-day adaptations to see how a work is transformed and distorted as it finds new life.

Kryski’s work gives us a shot at a society with better mental health. Szabo’s might give us new clues about beauty. Worthy recipients, say I. But what they probably won’t do is lead to “patents that build Canadian businesses and create Canadian jobs,” and as I’ve written before, if we ever reach the day where that’s the only lens through which universities’ work is judged, then universities are going to be flat out of luck.

But there’s another angle through which to look at all of this, and it’s why started with the survey of Apple’s fortunes. You’re not going to find a company that builds more prosperity through discovery and invention than Apple, and none of its game-changing innovations since 2007 have come out of a university lab. Universities weren’t irrelevant, of course. Apple engineers and designers come from some of the best schools, and advances in flat screens and battery life come from research. But you don’t own an iPad because it has a unique screen or a perfect battery, because it really doesn’t. You own it because it embodies new notions about what a computer can do in your life.

A couple of years ago Harper got in trouble for skipping a United Nations meeting in New York City so he could hold a photo op at something called the Tim Hortons’s Innovation Centre. Oh, we had a chuckle over that one. Laser cruellers! Quantum Timbits! But actually, a place like Tim Hortons needs an innovation centre, because no company in a competitive market should rest on its laurels. “Innovation” here might look like adding drive-through lanes, which have the effect of multiplying a restaurant’s virtual floor space without adding to the rent bill. An innovation is just an idea that hasn’t been tried.

We’re getting a lot of this backwards in Canada. Governments that want to “produce more innovation” look first to the elements of society they control most directly — universities, granting councils, ribbon-cutting ceremonies. The universities dutifully stuff up breakthroughs like cordwood — by any measure I’ve seen, Canadian universities are good at producing influential research — but Canadian businesses don’t change their ways, because they don’t know how or they don’t even know they’re supposed to.

When we make “innovation”, “jobs” and “university research” synonymous, we put unfair distorting pressure on university science, we let business off the hook, and we get frustration instead of prosperity. Business schools can play a huge role in getting innovation right. So can design schools’ internships to get smart kids out of labs and onto shop floors. But first things first: we need to understand that productivity breakthroughs happen when businesses pick a new idea up, not when labs push one out.

DOES INNOVATION HAVE TO MEAN JOBS?

Markets bounce around and I have no idea how this will have evolved by the time you read this, but when I wrote this column the hot parlour game for market geeks was guessing when Apple would pass Exxon to become the world’s most valuable company for market capitalization. Apple now has more liquid assets than the US Treasury. Apple’s really freaking big. I brood over this news because a detail leaped out at me in July, when Apple announced their financial results for the third fiscal quarter of 2011. Obviously it was full of good news: Revenue and profits doubling from a year earlier to establish, in both cases, new high achievements. But of course governments get that memo. “We are building a culture of innovation and high achievement right here in Canada,” Harper said. “The importance of this cannot be overstated. Research leads to discoveries and inventions, that leads to patents that build Canadian businesses and create Canadian jobs and that makes for greater prosperity for Canadian families and workers.” To which an honest observer can say only it doesn’t.

If I were Katie Kryski or Fabrice Szabo reading the PM’s remarks, I might be a bit nervous. Kryski and Szabo are two of Western’s new Vanier Scholars. They both have dynamic research programs lined up. Kryski will examine the relationship between genetics and environment in determining vulnerability to depression. Szabo will compare Hegus’s Les Miserables with latter-day adaptations to see how a work is transformed and distorted as it finds new life.

Kryski’s work gives us a shot at a society with better mental health. Szabo’s might give us new clues about beauty. Worthy recipients, say I. But what they probably won’t do is lead to “patents that build Canadian businesses and create Canadian jobs,” and as I’ve written before, if we ever reach the day where that’s the only lens through which universities’ work is judged, then universities are going to be flat out of luck.

But there’s another angle through which to look at all of this, and it’s why started with the survey of Apple’s fortunes. You’re not going to find a company that builds more prosperity through discovery and invention than Apple, and none of its game-changing innovations since 2007 have come out of a university lab. Universities weren’t irrelevant, of course. Apple engineers and designers come from some of the best schools, and advances in flat screens and battery life come from research. But you don’t own an iPad because it has a unique screen or a perfect battery, because it really doesn’t. You own it because it embodies new notions about what a computer can do in your life.

A couple of years ago Harper got in trouble for skipping a United Nations meeting in New York City so he could hold a photo op at something called the Tim Hortons’s Innovation Centre. Oh, we had a chuckle over that one. Laser cruellers! Quantum Timbits! But actually, a place like Tim Hortons needs an innovation centre, because no company in a competitive market should rest on its laurels. “Innovation” here might look like adding drive-through lanes, which have the effect of multiplying a restaurant’s virtual floor space without adding to the rent bill. An innovation is just an idea that hasn’t been tried.

We’re getting a lot of this backwards in Canada. Governments that want to “produce more innovation” look first to the elements of society they control most directly — universities, granting councils, ribbon-cutting ceremonies. The universities dutifully stuff up breakthroughs like cordwood — by any measure I’ve seen, Canadian universities are good at producing influential research — but Canadian businesses don’t change their ways, because they don’t know how or they don’t even know they’re supposed to.

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