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Alumni Gazette

WESTERN'S ALUMNI MAGAZINE SINCE 1939

FALL 2014



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EDITOR'S NOTEBOOK

WITH DAVID SCOTT

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Editor: David Scott

Executive Editor: Jason Winders, MES'10

**Director, Alumni & Development
Communications:** Diana Cunningham

Publisher: Helen Connell, MBA'96

Art Director: Terry Rice, BFA'98, MA'00

Designer: Rob Potter

Staff, Faculty & Volunteer Contributors:
Steve Anderson, Melissa Cheater, Jenn Davila, Natalie Devereux, Susanna Eayrs, Keri Ferguson, Susana Gajic-Brueya, Mathew Hoy, Heather Hughes, Jo Jennings, Douglas Keddy, Kathryn Kinahan, Andrew Kaszowski, Stephen Ledgley, Keith Marnoch, Scott May, Paul Mayne, Frank Neufeld, Sonia Preszczator, Jeff Renaud, Gulnara Shafikova, Allison Stevenson, Marcia Steyaert, Adela Talbot, Janis Wallace, Trista Walker, Carol Walter, Scott Woods

Photography/Art: Bill Boswell, BA'81, MBA'84, Dan Bryer, MD'68, Marion Buccella, BA'07, Donner Garner, Tyler Gray, Graham Hardman, MBA'75, Jason Inch, Steve Juranics, HBA'87, Adnan Kayssi, BA'13, Paul Mayne, Karen Hunter Quartz, Brian Reynolds, Dpl'71, Shawn Simpson, Adela Talbot, BA'08, MA'10, Darrell Theriault, Rita Vilis, BEd'77, Zack Vitiello, BA'09

Advertising Inquiries: Denise Jones, 519.661.2111, ext. 85460; denise@uwo.ca

Guest Contributors: Amit Chakma, Robert Collins, BA'77, Helen Connell, MBA'96, John Corbett, BA'64, MA'69, Sarah Dawson, Ron Johnson, Paul Mayne, David Soles, HBA'64, Adela Talbot, BA'08, MA'10, Janis Wallace, BMus'75, BEd'76, Paul Wells, BA'89, Jason Winders, MES'10.

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ANNIVERSARIES, CROSSROADS TO MARK

The magazine you're reading started 75 years ago and was "Published occasionally for the alumni and friends of the university."

By 1941, the *Gazette* was a going concern, publishing a 12-page bulletin monthly throughout the '40s. *Alumni Gazette* editor and pharmacology professor Dr. J.W. Crane never missed a chance in its pages to plug "Life Memberships in the Alumni Association," available at a cost of \$50. Paid-up alumni earned the distinction of being able to add the initials LMAA after their name.

It turns out one of our alumna, long-time Dorchester, Ont., teacher Barbara Vincent, BA'71, MEd'85, was hired as one of Dr. Crane's assistants sometime in the mid-1940s, before her teaching career began, to help produce 5,000 copies of the *Alumni Gazette* each issue. It was a low-paying but fulfilling job she held for a few years. Fate intervened when her husband died young and left her with five children, the eldest being 12. That launched Vincent into teaching by necessity. It was something she excelled at and embraced. The schedule also allowed her to spend the same holidays as her children. One of them became a Rhodes Scholar.

See page 37 for photos of Barbara and Dr. Crane and more about the birth of the *Alumni Gazette* on our Memories page.

This year also marks the 20th anniversary of a Canadian success story, the birth of Spin Master toys and kids entertainment company by a trio of 1994 alumni: Ronnen Harary, Anton Rabie and Ben Varadi. The three entrepreneurs

spun the toy world around. Instead of Canada being a place that redistributes American and European toys, why not be a hub of new products and inventions and market these to the world? That simple yet bold and focused concept – along with determination, smart decisions, strong partnerships, amazing creative energy and impeccable timing – has made them the fourth largest toy/kids entertainment company in the world.

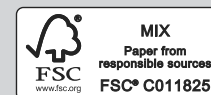
Sometimes real, tangible change is tougher to create and enact than we think. Your own personal change and growth is challenge enough to manage, let alone a whole classroom of students. Karen Hunter Quartz opened the UCLA Community School in September 2010, and last June, the first cohort of incoming freshmen graduated. The Class of 2014 included 80 senior students, 44 of whom were accepted into a four-year college, 20 are headed to a University of California campus, the elite campuses of the system. Almost all other students are planning to attend a two-year institution. Those numbers shine even brighter when you consider only 6 per cent of families from the neighbourhood had a member go to college, and only 4 per cent ever went to a UC campus.

Of course Homecoming 2014 is almost upon us, marking countless anniversaries for thousands of alumni, who cross oceans and continents to reconnect and discover some of that magic that unveiled their character and personality as young adults so many years ago and created bonds with other like-minded classmates ready to take on the world. See you at Homecoming!

YOUR RIGHT TO PRIVACY

Western respects your privacy. At any time you have the right to request that your personal information cease to be used for alumni programs, to provide information about alumni services, or for fundraising purposes.

For more information, please visit www.advser.uwo.ca/privacystatement.htm or contact Advancement Services: phone 519.661.4176 or 1.800.420.7519 (Canada & U.S.), fax 519.661.4182 or e-mail advser@uwo.ca.





Hong Kong graduates toast to their success

HONORARY DEGREES AWARDED AT HONG KONG CAMPUS

An award-winning cancer researcher, a major player in the fashion industry and a global financial management leader received honorary degrees in mid-May from Western at the 2014 convocations for the Schulich School of Medicine & Dentistry, Western's Hong Kong campus and the Ivey Business School, respectively.

Jacob Van Dyk was awarded a Doctor of Science, honoris causa (DSc) during the Schulich School of Medicine & Dentistry, MD Convocation.

During his award-winning teaching career at Western, Jacob Van Dyk also served as Head of Physics and Engineering at London Health Science Centre's Regional Cancer Program. Van Dyk is Professor Emeritus at Western and most recently, he worked as a consultant at the International Atomic Energy Agency for which he continues to perform various international teaching assignments. His research focuses on the implementation of radiation technology in the clinical practice of cancer treatment.

Cecilia Siu-Wei Yau, BA'72, was awarded a Doctor of Laws, honoris causa (LLD) during the Western Hong Kong Convocation.

A highly accomplished Western alumna, Cecilia Siu-Wei Yau is the Director of Macia Company Ltd., a Hong Kong-based manufacturer and exporter of premium quality leather, silk and satin products. Featuring house brand names Miss Macia and Marissa, Macia has constantly adapted its designs and products since its inception while developing essential materials for the high fashion industry. Yau is a dedicated volunteer at the Hong Kong Children's Cancer Foundation and serves as a member of Western's Hong Kong Advisory Board and the Hong Kong Foundation Board.

Dominic Barton was awarded a Doctor of Laws, honoris causa (LLD) during the Ivey Business School, MBA Convocation.

Dominic Barton, global managing director of McKinsey & Company, is a leader able to engage and collaborate across business, government and the non-profit sectors. Steering one of the world's top management consulting firms, his primary business focuses include financial sector development and reform and long-term capitalism. During the Asian financial crisis of the late 1990s, Barton emerged as the leading banking adviser in Korea and designed the country's current banking system. His role as a global thought leader is evident by his participation in the World Economic Forum, the Asia Business Council, Aspen Strategy Group and Brookings Institution, among others.

NEW RINGS HONOUR ATHLETES

This past spring, Mustang Athletics began honouring its graduating students with a Mustangs Ring Ceremony, the presentation of a sterling silver ring to honour their contributions as student-athletes.

Thérèse Quigley, director of Sports & Recreation at Western, said the annual ring ceremony signifies the pride all athletic alumni share in representing the university. "The rings symbolize the interconnectedness of Mustang athletes – past, present and future," said Quigley, adding Mustang alumni will also have an opportunity to purchase a ring.

The rings, also available in white gold, were presented to the 2014 graduating class May 1 in the Mustang Lounge. They will be presented to students, every year, who have three or more years of athletics under their belt upon graduation.

Any alumni athletes wishing to purchase their own Mustangs Varsity Ring can do so by visiting: store.baronrings.ca/products/mustangs-varsity-alumni-ring

MILLION-DOLLAR GIFT DELIVERS TOOLS TO BUSINESS COMMUNITY

For London business leaders, StarTech.com's \$1-million gift to the Ivey Business School may be a gift that keeps on giving. Announced on May 22 at the Richard Ivey Building, the gift establishes a new Ivey-StarTech.com partnership that will deliver education programs, consulting services and customer insight tools for local business people.

"We are delighted to be working with StarTech.com President and CEO Paul Seed, who has proven to be a tremendous leader in London's business community," said Bob Kennedy, Ivey dean. "It is great to see a company so committed to improving the health of the overall economy and



contributing resources to drive innovative business ideas for southwestern Ontario.”

An Ontario-based firm, Startech.com, is a manufacturer of hard-to-find connectivity parts including audio-video connectivity, hard drive accessories, cables, add-on cards, server management and networking IO. Founded in 1985, StarTech.com has operations in the United States, Canada, Mexico, United Kingdom, Europe and Taiwan, servicing a worldwide market.

WESTERN STUDENT WINS 3-MINUTE THESIS COMPETITION

Western biochemical engineering student Joseph Donohue has won top prize at Canada’s National 3-Minute Thesis competition (3MT), a research communication competition where graduate students have three minutes or less to present their research and its impact to a panel of non-specialist judges and peers.

After advancing from Western’s 3MT to the provincial championships, Donohue competed against 10 other semi-finalists in the National 3MT on May 14 at Concordia University, organized by the Canadian Association of Graduate Studies (CAGS).

His presentation of a new approach to the problem of overloaded sewage treatment facilities in isolated communities, thoroughly engaged the competition judges, who included Nobel laureate Dr. John Polanyi, CBC journalist Kady O’Malley and University of Waterloo Dean of Arts Doug Peers.

“Joseph’s presentation not only showed excellent academic rigour, but his work attempts to solve a real-world problem,” said Noreen Golfman, CAGS president. “The judges were impressed by his ability to engage them in a complicated biochemical process and the impact of its eventual application.”

Donohue’s proposed system builds upon conventional sewage treatment systems that leverage bacteria swimming through the water to remove waste. Rather than swimming, Donohue’s bacteria grow on small surfaces suspended in the water, such as sand or rocks where they can get much larger and remove more waste in a smaller space.



Student Joseph Donohue holds a container of his sewage-eating bacteria that earned him the top prize at Canada’s National 3-Minute Thesis (3MT) competition. (Photo by Paul Mayne)

RETURN OF ALUMNUS PROVIDES HOPE FOR HIV/AIDS PATIENTS

Eric Arts’ arrival isn’t about nostalgia; it’s about combating one of the world’s deadliest diseases.

Nearly 30 years ago, Arts, BSc’90 (Microbiology and Immunology), walked into Western professor Anthony Ridgway’s lab looking to volunteer for the summer. Little did he realize that moment would solidify his research career, which has brought him full circle as Western’s new chair in the Department of Microbiology and Immunology.

“I came to Western (as an undergraduate) with a general interest in biomedical research. At that time, I thought I was interested in cancer research,” Arts said. “He (Ridgway) said, ‘Why don’t you

work on this new virus, which was just recently discovered, called HIV? I knew about the AIDS epidemic, but less about the virus, with it being 1986, and just two years after it was discovered.

“I got hooked and have been studying it ever since.”

Arts is already one of the globe’s leading HIV investigators, with strong ties to developing countries through Case Western Reserve University’s Center for AIDS Research. Now, as Western’s recently named Microbiology and Immunology chair, he joins an existing core of Schulich School of Medicine & Dentistry researchers already answering the riddles of HIV/AIDS.

“What Eric brings to the school is a whole range of different strengths,” Schulich Dean Michael Strong said. “From the research side of the equation, we have a strong history here already in HIV research and virology and, in particular, looking at new treatment modalities.

Arts adds to the high-profile HIV/AIDS expertise already on campus.

Dr. Chil-Yong Kang and his team, with the support of Sumagen Canada, developed the first and only preventative HIV vaccine based on a genetically modified killed whole virus (SAV001-H). In September 2013, Phase I Clinical Trial (SAV CT 01) of the vaccine was successfully completed with no adverse effects in all patients. The vaccine is currently in trials to test its immunogenicity and efficacy.

Strong noted this is probably the single largest recruitment that the university has ever done in bringing an entire team on board.

“From a leadership side, it is always important to be looking outside of your own walls for leadership – for new ideas and for people who bring things to the game that we haven’t quite got here yet,” he continued. “If you look at our school, one of the rich histories we have is in Microbiology and Immunology. What Eric brings is the next level to that.”



RESEARCH GETS BRAIN BOOST WITH NEW CHAIR

One of Canada's most innovative neuroscientists has arrived at Western to further her research into understanding human behaviour through speech, language and hearing. Ingrid Johnsrude was recently named a Western Research Chair, the first of its kind announced since the chairs were established last year in support of Western's Clusters of Research Excellence program.

With research focused on diagnosing and treating health problems such as hearing impairment and brain disease in the aging and elderly, Johnsrude garnered international media attention last year for her investigation into the "cocktail party effect," finding that seniors can exploit their familiarity with a loved one's voice to compensate for hearing loss.

"Humans are very social creatures and language is what we use to communicate with each other," Johnsrude explained. "For that reason, it's absolutely critical that we understand how we communicate with each other with language if we want to understand humans and human behaviour."

Johnsrude, who won an E.W.R. Steacie Memorial Fellowship in 2009 for her highly promising, globally relevant research, is jointly appointed as a professor at Western's Faculty of Social Science and Faculty of Health Sciences. She will collaborate extensively with her new colleagues at Western's world-renowned Brain and Mind Institute, Department of Psychology and the School of Communication Sciences and Disorders.

Johnsrude comes to Western from Queen's University. She graduated from Queen's with a BSc in Psychology and received an MSc and a PhD in Clinical Psychology from McGill University, where her thesis advisor was Brenda Milner – one of the founders of the field of cognitive neuroscience. Johnsrude has also held academic positions at University College London (UK) and the Medical Research Council (UK).

Eric Arts, BSc'90 (Photo by Paul Mayne)

PUBLIC SERVICE HOLDS CAREER OPPORTUNITY

BY AMIT CHAKMA,
PRESIDENT &
VICE-CHANCELLOR



Canadians like to talk about politics almost as much as we like to discuss the weather. And, as with the weather, we often do not have positive things to say. I attribute that less to the fact we are cynical about politics and public servants, than to the high standards to which we hold our elected officials.

We are also fortunate to live in a democracy where our news media have the freedom to serve as watchdogs over those in power. However, when they do their job well, it is impossible to avoid news of the latest political scandal and, with that, not be tempted to think 'these scoundrels' represent the vast majority of public servants.

Throughout my career, I have had the privilege of getting to know countless outstanding men and women – many of whom are Western alumni – who serve our communities and country. They have reinforced for me that the majority of people who choose public service are hardworking and dedicated.

It is not surprising Western students choose to be involved in public service, either in elected or unelected positions, as the value of that service is a key part of what we teach them. We also provide opportunities to hone their leadership skills whether that involves serving on the University Students' Council, one of Canada's largest and most successful student governments, in athletics, the arts or taking advantage of service-learning opportunities at the community or even international level.

Nor is the option of choosing public service limited to our students.

Especially when it comes to seeking elected positions, it is often only after alumni have gained career experience and feel their families are at the appropriate stage that they turn their hearts and minds to public service.

There are election opportunities almost every year in Canada. For example, Ontario, British Columbia and Manitoba have municipal elections this year. There is a federal election in 2015, the same year as Newfoundland, Labrador and Prince Edward Island hold provincial elections.

When I think about the importance of public service, I am reminded of the impassioned speech that the late Canadian Finance Minister Jim Flaherty gave at Western on Oct. 13, 2011, about why young people should consider serving their country.

As he pointed out in that address, it's not important what political party a person belongs to – what matters is individuals seriously considering to engage in some form of public service at a local, provincial, national or even international level. I encourage you to go to Western's website where you can read or listen to that speech on our Lectures at Western website, westernu.ca/lectures/lectures_at_western.html.

Mr. Flaherty's words that day were directed at Ivey Business School students, but they remain true today and they apply equally to all of us.



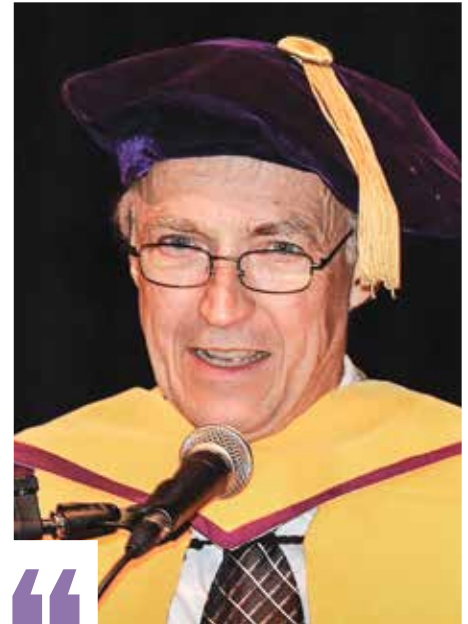
I know some will tell you to plan out your careers. I encourage you not to limit yourselves. Don't be so fixated on a goal that you miss a chance to go in a new direction."

Sheila Fraser



Helping others brings enormous awards; it benefits you and it benefits the community. Use your skills and abilities to contribute to a greater good and find a purpose beyond position, and beyond money."

Sylvia Chrominska, BA'73, HBA'75



Use your abilities to the fullest and don't hesitate to invest in additional learning, especially in areas outside of your comfort zone."

Francis Zwiers



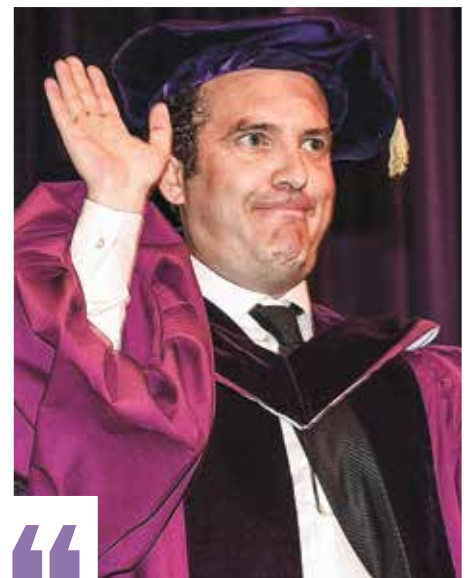
All of you have the opportunity to empower women, to empower men to shape our society to treat everyone equally. As you move forward, I challenge you to think, speak and act in a manner that will work to achieve these goals. My generation is counting on you."

Stacey Allaster, BA'85, MBA'00



We have the intelligence; we often have all of the technologies. But do we have the collective capability? We can do it, but we can only do it if you put your minds to it."

Sir David King



Your generation is one my generation and older generations will look to, to solve problems. I know you can do it and it will be a beautiful sight. Get out there, and fix my country."

Rick Mercer



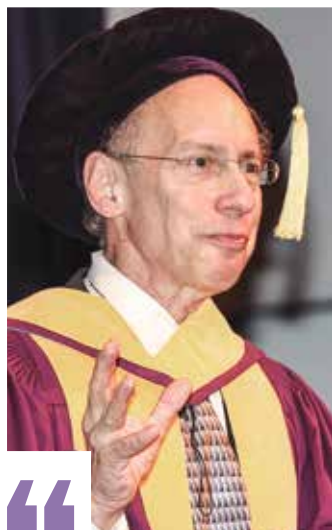
**Walk tall. Walk steady.
Walk together."**

Dr. Catherine Zahn



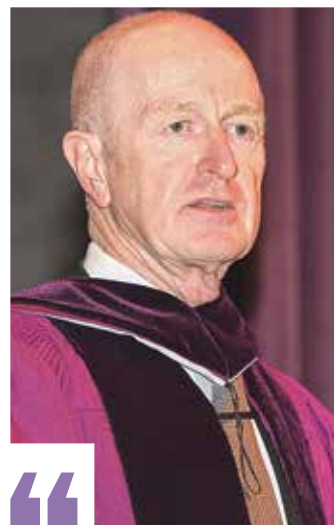
Stay positive, be prepared to work hard. Look for opportunities to demonstrate your talents and skills and take on responsibility, focusing on where you want to go. And seek out a mentor."

Madam Justice Elaine Adair



Try to dream big dreams. As you try to pursue those dreams, things may not always work out the way you want them to, but don't give up on those dreams."

Robert Langer



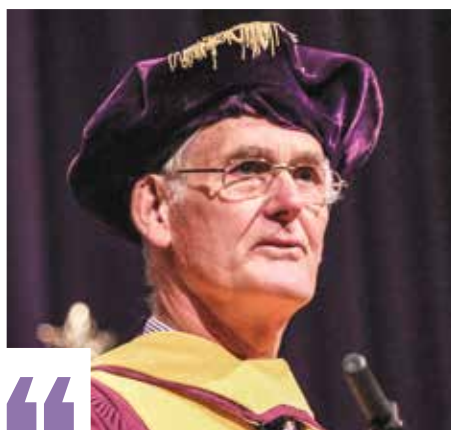
Whether you're here from abroad, from other parts of Canada or studying in your hometown, you stand at the threshold of a career during a remarkable time."

Glenn Stevens, MA'85



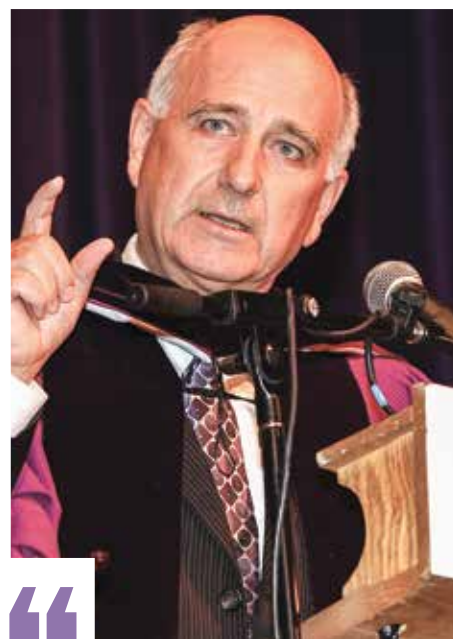
Strive with great purpose for a happy ending and balance that with like purposes for your family, your community, your country, and the Earth. Doing that, you will bring smiles of satisfaction to the memory of your ancestors."

Bob Barney



Although you are young and fit now, I hope you will join others in applying bio and medical engineering research to improve the lives of sick, disabled and elderly people. There are often extraordinary benefits for everyone when such disadvantaged people can turn their lives from being passive, to making great contributions."

Lord Julian Hunt



The individual matters – and what you do individually matters. The most powerful office in the land is the individual citizen."

Glen Pearson, BSc'87



Making it real

BY JASON WINDERS, MES'10



ALUMNA TURNS PASSION, PHILOSOPHY INTO OPPORTUNITY FOR KIDS IN LOS ANGELES

Karen Hunter Quartz's "interesting story of failure" has led to a chance at success for hundreds of kids in one of the most disadvantaged areas of Los Angeles.

Drawn to Philosophy early on, Hunter Quartz, BA'86 (Huron, Philosophy), MA'87 (Philosophy), entered Huron University College as an undergraduate in the early 1980s. There, she met her husband, Steven Quartz, BA'86 (Huron, Philosophy), MA'87 (Philosophy), in an Ancient Philosophy course. They were married straight out of the Western affiliate, and then the couple "walked across the road" to work on their master's degrees in the same discipline.

Hunter Quartz's memories of Western are rich and deep – citing with ease the impact particular professors or classes had on her studies. She conjures up an especially vivid description of Western Philosophy professor Robert Butts. She described the late icon of the academe walking across campus with a signature copy of Immanuel Kant's *Critique of Pure Reason*, tattered and bookmarked, well-worn and well-examined, tucked under his arm.

"I remember him being the consummate intellectual who took apart paragraphs and was so motivated by ideas," Hunter Quartz said. "He was this old philosopher, ostensibly not part of our culture any more, but the ideas he brought to life make for happy memories and inspiration for me."

After graduation, she and her husband wanted to continue their studies, although admittedly ignorant of the competitive graduate school landscape in The States. They both applied for PhD studies to the University of California-San Diego – and nowhere else.

"Looking back, it was completely ridiculous what we did – applying to one graduate school," Hunter Quartz said.

Her husband was accepted into the program; she was not.

"You know, when I got rejected, I went through this whole thing – doubts, questions," she said. "But then I started thinking. I always wanted to start a school, study education. It was always so interesting to me the ideas and philosophy behind it. I decided to go looking into this field even though I had never studied education – I had only been to school."

Regrouping, she placed a blind call up the road to UCLA Philosophy professor David Ericson.

Oddly enough, Ericson recently had a paper rejected by an academic journal Butts edited. So, he was extremely familiar with the man behind the name on one of Hunter Quartz's letters of recommendation. The professor was intrigued and accepted her into the program.

Soon after, she and her husband headed to California in a beat-up Mazda – and they have been there ever since. Hunter Quartz went on to earn her PhD from UCLA, and then stayed on as a professor.

But she yearned to do something different.

"One of the things I struggle with as an academic is that the world of ideas is a nice place to live, but at some level it is not real," Hunter Quartz said.

To her mind, she had two options: Change the system from within by becoming a classroom teacher and administrator, or apply her research to the existing system. She chose the latter.

Her passion, along with a hearty constitution to weather nay-sayers and government bureaucracy, fueled the founding of the UCLA Community School.

The K-12 pilot school, located on the campus of the Robert F. Kennedy Community Schools, operates through a partnership between UCLA, the Los Angeles Unified School District and the Koreatown/Pico-Union community. The school draws 1,000 students from the neighbourhood.

This is not a charter school, Hunter Quartz said, but an institution informed by scholarship, and grounded in progressive educational philosophical ideas, all within the public school district.

“One of the things I struggle with as an academic is that the world of ideas is a nice place to live, but at some level it is not real.”

From the start, she had a hand in every aspect – from putting together tricycles and blowing up playground balls to reassuring everyone from the families of students to the university chancellor that "everything will be OK" when the school opened its doors.

The UCLA Community School opened in September 2010, and last June, the first cohort of incoming freshmen graduated. The Class of 2014 included 80 seniors, 44 of whom were accepted into a four-year college, 20 are headed to a University of California campus, the elite campuses of the system. Almost all other students are planning to attend a two-year institution. Those numbers shine even brighter when you consider only 6 per cent of families from the neighbourhood had a member go to college, and only 4 per cent ever went to a UC campus.

"This moment is electrifying," said Hunter Quartz, who serves as the school's research director. "This class has exceeded our expectations. It's an exciting moment right now to celebrate a lot of hard work and dedication by a lot of people so these students can take the next step in life."

While much work remains to be done to achieve the school's ultimate mission, Hunter Quartz has paused for a bit of celebration and to remember its origin.

"As a graduate student at Western, I taught *Intro to Philosophy*. That (class) was why I went into education. I loved that opportunity to connect with students and think about how to engage people in learning ideas," she said. "I do that every day now."

"Today, for these kids, this is about more than grades or those formal credentials they need. They need to learn the world, they need to develop that social capital, know lots of people who look like them and are successful. This is about something bigger for them."

Karen Hunter Quartz, BA'86 (Huron, Philosophy), MA'87 (Philosophy), sits in the UCLA Community School beneath a mural, by California artist Judith Francisca Baca, that pictures Robert Kennedy, Cesar Chavez and other civil rights pioneers, symbolizing the institution's social justice vision.

TOYING WITH SUCCESS



SPIN MASTER FOUNDERS FIND A WAY TO HAVE FUN AND PROFIT

BY DAVID SCOTT

Ben Varadi, Anton Rabie and Ronnen Harary defy the definition of a 'normal' partnership. Then again, being "a bit too unorthodox" has helped this trio of 1994 Western grads find worldwide success with Spin Master, an international kids entertainment company, which now employs more than 900 globally.

"Yes, they are a perfect complement to each other and many people will say that. Honestly, it's a perfect three-headed monster," said Chris Harris, BA'85 (English), LLB'88, executive vice-president and general counsel for Spin Master. "I think if any one of them weren't there, it would have broken up years ago."

Harary and Rabie have been side-by-side since they were 11 years old – summer camps, high school and, later, university.

While at Western, they created their first business together, Campus Faces, a poster company. They made a profit selling advertising along the side of posters and expanded their market over three years.

"That's when we got to know that we loved working together. We had common values, we wanted to build something together," Rabie said.



The talented trio of Ben Varadi, HBA'94, Anton Rabie, HBA'94, and Ronnen Harary, BA'94, co-founders of Spin Master, a successful international Toronto-based kids entertainment company celebrating 20 years in business this year. (Photo by Tyler Gray)

By their final year of university, the venture had grown to a cross-Canada business at six other campuses.

Varadi and Rabie, who both earned HBAs from Ivey Business School, got to know each well from first to second year at Ivey.

"Benny and I developed a very wonderful, natural, fun, real friendship together," Rabie said. "One of the things Ivey gave us was a base understanding on every little area of the business. On operations, it taught us the basics of throughput and cycle time."

"It gave us great contacts and peers," Varadi added.

Harary, who earned a BA in Political Science, didn't know the eclectic Varadi during their time at university. Varadi studied Political Science before committing to his HBA; Harary took





↑ Due out in time for Christmas 2014, Boomer Dino can travel backward and forward, wag its tail, and growl at you with red eyes when it's angry. He can be trained to sit, speak and eat. He also burps.

two business courses at Ivey.

The trio came together post-graduation for Earth Buddies, a grass seed-filled pantyhose head toy that grew 'hair' when watered. Harary's grandmother brought a few back with her from a trip to Israel and said the environmentally friendly toy was a hit.

Harary decided to make 5,000 pieces for Mother's Day "to see how things go."

He approached Rabie, interviewing at the time for a job at Procter & Gamble, to help with the one-time venture.

Earth Buddies sold well. And then it snowballed. Soon after rolling it out, the pair received an order from Wal-Mart Canada for 26,000 units.



company business models were to take American or European products and distribute them in Canada. Spin Master spun that around.

“We said we want to design and develop our own products here in Canada and sell them to the rest of the world,” said Harary. “And, predominantly, our focus was the United States, because it was so close to Toronto.”

That simple-yet-bold approach charted the course of the company.

The first toy the company produced was Devil Sticks (gravity sticks or juggling sticks). Then they took it to the annual Hong Kong Toys & Games Fair in January 1995. At that show, they developed relationships with distributors in every country around the world.

In February 1995, they sold Devil Sticks to Toys ‘R’ Us and K.B. Toys.

Over the years, Spin Master has developed its own toys by thinking differently than the rest. Take Air Hogs, for example.

Created in 1996, Air Hogs is a line of toy vehicles developed when British inventors John Dixon and Peter Manning approached Spin Master with a prototype of a compressed air-powered toy airplane that had been rejected by everyone. Excited by the plane’s potential, Spin Master licensed the technology and spent two years – and a half million dollars – perfecting the toy.

Spin Master has acquired established toy brands during its 20-year history including Spy Gear and, more recently, the 116-year-old Meccano product line (often known as an Erector Set) in 2013.

In 2007, Spin Master’s breakout product combined an action figure, board game and trading card game. Bakugan was formed through a partnership between Spin Master, Sega Toys Ltd., Nelvana Enterprises Inc., TMS Entertainment, Japan Vistec Inc. and Sega Corporation.

Bakugan became an instant success after its 2008 launch in the United States. It was declared the breakout hit of the toy industry receiving numerous awards including three 2009 TOTY awards for Boy Toy of the Year, Property of the Year and Toy of the Year, the industry’s most prestigious award.

That success put Spin Master on – or, more precisely,



↑ Chris Harris, BA’85, LLB’88, general counsel for Spin Master, says his legal team does it all: from patent law to litigation, television contracts to dealing with inventors.

“WE MUST HAVE SHUT DOWN 45 FACTORIES IN CHINA, ALL DOING COUNTERFEITS. THAT’S HOW EXTENSIVE IT IS. THAT’S A BILLION DOLLAR FRANCHISE.”

→ Zoomer Robotic Puppy can do over a dozen trainable tricks, including playing dead and lifting his leg for a virtual pee. He can be voice-trained or via your iPhone. He also sleeps and dreams.

“We had to figure out how to manufacture it. That’s where Ben comes into it. We needed a candidate to run the factory,” Harary said. “Anton called him up and said, ‘Ben, do you want to come and join the company and run this part of the business?’ ”

At the time, Varadi was interviewing at Toronto ad agency Leo Burnett. After an intense 24-interviews-in-a-day candidate blitz, the company declined to hire him because, according to them, he was “a bit too unorthodox.” They suggested he try the “creative side” of the industry.

So he did. Varadi took a chance with his Ivey friend’s business, but he set a time limit for Earth Buddies. Rabie recalled, “He said, ‘I’ll do it for nine months, then I’m going to do something else.’”

But Varadi stayed on.

The trio eventually set up shop in the King/Bathurst area of Toronto, hired staff and delivered on their orders. Within nine months, they’d sold 1.5 million pieces.

It was the beginning of a beautiful partnership. And you can again credit that success to being “a bit too unorthodox” for their industry.

At that time, Canadian toy

all over – the toy industry map. Aside from its headquarters in Toronto, Spin Master now has offices in Los Angeles, Hong Kong, China, Tokyo, Italy, Paris, the UK, Germany, the Netherlands, Slovakia and Mexico.

“Any which way you look at the company it’s very global,” Rabie said. “Our mindset, our people, our sales.”

Building upon its success in content development with the Bakugan TV Show, Spin Master launched an entertainment division in 2008 focused on design, development and production of cross-media entertainment properties.

Spin Master has landed 15 of the coveted TOTY awards. Business accolades continue to roll in like reaching platinum status of Canada’s 50 Best Managed Companies, Fast Company 50 Most Innovative Consumer Products Company and Ernst & Young Entrepreneur of the Year Award.

In today’s international toy market, only American toy giants Hasbro (Monopoly, GI Joe) and Mattel (Barbie, Hot Wheels, Fisher Price), and the iconic Danish company Lego, are bigger than Canadian Spin Master.

But with increased international success has come the ultimate in flattery – imitation. Spin Master contends with regular lawsuits against counterfeit versions of their most popular brands.

“The funny thing is, you know you’re successful when you’re fighting a lot of counterfeits,” Harrs said. “We have Bakugan. We must have shut down 45 factories in China, all doing counterfeits. That’s how extensive it is. That’s a billion dollar franchise.”

Rallied by its ‘Innovating fun every day’ motto, Spin Master accomplishes that by continuing to work closely with inventors.

“An inventor is the ultimate risk-taker on Earth,” Varadi said. “In a way, our risk level is not nearly as big as theirs because we see multiple inventions from multiple people. They are getting behind the one thing they themselves invented.

“When you think about it, that’s a lot of risk.”

Spin Master is the kind of company where the partners complete each other’s sentences and challenge one another at executive meetings. When he first started at Spin Master as general counsel, Harrs thought “this is a mad house.”

To the English and Law alumnus, it was “fun but it was crazy.”

“Ben will jump up on a table and start screaming or he’ll make fun of something. You wouldn’t find that at another company. It’s privately owned. It’s like a fraternity. Imagine if frat brothers were running a company?”

If Ben is the creative class clown who finds a kindred spirit with eccentric inventors, Rabie is the pacesetter who keeps them in line. He is the partnership-builder who brings in new businesses. Harary is the classic entrepreneur – half creative, half business.

All bring strengths to the table and complement each other.

“Since Day One, we always said we’ll try to grow the business as big as we possibly can,” Harary said. “But let’s do it in a very focused way. We’ve gradually expanded... It hasn’t been a radical expansion; it’s been a natural evolution with a global concept. But I do attribute Anton’s and Ben’s Ivey schooling to having a good focus on what are your core competencies.”

Rabie agreed, “We’ve never been taken off our core in 20 years.”

Read more about Spin Master’s legal victories and challenges, and get the team’s advice to new graduates and budding entrepreneurs, at alumnigazette.ca



↑ Flutterbye Fairy really does fly on her own. (Indoors, or she might disappear down the street).



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Balancing the

There is now more purple at the Bank of Canada than just the Sir John A. MacDonald 10-dollar note.

With their appointments to the Bank of Canada Governing Council in May 2014, Western alumnae Carolyn Wilkins and Lynn Patterson now place Western economists at four of the top six positions at the bank, including governor, senior deputy governor and two of four deputy governor posts.

Stephen S. Poloz, Governor of the Bank of Canada, Wilkins, Senior Deputy Governor, and four deputy governors share responsibility for decisions with respect to monetary policy and financial system stability, and for setting the strategic direction of the bank.

Born in Oshawa, Ont., Poloz, MA'79 (Economics), PhD'82 (Economics), has more than 30 years of public and private sector experience in financial markets, forecasting and economic policy. He first joined the bank in 1981; he started his term as governor in June 2013.

Born in Peterborough, Ont., Wilkins, MA'88 (Economics), has held a broad range of senior analytical roles at the Department of Finance and the Privy Council Office. She joined the bank in 2001; she started her term as senior deputy governor May 2. Wilkins became the bank's highest-ranking woman ever when she assumed the role as Poloz's No. 2 from Western alumnus Tiff Macklem, MA'84, PhD'89 (Economics).

A native of Chatham, Ont., Patterson, HBA'83, has more than 25 years of experience in capital markets, risk oversight and senior management roles, including as president and country head for Bank of America Merrill Lynch Canada. She joined the bank in 2013; she started her term as one of four deputy governors May 5.

Born in Ottawa, Ont., Timothy Lane, PhD'83 (Economics), served for 20 years on the staff of the International Monetary Fund (IMF) in Washington, D.C., where he contributed to the IMF's work on a number of countries. He joined the bank in 2008; he started his term as one of four deputy governors in February 2009.

Patterson, along with fellow Deputy Governor Lawrence Schembri, oversees the bank's analysis and activities to promote a stable and efficient financial system. Lane oversees the bank's international economic analysis.

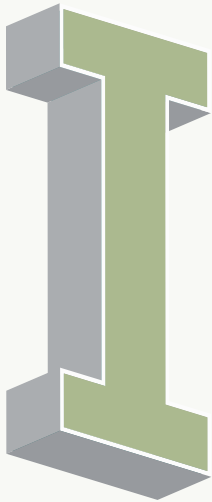


Bank



Left to right: Lynn Patterson, Carolyn Wilkins, Stephen Poloz, Timothy Lane. (Photo by Dave Chan)

FINDING YOUR NEXT GREAT OPPORTUNITY



BY SARAH DAWSON

In my 20s, I lived near New York City, and each week I dined at a different restaurant.

For someone who loves food, there are countless options in a city like the Big Apple. And with so many to choose from, it's no wonder it took me so long to decide where to eat.

I spent a lot of time learning about different options, careful to make the best choices and hoping to find a hidden gem. But the sheer number and variety of options were overwhelming.

For me, picking a great restaurant required research. To start, I considered the type of food I wanted; atmosphere; who I will be dining with; price; and location. These questions made up my criteria – the factors I set to navigate through the possible options.

My next step was crucial – research.

To better understand my options, I went to Trip Advisor, Yelp and food blogs for reviews and comments. I talked to people who had explored the city's different cuisines, and even created lists based on the options at each restaurant. With an idea of the options, I applied my criteria.

I found the more criteria I could satisfy, the happier I was with my choice.

By selecting criteria to narrow down what I wanted to eat in New York, I saw how it is possible to narrow down to one restaurant from more than 10,000 options.

It's really no different when it comes to making career decisions.

As an Alumni Career Coach at Western, the tactics I used to select a restaurant sound vaguely familiar as I consider individuals making decisions about the next steps in their career. Many people struggle with how and when to transition to the next opportunity, or even switch fields completely. They wonder 'What else can I do?' and 'How do I end up in the perfect career?'

The same career management principles apply whether you want to take charge of your career in your current field or you are looking for opportunities elsewhere. So, let's leverage the skills in setting criteria and research that many people already exhibit when deciding where to eat to help simplify the process.

Most career experts would agree career management isn't rocket science. Yet, based on the countless number of inquiries I field, the majority of professionals are still seeking counsel related to basic career management principles.

Let me walk you through a few to keep top of mind so that you too can find a hidden gem.

Bon appetite!



KNOW YOURSELF. People in careers that fit them are happier, healthier and much more satisfied – not just with their jobs, but with their lives. Sadly, studies show that the majority of people feel negatively, or at best neutral, toward their current jobs. To identify criteria for navigating where you want to be next, look deeply at what energizes you, what you find rewarding, what you're good at and what comes to you easily. Examine your high and low points at work, and identify the times you felt more energized, engaged and fulfilled — and why you felt this way.

BUILD RELATIONSHIPS. The word networking often sends people running to the nearest exit, but keep in mind networking is simply about getting to know people and asking for information, advice and support. Be purposeful in meeting people who can help you reach your goals and be willing to help others as well. If you are looking to transition within your field, build your existing network strategically with a smaller number of people positioned to help. For those planning a significant career change, build your network with as many people across your interest areas as possible.

USE A TARGETED APPROACH. If you are looking to advance, or find new opportunities, invest your time and effort in pursuing the role you really want and for which you are qualified. Remember how important using research tools like Trip Advisor and Yelp are to a foodie's selection of a top-rated restaurant? You will be most successful if you apply your criteria and focus on the needs of the employer. Research and determine what you can do that will add value to the organization. Use the information you find to develop new skill sets and experience that will set you apart.

SPEND MORE TIME ON LINKEDIN. With millions of users, LinkedIn is a tool with many facets. Researching a company, connecting with Western alumni, applying for a position, requesting an informational interview or contributing to a group discussion are just a few of the ways you can utilize LinkedIn. It's a powerful resource, but you've got to be active and follow through. We have even built a series of videos to help you build your profile and maximize your efforts on LinkedIn. Look for them at alumni.westernu.ca/careermanagement.

BALANCE YOUR DEPENDENCE ON THE INTERNET. If you are focusing solely online, your search hasn't begun yet. Research shows that only 7-10 per cent of jobs are sourced through online applications. Keep in sight the power of a referral and the strength of your network. You are far more likely to visit the restaurant your friend suggests after all.

Sarah Dawson has been working at Western helping alumni and students reach their career goals since 2005. For more information, visit alumni.westernu.ca/careermanagement or email your questions to careermg@uwo.ca.

WESTERN CONNECTS

If you're looking to strengthen your network, check out our newest career management event, Western Connects. Western Connects provides opportunities to:

- Build your network with general and industry-specific dinners and receptions;
- Cultivate your career through professional development programming;
- Share your expertise, experiences and opportunities; and
- Receive career support through career coaching.

The first Western Connects event is scheduled for Oct. 7-9 in Calgary. Look for upcoming dates in Vancouver, Ottawa, London and Toronto.

Visit alumni.westernu.ca/careermanagement for details.

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Life in Sri Lanka taught Yoshi Perera about the complexities of health care in the developing world. It also ignited his passion for making a difference in people's lives. He turned to the new Schulich Master of Public Health to broaden his global understanding. Yoshi credits this 12-month, interfaculty, case-based program with focusing his commitment to equity, social justice and sustainable development.

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Yoshi Perera, MPH'14

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BY RON JOHNSON

FINDING KEYS TO BUSINESS IN CHINA



Jason Inch, MBA'04, with business partner Andrea Liu.

Loft of Health and Urban Sustainability building drawing showing solar panels on the roof, plants, double- and triple-glazed windows, LED lighting. (Drawing courtesy of LOHAUS)

When Jason Inch graduated from the Ivey School of Business in 2004, and headed off to pursue opportunities in China, more than a few people scratched their heads in wonder. But now that the entire global economy runs through the economic superpower in the Far East, people have stopped wondering and started to pay attention.

Inch is the author of the book *China's Economic Supertrends*, the follow up to the 2008 book *Supertrends of Future China*, co-authored with Inch's mentor Dr. James Yuann. In addition to his work as an author, Inch has set up a social enterprise firm dubbed LOHAUS, the Loft of Health and Urban Sustainability.

His books are geared towards those looking to take advantage of the growing economy and suss out potential opportunities in the near future.

"I try not to write in an academic style," says Inch, who also teaches at Shanghai Jiaotong University, one of the country's top colleges. "I write for my students, who are typically Shanghai-based expat executives who desire to know more about what's going on in China's business environment. I also think about what I would want to know if I was coming to China today."

According to Inch, China is the No. 1 or No. 2 import or export trading partner to just about



every major economy on the planet. So, it comes as no surprise to him that people are clamouring for information on how to get involved. But, this wasn't always the case.

"After completing my MBA, I made the decision to move to China right away, turning down job offers with companies in Canada and Japan. I felt a lot of pressure to make a career in China. But I couldn't find a China-based job at first due to the lingering economic downturn which was still being felt in 2004," Inch explains. "I actually joined a Japanese company in China, which made further use of my Japanese language skills while I got accustomed to the Chinese business environment."

Inch says there are profound differences between China and other countries around the world, not the least of which is the close relationship between government and business.

"In virtually every industry, you get involved with politicians and bureaucrats,



even at lower levels, and this is challenging for almost all non-Chinese businesspeople, including me," he explains. "But it's critical to success. So I feel like I am spending a lot of time meeting and greeting rather than doing the actual work."

In addition to growing up in Vancouver where he was introduced to Pacific Rim culture at an early age, one of the things that drew Inch to China was actually a classmate at Ivey who was from China and taught Inch, amongst other cultural touchstones, how to drink the Chinese spirit Maotai.

"This was essential to doing business when I arrived here," says Inch. "She passed away a couple of years after graduation. Soon after that I left my corporate job and started doing something that I felt had more meaning, which was teaching, writing and devoting myself to public service."

Enter LOHAUS. The social enterprise firm is housed in a 1930s building in downtown Shanghai, and has a mandate to confront "the impact of pollution on health and its connection to China's urbanization trend."

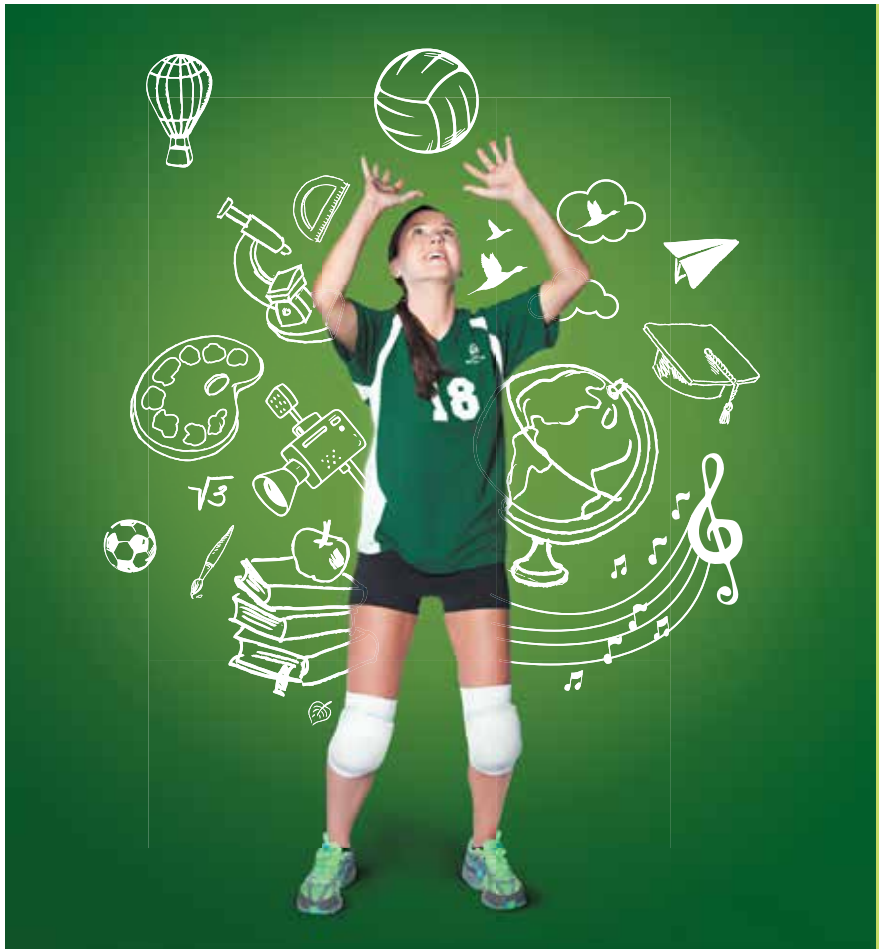
"I created LOHAUS, the Loft of Health and Urban

"I SEE SOCIAL ENTERPRISE AS A WAY TO MAKE A DIFFERENCE HERE WITHOUT FORSAKING MY ENTREPRENEURIAL BACKGROUND..."

Sustainability, to explore these challenges and promote viable solutions," says Inch. "For example, we demonstrate aquaponics — growing fish and plants together — for food security and reduction of toxins in the air. We have installed all kinds of insulation, including in the roof, as double- and triple-glazed windows, and weather-proofing, to demonstrate how even older buildings can be retrofitted to be much more energy efficient. And we use technologies such as LED lighting, energy-efficient ceiling fans and appliances, and more, to demonstrate how easy it is to reduce your own carbon footprint while you save lots of money on electricity."

Although many of these ideas and technologies are now commonplace in Canada, China has lagged behind. They are the world's largest producer of most cleantech such as LED lights and solar panels, according to Inch, but slow to put them to use domestically. And that is what Inch is determined to change.

"I see social enterprise as a way to make a difference here without forsaking my entrepreneurial background and Ivey MBA," he says. "I'm doing good while doing business. It's a great feeling."



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ONCE UPON A TIME

NO MATTER THE TOUR STOP, ALUMNA IS NEVER FAR FROM HOME

BY JASON WINDERS, MES'10



Garner (Photo by Darrell Theriault)

Donna Garner, BMus'96, may love the road, but she wouldn't mind visiting her kitchen every now and then.

"I have done big shows, ones with large casts and lots of money thrown at it. But never one on this scale where you never go home," she said recently from California. "I like the tour life. I think about all the things I am seeing, all the things I am doing that many people – particularly Canadian performers – don't have the opportunity to do.

"Would I like to be in my kitchen more? Yeah. But I am so blessed to be able to do this."

Garner has been on the road with the first North American touring company of *Once* since its inaugural performance in October 2013. She recently re-upped with the tour, keeping her with the company until 2015.

Set in modern day Dublin, *Once* is the story of an Irish musician – A Guy – and a Czech immigrant – A Girl – drawn together by music. Garner plays Baruška, the Girl's "feisty and warm" Czech mother. Based on an Academy Award-winning film, the now 11-time Tony Award-nominated musical is performed by a cast who sings, dances and "plays their hearts out" on the stark stage.

This latest role is one Garner has been preparing for her entire life.



"In a way, I always knew I was going to be a performer, even though I tried to talk myself out of that," she said. "There were times in my life when I somehow knew, deep inside, that I had to persevere when a lot of other people would have quit."

Born into a musical family of 13 children, Garner grew up on a dairy farm in Embro, Ont. She started singing at 5, taking lessons and accompanying her sister's, Linda (Garner) Van Winden, BMus'83, soprano voice in her own alto. At 6, she started piano, and then came violin, music theory, skating, swimming, 4-H and baseball. She vividly remembers her solo tree house performances of *HMS Pinafore*.

Despite this, she didn't see music as a viable career option when she graduated high school. So, she set aside her dreams and attended Fanshawe College in London, Ont., where she earned a diploma in hotel and restaurant management. She worked in that industry for a few years, but the sound of the music never faded.

"THERE WERE TIMES IN MY LIFE WHEN I SOMEHOW KNEW, DEEP INSIDE, THAT I HAD TO PERSEVERE WHEN A LOT OF OTHER PEOPLE WOULD HAVE QUIT."

"I decided to go ahead and try and get my degree in music and see if I could make a life of it," Garner said. "And I have never, ever, had a problem making a living at what I do. I know I am lucky."

Once on Western's campus, everything clicked.

"I was not a stellar student in high school. I enjoyed sports and music and video games, but not much else," she said with a laugh. "But that was the one thing I discovered when I, finally, got to Western. I thought, 'Wow, this is how my brain actually wants to work.' I remember being overwhelmed by the wonder of that higher education feel and really thinking differently about things.

"Because I did other things first, I was not going to waste a minute. I didn't take any of it for granted."

She entered wanting to be a high school music teacher, aiming to teach her students how to perform Queen's *Bohemian Rhapsody*. But in second year, she got hooked on performance and never looked back.

Since those days, Garner, who is married to fellow Canadian performer Rick Hughes, has graced stages across North America and around the world, a veteran singer, actor and performer of everything from classical opera to Broadway shows to even sea-faring performances as the Fairy Godmother on a Disney Cruise Line.

Once, her first national touring company, is only the latest, not the final, stop of her career.

"I don't know if I have hit the 'big time' or not; I don't think that way," she said. "I just try to tell the story, follow my path and try and have a good, balanced life."

Western alumna Donna Garner, far left, joins cast members of the North American touring company of *Once*. Garner, BMus'96, has been on the road with the company since its inaugural performance in October 2013. She recently re-upped with the tour, keeping her on stage until October 2015.



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Portrait of a winner



The Arlie Laxton Alumni Photo Contest, named in honour of nursing alumna Arlie Laxton, BScN'37, was restructured this year into four new categories. A restriction was lifted on one entry per alumni per the entire contest. That resulted in increased submissions from some alumni who submitted photos in all four categories. In all, there were more than 180 submissions making the contest even more competitive and judging more critical.

Our judges again this year were: Dallas Currow, BA'06 (Freelance photographer in Toronto, Montreal and Ottawa), Jim Rankin, BSc'88 (photographer for the Toronto Star), Terry Rice, BFA'98 (Art Director for *Alumni Gazette* & Director, Marketing & Creative Services), and Paul Mayne (Western News photographer/reporter).

To read judges tips/pet peeves for photo contest entrants, visit alumnigazette.ca

→ **Runnerup:** Dan Bryer, MD'68, "Looking for Breakfast." Taken at Keetmanshoop, Namibia in a 200 hectare Cheetah reserve "with nothing to protect us but the handler."



↑ **Winner:** Bill Boswell, BA'81 (Economics), MBA'84. Reddish Egret. Taken near St Petersburg, Florida. "I watched this bird for about an hour while it chased fish around a lagoon." Image name: "Late for Work."



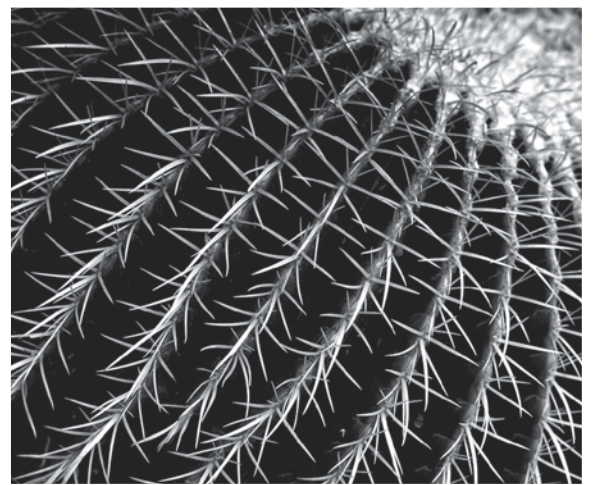
↑ **Honourable Mention:** Steve Juranics, HBA '87. Taken in 2012 at entry to the Blue Mosque (Sultan Ahmed Mosque) in Istanbul, Turkey. Street dog on the steps of the 400-year-old Mosque.



↑ **Winner:** Marion Buccella, BA'07 (Psychology). Busy Bee. Collecting pollen before moving on to the next flower. Nikon D7000, 85mm macro lens, ISO 400, F11, 1/100th sec. shutter speed.



↑ **Runnerup:** Adnan Kayssi, BA'13 (M.O. King's). Photograph was taken on April 30, 2014 in Agra, India. Micro/macro focus is placed on the beads. Being constructed by marble, the portion of the beads made by marble are a perfect representation of the beauty of the Taj Mahal.



↑ **Honourable Mention:** Bill Boswell, BA'80, MBA'84. "Prickly" - A barrel cactus that intrigued photographer with the shape and prickly textures.



WINNER

↑ **Winner:** Zack Vitiello, BA'09 (MIT). Taken in Myanmar on Inle Lake during their monsoon season. "Spent four days on the lake waiting for the perfect photo, about to call it quits when I spotted this fisherman. The sun broke through a hole the clouds, illuminating my subject while the monsoon sky hung ominously in the background."



↑ **Runnerup:** Rita Vilis, BEd'77. "Flamenco dancer." (ISO 10,000). This image of Christie Ramos was taken from the back of Recital Hall at Western. "A voice major was singing dramatic Spanish music and two dancers just made it come alive. Only one of the dancers shown reacting, thus raising tension."



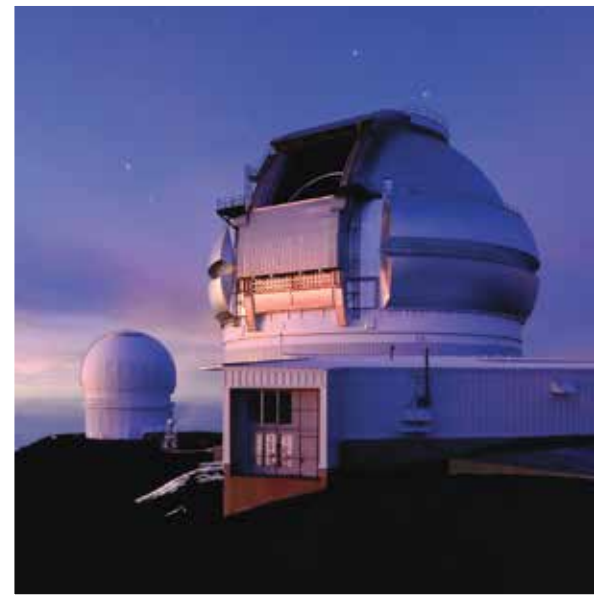
↑ **Honourable Mention:** Bill Boswell, BA'80, MBA'84. "Lost Art" was taken while visiting a blacksmith who still practices the art as it has been done for hundreds of years. "It was not his face or expression that I found interesting, it was his hands and how they worked the metal."



↑ **Winner:** Brian Reynolds, Dpl'71 (Education) The photo was taken last Fall on a vacation trip to Letchworth State Park in Upper New York. The falls are at a point where the Genessee River cuts through the landscape.



↑ **Runnerup:** Graham Hardman, MBA'75. Peaceful scene of fishing nets and laid-up fishing boats by Lake Ohrid in Macedonia. It was taken in the autumn of 1971 using a Minolta SRT101 on Agfachrome slide film and was later scanned.



↑ **Honourable Mention:** Bill Boswell, BA'81, MBA'84. "Gemini at Sunset." At nearly 14,000 feet elevation, Mauna Kea, Hawaii offers the best sky viewing on earth. "Fortunate to be at the Gemini telescope as they opened and rotated it at sunset."



A Dog Named Gander

A Dog Named Gander by **Sue Beard, BSc'81**, and Sergeant Major George S. MacDonell is dedicated to the 2,000 Canadian soldiers of "C-Force" who, in the face of an imminent Japanese threat, were sent to reinforce the far distant British Crown Colony of Hong Kong in October of 1941.

It is also dedicated to their mascot who was an unusual and heroic Newfoundland dog named Gander, who fought bravely until, in a final act of heroism on the battlefield of Hong Kong, gave up his life for his comrades.

www.adognamedgander.com

The Story of brave Gander and the Canadian defenders of Hong Kong is not about how they were defeated by vastly superior Japanese forces, but how together, in their gallant defence of the island, they showed the world the mettle of which they were made.



NEW RELEASES FROM WESTERN ALUMNI

Visit alumnigazette.ca to read summaries of each new release.

- 1) **Ontario Boys: Masculinity and the Idea of Boyhood in Postwar Ontario, 1941–1960**, by Chris J. Greig, ME'd'03, PhD'08
- 2) **Revolutionizing Retail: Workers, Political Action, and Social Change**, by Kendra Coulter, BA'02 (Scholar's Elective)
- 3) **Still Delicious**, by Emily-Jane Hills Orford, BA'78
- 4) **Shut Up and Tweet**, by Phil Pallen, BA'10
- 5) **Voices from a Forgotten Tragedy**, by Robert J. Page, MD'71, E.J. Dick & Jean Grant-Page
- 6) **That Summer at the Mettawas**, by Rosalind Knight, BA'73, Dpl'74
- 7) **Canadian Stamp Varieties**, by Michael Milos, MLS'75
- 8) **Sea Salt: Recipes from the West Coast Galley**, by Alison Malone Eathorne, BA'01, Lorna Malone, BA'72 & Hilary Malone
- 9) **Tales from Santa's Album**, by Anne (Vance) Tew, BA'78
- 10) **The Mystery of the SS Southern Cross**, by Tim Rogers, MA'67, PhD'70
- 11) **From Local to Global and Back: Memoir of a Hongkonger**, by Yue-man Yeung, MA'66
- 12) **Aboriginal Populations**, by Frank Trovato, BA'76, MA'78, PhD'83 & Anatole Romaniuk, editors
- 13) **Acceptable Casualties**, by Richard B. Philp, PhD'64
- 14) **Trees and Trains, Forest's First Century, 1859-1959**, by filmmaker Paul Janes, BA'66. Music by daughter Anne Marie Janes, BA'96
- 15) **Moving Forward Sideways Like a Crab**, by Shani Mootoo, BFA'80



Homecoming 2014



Adrianna Casuccio, BA'14

Peg Fairs, BA'59

Jack Fairs, BSc'46, LLD'05
Retired professor and coach

Spencer Brown, BSc'13
USC VP Finance 2013-14

Relive the swing.

Sept. 18-21

westernhomecoming.uwo.ca



Western
Alumni

Relive your Western Experience.

Thursday, September 18

HOMEcoming KICKOFF & WESTERN ALUMNI AGM
7:00 – 9:00 p.m.
TD Stadium

Join us as we bestow the 7th Annual Spirit of Western Award. Complimentary appetizers, refreshments, entertainment and more!

Complimentary

Friday, September 19

ANNUAL ALUMNI AWARDS DINNER
5:30 p.m. Reception
6:30 p.m. Dinner
The Great Hall, Somerville House

Please join us at the 40th Annual Alumni Awards Dinner where Western honours our exceptional alumni during a fabulous three-course meal with musical entertainment.

Price: \$75

SWEET HOME WESTERN
8:00 p.m. – 1:00 a.m.

Concrete Beach/The Wave

Graduates from the last 15 years are invited to kick up their spurs for a stompin' good time! Join fellow young alumni for line dancing, lasso competitions and live music performed by Western grads.

Price: \$10

Saturday, September 20

MODERN AGE OF COMIC BOOKS
9:00 – 11:30 a.m.
Dr. David S. Chu International Student Centre, 2nd Floor, SSB

Hey there, true believers! Join Western Libraries for an examination of the nature and impact of comic books and what they reveal about society. Drawing on examples from our significant comic book holdings, explore how comic book themes and characters tell us a great deal about daily life, cultures and conventions.

HOMEcoming WELCOME CENTRE
10:00 a.m. – 1:00 p.m.
Alumni Hall Lobby

Your home base for all Homecoming event information. A great spot to enjoy refreshments, lively music, face painting, children's activities, a commemorative photo opportunity and free gifts while they last.

MUSTANG COOKOUT
11:00 a.m. - 2:00 p.m.

Green space south of the Arthur and Sonia Labatt Health Sciences Building

Bring your family for a grillin' good time and to enjoy a BBQ lunch before your next Homecoming activity!

HOMEcoming FOOTBALL GAME

1:00 p.m.
TD Stadium
Western vs. Toronto

For individual tickets please call 519.661.3090. For group tickets please contact the Mustang Ticket Office directly at 519.661.4077 or visit: westernmustangtickets.universitytickets.com

GOLDEN ANNIVERSARY DINNER

6:00 p.m. Reception
7:00 p.m. Dinner
The Great Hall, Somerville House
Complimentary for alumni in reunion years (1964, 1959, 1954, 1949)

Join your classmates from 1964 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.

Price: \$50 guests/alumni in non-reunion years

Sunday, September 21

DEGREES OF UNCERTAINTY
9:30 a.m. Doors open
10:00 – 11:30 a.m. Panel Discussion
Paul Davenport Theatre
Talbot College

Moderated by Paul Kennedy, Host of Ideas, CBC

A degree is still worth the investment. Despite mounds of data countering their claims, critics of a university education have grown louder – and bolder – as recent graduates face an increasingly complex job market. But universities are not shying away from the debate. From interdisciplinary environments and experiential learning to new ideas and even newer technologies in the classroom, join Paul Kennedy as he leads a panel of Western faculty, staff and alumni in discussing how postsecondary educators are combating the criticism, and what innovations are guaranteeing the value of a university degree in tomorrow's world.

Complimentary

(All prices include applicable taxes)

Homecoming is sponsored by:



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Homecoming Kickoff and Alumni Association AGM

Thursday, September 18, 2014

Labatt Lounge, TD Stadium

7:00 – 7:30 p.m. Alumni Association Annual General Meeting

7:30 – 9:00 p.m. Kickoff Celebration and Keynote

Kick off Homecoming in true Western spirit!

Event highlights include:

- Presentation of Western Alumni's 7th Annual Spirit of Western Award
- A preview of Homecoming 2014
- An opportunity to meet your Alumni Association Board of Directors and learn about what is new at Western
- Complimentary appetizers, refreshments and entertainment

Call for Nominations:

The Alumni Association Board of Directors is always looking for strategic thinkers with the energy and ideas to make a difference. To nominate a Director, please e-mail the name, telephone number and a short paragraph about your nominee to Donna at dswanso2@uwo.ca

Everyone is welcome. Complimentary parking will be available. Please register by Tuesday, September 16, 2014 at: westernconnect.ca/kickoff

Western Alumni



ALUMNI AWARD WINNERS

DR. IVAN SMITH AWARD



Carol-Lynn Chambers, BSc'82, MPA'01

Carol-Lynn Chambers has reached great heights not only for her own career, but also on behalf of women in Ontario.

A Science graduate, Chambers says pursuing her Masters of Public Administration mid-career was a life-changing experience.

She has risen in the ranks of Ontario's fire service. Her career includes serving as deputy fire chief for the City of London and interim chief/associate dean of Fire Science and Public Safety at Lambton College, following nine years with 3M Canada Inc. She currently serves in a senior management role in the Office of the Fire Marshal and Emergency Management.

Giving back to Western has been a priority for Chambers.

"It feels like I'm coming home every time I visit Western," she said. "There's a strong sense of belonging and pride on this campus."

She has devoted more than a decade as a volunteer for Western, serving as a director and president of the Alumni Association and the Communications Committee.

"I'm personally proud that the award recognizes the importance of serving our Alumni Association and our world-class university here at Western," she said.

PROFESSIONAL ACHIEVEMENT AWARD



Aubrey Dan, BACS'85

Aubrey Dan has always challenged himself by asking the question, 'Why not?'

"All you need is a small idea to change the world in a positive way. I asked the question, 'Why didn't Toronto have more Broadway-style theatre?' he said. "Eventually, I secured the rights to produce *Jersey Boys* that ran for two years and recently became a movie."

Dan is a businessman, philanthropist as well as a Tony Award-winning producer (*Memphis: The Musical*). He is founder and president of Dancap Private Equity Inc. and Dancap Productions Inc.

Born in Toronto, Dan graduated from Western with a degree in Administrative and Commercial studies in 1985. Soon after, he joined his father's company, Novopharm Limited. In 1995, Dan was appointed president to run the Novopharm subsidiary, Wampole Canada Inc., an herbal supplement and vitamin manufacturer. In 2002, Dan founded Dancap Private Equity, a family investment.

Together with his wife, Marla, the Dans have donated millions to organizations primarily focused on children, health and education. His \$5-million contribution to Western created the Aubrey Dan Program in Management and Organizational Studies.

Receiving an Alumni Award of Merit is a wonderful surprise for Dan.

"The sooner one gets involved with Western as an alumni," he said, "the bigger the change you can make."

COMMUNITY SERVICE AWARD



Lorin MacDonald, JD'09

Living with deafness has never stopped Lorin MacDonald.

"My time at Western was fraught with challenges as I navigated my path as a student with a disability, and a serious health crisis in law school threatened to overwhelm me," she said. "The outstanding faculty and staff at Western gave me the strength to get through it all, emerging as a much stronger person."

Through it all, she worked to increase accessibility on campus and, thanks to MacDonald's efforts, captioning is now available at Western for any student who requires this accommodation.

After graduating, MacDonald became the first articling student (or lawyer) with a hearing loss to request accommodation in the Hamilton court system. Since then, she has succeeded in making other tribunals and courts in Ontario similarly accessible, making her a role model for other articling students and new lawyers with disabilities.

MacDonald is a frequent presenter and author on the rights of Ontarians with disabilities and the benefits of an accessible society.

"What may seem like an insurmountable task can easily be tackled if you take it one step at a time," she said. "Why not endeavour to reach your full potential if that is what you want?"

YOUNG ALUMNI AWARD



Vava Angwenyi, BSc'03

Vava Angwenyi's passion for coffee began percolating at Western.

"I was always stopping in at Tim Hortons between classes," she said. "And I loved the Starbucks in Weldon Library. Even back then, I was a real coffee junkie."

But much more than campus coffee breaks inspired the Statistics grad to return to her homeland of Kenya to start her own company, Vava Coffee Limited, in 2009. It was a dream of contributing to positive social change.

Today, Vava Coffee works with more than 250 small holder farmers across Kenya to produce coffee. Vava's packaging is made in Kibera, one of Africa's largest slums. HIV-positive women are employed to sew cloth bags, while former street kids make packaging from recycled paper products. Each Vava Coffee bag is labelled with the name of the Arabica beans and a brief story about the farmer who grew them.

In February 2014, Vava Coffee won a marketing challenge organized by the Fair Trade Organization in conjunction with Progresso International for having come up with the best idea of how a business can set up a value chain that benefits the small holder farmer. In December 2013, Angwenyi was named one of Kenya's Top 50 most successful and influential business people by the Msafiri magazine. In 2011, Vava Coffee was nominated as one of the top 12 social enterprises worldwide by the BBC program *World Challenge*.

DON WRIGHT FACULTY OF MUSIC WALL OF FAME

Raymond Tizzard, BMus'77, MMus'82
Cameron Porter, BMus'80, BEd'81

WOMEN'S ATHLETIC ALUMNAE (WAA) ELFRIDA BERZINS AWARD

Mary Etta Barclay, BA'60
Angela Campbell, BA'97, BEd'98

Karen Danylchuk, MA'81
Sarah Ostler, BSc'87, MD'92

'W' CLUB HALL OF FAME

William Lacey, BA'92
Doug McGregor, HBA'79, MBA'82

Tom Perks, BA'97, BA'99
Bill Salter, BA'58

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Western staff
& alumni
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Original Fajitas

What our students need to succeed



Vanessa Deng,
BESc/HBA'17

Your support of the Western Fund offers students, such as Vanessa Deng, the opportunity to succeed. Give today to support the highest priorities of Western students – and create learning experiences that achieve the extraordinary.

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Please contact Annual Giving at 1.800.423.9631 or 519.661.4200.

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Be Extraordinary.
The Campaign for Western



CANADA'S OLDEST ACTIVE GEOLOGIST



Above: McCannell in 2014. (Photo provided by Frank Racicot)

Left: Jim McCannell's 1943 yearbook photo. He graduated with degrees in Chemistry and Geology.

Yes, Canada's oldest active geologist (possibly geochemist & engineer, too) is Western alumnus Jim McCannell. Born March 12, 1916 in Port McNicoll, a small Ontario town on Georgian Bay, he is the son of a merchant marine officer.

His first mining experience was a job underground as a helper on a rock drill at the Shawkey Mines, Val D'Or, Quebec in early January 1937. Later that year, he was moved into the assay office and finished as the mine assayer when the operation closed in late August 1938. A month later, he began studies at Western and took the first year of general science with the intention of majoring in physical and theoretical chemistry but later combined chemistry and geology, graduating in 1943 with a degree in both subjects.

Associate Professor of Geology, G.H. (Harold) Reavely told McCannell with the amount of mining experience he had and the fact he had so much geology in his geochemistry, if he took another year at Western, he could earn enough credits for geology as well. "So, my degree actually reads: geochemistry and geology," says the long-time miner.

While attending Western, McCannell worked during the summer of 1939 at the East Malartic Mines Limited and the summers of 1940, '41 and '42 at the Malartic Goldfields.

In September 1947, McCannell joined Mining Geophysics, a company owned by N.B. Keevil. He was the first geologist hired by Dr. Keevil to work on the airborne magnetometer project on which Mining Geophysics was working under a contract with the Gulf Oil Company.

Although Gulf offered him an attractive position after his two-year contract was up, the Western grad decided to start his own geological consulting practice. He was well occupied directing exploration programs in various parts of Canada,

when through a mutual acquaintance, he met T.M. Stirling, a partner in the Toronto brokerage firm of Watt & Watt. Stirling had been approached by the New York brokerage firm of Ungerleider & Company to locate a Canadian geologist to examine and prepare an evaluation report on a mine they thought was in B.C.

"The mine in question, was the Pend Oreille Mines and Metals Company, which at the time was expanding their lead and zinc operation at Metaline Falls, State of Washington. The Company was reluctant to let any outside technical people on the property but for some reason the management granted me permission to visit the property and write a report," says McCannell.

As it turned out, Ungerleider & Co. required the report for a group of clients that included New York showman and songwriter Billy Rose ("Me and My Shadow," "It's Only a Paper

Moon"). Through Billy Rose the report got into the hands of Bernard Baruch, who was close to the Sullivan Hecla group.

"The Sullivan Hecla group had just closed a deal for 750,000 shares of Pend Oreille when the stock was selling for \$2.50 per share on the open market. On receiving my report, Billy Rose requested to meet me in New York, and when I arrived, he arranged for me to meet with Mr. Baruch immediately."

McCannell spent almost a full day at Baruch's New York apartment, a man so important at the time that presidents found a hard time to get an hour with him. Baruch was convinced of the authenticity of the report McCannell produced and the two remained in friendly contact over the years.

While working on various projects in Central America, one in Costa Rica, which adjoins Nicaragua, McCannell was invited to Nicaragua to meet the then President General Anastosia Somoza Garcia. He was a guest at the presidential palace for three days while they discussed the financing of several of his geological prospects. The geologist had to return immediately to New York but before he could return to Nicaragua, the General was assassinated by poet Rigoberto López Pérez on Sept. 21, 1956.

"Well, I've had quite a career in mining. I've worked in about 30 countries. I have the best record of any geologist I've ever known – for mine finding."

He has worked in every province or territory in Canada (except PEI, which has no outcrop). "I've walked for thousands of kilometres through the bush all the way from the Yukon to Labrador."

Another claim to fame is that McCannell found the only mine in Haiti, when in 1955 he drilled an old Spanish showing, originally discovered in the 1800's, and found 126 feet of rich copper-zinc ore, with credits in gold and silver. There are simply too many stories over a 60-year-plus career to include on one page.

"I'm still quite active as a matter of fact. I just found out yesterday I have been nominated for acceptance into the Canadian Mining Hall of Fame," said McCannell in a telephone interview in June. "I don't know whether to go ahead with it or not," he modestly reflected.

The Canadian Mining Hall of Fame 2015 inductees will be announced in October 2014. We sincerely hope one of Western's true gems will be recognized for his long and successful career.

Leave an **Extraordinary Legacy**

“An education at Western makes dreams possible. I know my bequest will assist those who otherwise wouldn't be able to have the experience of a lifetime. For me, it's paying it forward.”

Nanci Harris, BScN'83, MLIS'87
Western alumna and donor

How can you make an extraordinary gift?

Consider leaving a bequest to Western through your Will. No matter the size, your gift will help develop the next generation of leaders, ignite world-class discovery and inspire innovative teaching and research.

To explore planned giving opportunities, please contact our Gift Planning Officers at 519.661.2111 or call toll free 1.800.258.6896

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extraordinary.westernu.ca

Be Extraordinary.

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ALUMNI GAZETTE IS 75 YEARS YOUNG

As mentioned on page 4, the *Alumni Gazette* turns 75 this year. The magazine office was originally located at Western's old Medical building at Victoria Hospital before it moved north to Fingal Hall, a former army barracks, at Western. The first issue was published in February 1939.

Alumni Gazette founding editor was Dr. J.W. Crane, LL.D'47, who also started the Osler Society in 1927, which eventually became the History of Medicine department and Medical Artifact Collection. He was a pharmacology professor and became dean of the Faculty of Medicine in 1925. His diaries are stored in the Archives and Research Collections Centre (ARCC).

"He started the *Alumni Gazette*. He volunteered to write it," recalls Barbara Vincent, BA'71, MEd'85. She applied and got the job in the mid-1940s as Dr. Crane's assistant when the university realized the value of the publication and approved a budget to produce it.

"There were 5,000 copies we did in a mimeograph form," says Vincent. "We had an instrument they called the Gestetner. You cranked it and they came out. They had to be folded into envelopes. We had metal trays of names and addresses." (The *Alumni Gazette* recently passed the 200,000 mark for printed copies mailed out per issue).

Dr. Crane dictated the stories to Vincent. Sometimes she transcribed the stories from a Dictaphone. "Then we typed it up and took it down to the Gestetner and ran it off."

Vincent wasn't surprised Dr. Crane started the great networking tool for alumni to stay in touch. He was a well-liked man who always had time for visitors and students. "He was a very hospitable man. There were all kinds of graduate students coming in to chat with him. He always had someone in his office chatting you know."



← Dr. J.W. Crane arriving at work.
↓ Barbara Vincent at her desk in the *Alumni Gazette* office in 1946.
(Photos by the late Jean C. Irvine BMus'83)



Alumni Career Management

Learn. Connect. Advance.



Western's commitment to your success doesn't end at graduation

Western alumni now have exclusive access to services and tools designed to help you **advance** in your career or **transition** to a new one. As a Western alumna or alumnus, you can:

- learn through online tutorials and tip sheets
- attend career networking events to meet alumni in your field
- post or search job opportunities on Western's Career Central
- discover how to stay in touch with fellow alumni on LinkedIn

Whether you are a new graduate or experienced professional, Western can help.

To learn more information, including upcoming events, visit alumni.westernu.ca/careermanagement
email: careermg@uwo.ca

Western  Alumni



VOICE OF ALUMNI
WITH ROBERT COLLINS, BA'77

A FEW QUESTIONS TO ASK YOURSELF

"This is what it is all about, sharing and giving back. Thank you for the opportunity"

This is a gracious and emblematic comment I received from Stacey Allaster, BA'85, MBA'00, Western alumna, president of the Women's Tennis Association and 2014 honorary degree recipient, in response to my thanking her for delivering inspirational and personal remarks at the recent U.K. Branch Canada Day Event.

After her formal presentation, Stacey generously exchanged experiences and advice with the eager attendees. A fun, social connection continued after a rousing, if not always tuneful, rendition of *Oh Canada*. Stacey fulfilled this commitment in the very busy Wimbledon fortnight full of sponsor, media and player engagements, let alone great Canadian tennis moments.

This 'other' London evening had all the hallmarks of a great Western Alumni event – wonderful location, a timely and compelling message and an opportunity for alumni of many vintages to exchange and connect.

As one guest, an alumna from an Ontario

university "east of Toronto" was heard to remark: "I wish we had events like this."

As we gather again to celebrate the largest – and best – Homecoming among Canadian universities, it is not only a time to renew our friendships and relive our experiences, but also an opportunity to consider how we can participate in a continued connection to this university on a go-forward basis.

If it's all about "sharing and giving back," as Stacey so beautifully put it, then how is that accomplished? Attending events. Helping arrange them by joining branch committees. Volunteering to speak or host events. These are all ways to bring forward your Western connection and ensure its ongoing relevance.

But let me also share a few questions you can ask yourself about staying connected and getting involved:

When you read the *Alumni Gazette*, and other publications, ask the question, "Are there people, research ideas or developments underway I could assist in via my social or workplace connections?"

As our career services for alumni, in addition to our career services for students and recent graduates, evolve, ask yourself, "How can I assist? Can I become a mentor, share my company's vacancies or host a work experience?"

As students develop their entrepreneurial talents through some new services underway on campus, ask yourself, "Could I become a mentor, an 'angel' investor or a purchaser of their products and services?"

Perhaps even in all things, ask yourself, "Do I have a talent, resource or connection that would benefit another Western student or alumnus?"

Welcome back to campus and consider how you can share and give back. Maximize your alumni experience or, as reflected in some recent advice I received, "It's time to do those things to which you aspire ... before you expire."

This Homecoming, Robert Collins ends his term as Alumni Association president, and will be followed to the position by John Eberhard, BA'66 (Psychology), LLB'69.



Western Alumni's 2015 Discover the World program offers travel opportunities for Western alumni and their friends and family, faculty, staff and friends of the University.

Join like-minded travellers on one of our journeys, enhanced by knowledgeable lecturers and tour directors, offering an exceptional cultural and educational experience.



Winter 2015

Amazon River, Tahiti, Costa Rica & Panama, Eastern & Oriental Express



Spring & Summer 2015

Holland & Belgium, Dordogne, Cycling the Loire Valley, Spain, Danube River



Autumn 2015

East Africa, Greece & Turkey, China, Antarctica, Holiday Markets

To view all upcoming trips, visit alumni.westernu.ca/travel.

Contact us to be added to our mailing list.

Susan Henderson

Tel: 519.661.2111 or 1.800.258.6896 ext. 85871

Email: discovertheworld@uwo.ca



Western Alumni

Homecoming 2014

September 18-21

#westernhoco

ALUMNI EVENTS

Connect with old friends and make some new ones at Western Alumni events happening in locations around the world. Many of our events are family friendly and offer a great opportunity to enjoy the autumn months with the company of fellow alumni. Our full events listing can be found at: alumni.uwo.ca/connect/events

FEATURED EVENTS

SEPTEMBER 5 - Dinner with 10 Strangers (Timmins, ON)

SEPTEMBER 9 - Senior Alumni Program (London, ON)

SEPTEMBER 16 - Dinner with 10 Strangers (Houston, TX)

SEPTEMBER 18 - Homecoming Kickoff and Annual General Meeting (London, ON)

SEPTEMBER 19 - 40th Annual Alumni Awards of Merit Dinner (London, ON)

SEPTEMBER 19 - Sweet Home Western (London, ON)

SEPTEMBER 20 - Dean's Distinguished Lecture (London, ON)

SEPTEMBER 20 - Nursing Alumni Chapter Annual Homecoming Breakfast (London, ON)

SEPTEMBER 20 - Modern Age of Comic Books (London, ON)

Find us on Facebook



Alumni Breakfast Rowing Team

1) Andrew Jago (Assistant Coach) 2) Aaron Kirkey 3) Marc Addison 4) Adam Rabalski 5) Mark Dawidek 6) Ian Connell 7) Alex Munro 8) Nick Schudlo 9) Andre Pelletier 10) Volker Nolte (Head Coach) 11 - Laura MacLachlan (Coxswain)

OCTOBER 2 - An Evening at the Drake (Toronto, ON)

OCTOBER 4 - Winery Tour, (London to Essex, ON)

OCTOBER 7-9 - Western Connects Calgary (Calgary, AB)

OCTOBER 29 - Western's Woman of Influence, Toronto, ON

STORIES ABOUT STORYTELLERS

October 2 - London, ON

October 20 - Vancouver, BC

October 22 - Victoria, BC

Being a member has its advantages.

Your connection to Western can continue throughout your life. As a member of the Western family, take advantage of the many programs and opportunities available to you.

- Network and volunteer at events in your area
- Celebrate at Homecoming and on Founder's Day
- Learn in our lecture series and travel programs

- Reconnect through the alumni online directory
- Get Email For Life – your own @alumni.uwo.ca address
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ALUMNI NOTES AND ANNOUNCEMENTS



Kant Chong, BA'03 (Economics, King's), wasn't even invited to the party. However, thanks to a friend in need of a camera for her birthday celebration in 1999, the Administration and Commercial Studies (ACS) alumnus nabbed a last-minute invitation. It was at that party he met Virginia. They exchanged telephone numbers that night, and soon after, he invited her on a first date to the library. They have been together ever since. On May 1, Kant and Virginia, both of Hong Kong, married at The Chapel at Windermere on The Mount with Father Michael Bechard of King's University College officiating. They were joined by their children, Kevin, 13, and Annabelle, 5, as well as Chong's father. Turns out, it was exactly the "something special" he had hoped for. "In our hearts, in our minds, we were already married. The love, the bonds of the family together, that's what has always been important to us," Chong said. "But we decided if we wanted to get married, we should do it in Canada, we should do it at Western. We thought, why not bring our son and daughter and take some photographs, and bring my father, who supported me through school. It made for a special day for the family."

1950s

Terrence Donnelly, HBA'57, and **James Munro, BA'51**, along with **Dr. Shirley Tilghman, LLD'03**, **Hon. Ian Binnie, LLD'12**, and **Rick Mercer, LLD'14**, were named among 86 new appointments to the Order of Canada.

Robert Lane, MBA'58, president of Robert H. Lane & Associates, has been appointed to the Board of Directors of Invest Toronto as vice-chair.

1960s

Eric Scott, HBA'61, has been appointed to the Board of Directors of the Tricon Capital Group Inc.

Professor Peter F. McNally, BA'64, retired in August 2013 from McGill University's School of Information Studies. Thousands of his former students can be found worldwide, the result of his 41 years of dedicated service – the longest serving faculty member in the school's 110-year history. Peter is continuing as director of the History of McGill Project, researching and writing Vol. III (1970-2002) of the university's official history, *McGill University: For the Advancement of Learning*.

Allan Olson, MBA'65, chairman and CEO of First Industries Corp., Edmonton, has been elected to the Board of Directors of ZCL Composites Inc.

Oliver Robinow, MD'66, was appointed Clinical Associate Professor Emeritus, Faculty of Medicine, University of British Columbia.

St. Paul's Hospital in Vancouver initiated an international fellowship in the name of **William H. Ross, MD'67**, a vitreo-retinal surgeon for the past 41 years. The fellowship brings candidates to train at major teaching hospitals in Canada as vitreo-retinal surgeons.

Jim Thorsell, MA'67, (Geography) of Banff, Alberta recently returned from China where he received an "Honorary Citizenship" at the opening of an international meeting of UNESCO at the Huangshan World Heritage site. This was Jim's 19th trip to China and has been assisting the authorities there



Dentistry 1970, Western's first graduating class, hosted their dean, **Wesley Dunn**, on the occasion of his 90th birthday at Windermere Manor on May 17. They are, left to right, **Morley Bodnar**, **Ian MacLean**, **Wesley Dunn**, **Marilyn MacLoughlin**, **Ron Hebden**, **John Lind** and **David Kenny**.

in establishing and managing natural World Heritage sites. In July, 2014 he was appointed for a 3 year term to the Board of NatureServe, a conservation organization based in Washington D.C. who operate throughout the Western Hemisphere.

Western Chemical Ecology professor **Jeremy McNeil, BSc'69** (Zoology), was named the recipient of the Science Ambassador Award presented as part of the 2014 Partners In Research National Awards.

1970s

Peter D. Hambly, BSc'71, retired after 42 years in commercial banking.

Elisabeth Strobach, BA'73, executive lead, capital projects and real estate, Ryerson University, was appointed to the Board of Directors of Crombie Reit in Stellarton, N.S.

Rosemary Evans, BA'74, finds it difficult to believe that it is 40 years since her graduation from Western. Her degree in history served her well as a secondary school history teacher, author of history texts and now as principal at University of Toronto Schools.

John MacDiarmid, HBA'74, was appointed chairman of the Energy Companies, Terrestrial Energy Inc. Board of Directors.

Brockville criminal defence lawyer **Larry B. O'Brien, BA'74**, was elevated to the bench of the Ontario Court of Justice to preside in Kingston.

Roger Heng, BA'77 (Economics), BMO Capital Markets, Asia International Group managing director, was awarded the National Capital Award recognizing contributions to the economic, cultural, social or environmental advancement and development of the City of Beijing. Heng was one of 10 candidates (people of Chinese descent who hold a foreign passport) presented with the inaugural award in May.

David Cornhill, BSc'77, MBA'80, was appointed to the Board of Directors of Alterra Power, a diversified renewable power generation company based in Vancouver, B.C.

Pat Campbell, BScN'78, was appointed the new president and CEO of Orillia Soldiers' Memorial Hospital. Campbell is a former president and CEO of the Ontario Hospital Association.



Don Trinidad, BSc'97, BA'02 and **Alanna McNee, BA'04, BSW'04** (King's), were married in London on November 16th, 2013. Reception in true Western style was at Ivey Spencer Leadership Centre.

Barbara Stymiest, HBA'78, chairperson of BlackBerry, was appointed to the Board of Directors of George Weston Ltd.

Linda Anne Heier, MD'79, section chief of neuroradiology at Weill Cornell Medical School in New York, was inducted as a Fellow in the American College of Radiology (ACR).

Robert Mitchell, MBA'79, president, Dixon Mitchell Investment Counsel, was elected to the Board of Directors of the First National Financial Corp.

1980s

Susan McVey, BA'80 (Sociology), was appointed senior vice-president, marketing at Mackenzie Investment.

Dale Ponder, LLB'80, was appointed to the 2014 Advisory Board of the Canadian General Counsel Awards.

The Most Rev. Gary Gordon, MDiv'81, was appointed Bishop of Victoria, B.C.

Wilma De Rond, BA'81, BEd'82, MEd'92, was appointed executive director of WIL Employment Connection.

David Fleck, BA'81 (Economics), was appointed senior vice-president and partner of Delaney Capital Management.

Carol Hansell, BA'81, was appointed to the 2014 Advisory Board of the

Canadian General Counsel Awards.

Lisa Colnett, HBA'81, was appointed to the Board of Directors of Detour Gold.

David Kerr, BSc'81, was appointed director for Crius Energy Trust.

Leslie Herr, BA'82, was appointed president and COO of Stantive Technologies Group in Kingston.

Peter Nunoda, BA'83, was appointed as president of Vancouver Community College.

David Halford, BA'83 (ACS), was elected to the Board of Directors of Trinidad Drilling Ltd.

Barbara Sutherland, LLB'83, director, Real Estate Business for Home Hardware Stores Ltd., was appointed to the Board of Directors of Canada Lands Company Ltd.

Pierre-Yves Mocquais, PhD'83, was appointed dean of Campus Sain-Jean, University of Alberta.

Greg Marshall, BA'83, BEd'85, was named as head coach of the Canadian Men's Senior National Team. Marshall will guide Team Canada at the International Federation of American Football (IFAF) Senior World Championship to be held in 2015 in Stockholm, Sweden.

Harold (Harry) Kim, BESC'84, was appointed a regional senior vice-president and business leader, environment for AECOM Canada.

Vincent Mercier, MA'85, Kevin Coon, LLB'87, and Drew Hasselback, BA'90, LLB'96, were named to the 2014 Advisory Board of the Canadian General Counsel Awards.

Kevin Rollason, MA'85 (Journalism), received a national award for Medical Journalism from the Canadian Association of Emergency Physicians during an awards ceremony in June in Ottawa.

John Wiltshire, HBA'85, was appointed to the Board of Directors of The Canadian Marketing Association.

Laurelyn Whitt, PhD'85, received the 2013 Lansdowne Prize for Poetry, awarded as part of the Manitoba Book Awards, sponsored by the Manitoba Writers' Guild. *Tether*, Whitt's second full-length book of poetry, is a collection of 59 poems of various styles. Whitt is a professor in the Department of Native Studies at Brandon University in Manitoba. Her area of scholarship

covers indigenous studies, science studies and legal studies.

Kim Van Nieuwkoop, BA'86, BEd'88, has been appointed as a trustee of the SIR Royalty Income Fund and as a director of SIR GP Inc.

Roy Coburn, BA'86, was named president of Livingstone Canada.

Vickie Croley, BEd'87, was named the Ontario Sport Alliance's female coach of the year at the 2013 Ontario Sport Awards on April 10.

John Kraus, BMus'87, director of Arts at Lakefield College School, recently completed his first year as music director and conductor of the Northumberland Orchestra & Choir based in Cobourg, Ont.

Jill Sharland, BSc'88, was appointed vice-president and CFO of the Greater Toronto Airports Authority.

Stephen Coutts, MD'88, was named to the Advisory Board of Green Swan Capital Corp.

Jack Morrow, MLIS'88, resident historian at Edmonton radio station

CHED, is one of six uncredited co-authors of *Celebrating 50 Years of Memories: Canadian Football Hall of Fame and Museum* (2013).

University of Toronto Nursing professor **Jennifer Stinson, BScN'88**, and Western Nursing lecturer **Richard Booth, MScN'07, PhD'14**, were named among the winners of the Council of Ontario University Programs in Nursing award for 2014.

Rodney Phillips, BA'88, was appointed chair of CivicAction.

Jeffrey MacDonald, BSc'89 (Biology), was named COO for EcoSythetix Inc.

1990s

Jeffrey Marder, BA'90, was appointed Canadian ambassador to the Portuguese Republic in Lisbon.

Michelle Smibert, BA'90, MPA'09, CMO, chief administrative officer of the Municipality of Middlesex Centre, was sworn in as president of the Association of Municipal Managers, Clerks and Treasurers of Ontario.



(Photo by Catherine Fairquharson)

On Sunday, April 6, **Marnie McBean, BA'97, LLD'03**, and Deanah Shelly (Queens BA, BPhE, BEd, MEd'05, Osgoode Hall JD'11), got married. According to McBean's blog: "It started with a crazy idea way back in December: 'Why not have a surprise wedding?!' Deanah and I have been engaged for over a year-and-a-half – and while we've talked about locations, seasons, guest lists, style, form and function ... we could never get even close to picking a date. From the day you tell people that you are engaged the next question is always, 'When's the date?'" Marnie went into stealth planning. The day of the wedding, Deanah thought she was going to a party for Canadian Olympic skaters Tessa Virtue and Scott Moir, who had just wrapped their TV show. A TV crew had been following Moir and Virtue for their show, so it was easy to convince Deanah she needed a new dress, put extra-special effort into her hair and makeup. Then, the day arrived ... Read the rest of the story at Marnie's blog at marniemcbean.ca.

Sally Catto, BA'90, LLB'93, has been appointed General Manager of Programming for CBC Television.

The Honourable Alan Diner, BA'90 (English), a lawyer with Baker & McKenzie LLP in Toronto, was appointed a judge of the Federal Court.

Western President Amit Chakma, along with Western alumni **Alan Diner, BA'90**, **Dr. Surinder Singh Khurana, DDS'06**, and **Farah Mohamed, MA'96**, have been named recipients of the RBC Top 25 Canadian Immigrant Award for 2014.

Shelley Lynn (Healey) Bolduc, BA'91 (Economics), APA, has been appointed assistant agency manager for commercial lines at BB&T-Oswald Trippe and Company. Shelley will be based in the company's Fort Myers, Fla., office.

Michael Bury, LLB'91, is chief persuasion officer at The Bury Group (Toronto).

David Hughes, BA'91 (Economics), was appointed as senior vice-president, Strategic Partnerships & Branding, for

YMCA Canada

Ardith Louise Richter (nee Weeks), BSc'91 (O.T.), graduated with a Master's of Rehabilitation Science degree from the University of British Columbia in May.

M. Craig Shepherd, BA'92, was named to the Board of Trustees of the American Kidney Fund. Craig also serves on the boards of Drug Royalty III GP and Medcan Health Management. He is managing director and chief legal officer of DRI Capital. He and his wife Erica have two daughters, ages 9 and 5.

Bradley Fisher, BSc'93, has been appointed senior vice-president, marketing and product, of Primus Telecommunications Canada Inc.

Michael Webber, LLB'93, is the recipient of the 2014 Canadian General Counsel Award for Deal Making. It is not often that an in-house lawyer gets the opportunity to be part of a team that re-shapes an industry with the stroke of a pen, but that's what happened to Michael, vice-president, legal, at Rogers Communications Inc. He led the



Who is reading the *Alumni Gazette*? **Stephanie Marley, BA'99** (Psychology), at the Bob Marley Museum in Kingston, Jamaica. Where in the world are you reading the *Alumni Gazette*? Let us know: wag.editor@uwo.ca

legal team in Rogers' groundbreaking \$5.2-billion, 12-year NHL rights deal, which sets a precedent for sports broadcasting.

Paul Robertson, BA'93 (English), founding and managing partner at Quantum Advisory Partners LLP, was appointed CFO of Eco Oro Minerals in Vancouver.

Scott Penner, BA'94, vice-president and director, TD Securities, and **Jeffrey Fenwick, MBA'04**, analyst at Cormack Securities, were named among the Top 10 stock-pickers in 2013 by Thomson Reuters Corp.

University of Regina professor **Shanthi Johnson, PhD'96**, (Kinesiology) received the 2014 Indo Canada Chamber of Commerce's Female Professional of the Year Award. In 2012, she was appointed to serve on the National Seniors Council, which provides advice to the Minister of Employment and Social Development, the Minister of Health and the Minister of State (Seniors) for the Government of Canada.

Daniel Nowlan, MBA'96, has been appointed federal chief of staff of the Minister of Finance in Ottawa.

Danny Da Silva, BSc'97, was named principal for Golder Associates.

Joseph Odhiambo, MA'98 (Political Science), received the Natural Resource Canada's Departmental Achievement

Award in recognition of his leadership in international clean energy projects conducted between the Government of Canada and private sector oil and gas companies in Latin America from 2013-14.



Jamie Stevenson, BHS'06, and **Alia Hanif, BA'06** (PolSci), were married March 8 in Woodbridge, Ont. Alia and Jamie met at Delaware Hall in 2001 and began dating in 2004. Western has, and will continue, to hold a very special place in their hearts. Alia is a senior policy advisor with the Ministry of Municipal Affairs and Housing, and Jamie is a registered occupational therapist.



When **Brynn McCredie, BA'14**, graduated from Brescia University College in June, she wore the class pin of her great-grandfather, **J.R. MacPherson**, who graduated as the silver medalist from Western's Medical School in 1914, exactly 100 years ago. But her connection doesn't stop there. Her maternal grandfather, **J.A. MacPherson**, graduated in 1951 from Western's Medical Faculty; her paternal grandfather, **Jack McCredie**, was a Surgery professor at Western for more than 30 years. Brynn's mother, **Janet McCredie, BA'78**, graduated from Western's Faculty of Education in 1979; her father, **John McCredie**, received a BA from Western in 1984.



1983



2014

Mother and daughter, **MaryAnne Askin, BA'83 (Psychology), BSc'83 (OT)**, and **Natalie Crljenica, BA'14 (Psychology)**, strike similar poses on their graduation days with one similar degree in 1983 and 31 years later in 2014. In that time the sign in front of Alumni Hall has changed and the Bell phone booth went from a compact, space-age design to a more retro look, while the suited men look surprisingly similar. (Submitted photo)



Kasey Moore, BA'12, BEd'13, and **John Culbert, BA'12 (BMOS)**, were married in London on September 21, 2013. Both attended King's from 2008-2012.

Gervan Fearon, PhD'99 (Economics), was named the new president and vice-chancellor of Brandon University. Gervan is a former student of Western Economics professor Al Slivinski. Currently vice-president (academic and provost), Fearon joined Brandon in 2013 as part of the senior executive team. He served as a dean at Ryerson University, associate dean at York University, senior analyst at the Ontario Ministry of Finance (Treasury Board) and executive assistant to the deputy minister at the Ontario Ministry of Agriculture, Food and Rural Affairs. A well-published scholar, he is also the recipient of awards for teaching excellence and the Queen Elizabeth II Diamond Jubilee Medal.

Mark Mathieson, BA'99, graduated from the University of Notre Dame, Mendoza College of Business, in South Bend, Ind., with a Master of Business Administration (MBA), *magna cum laude*, specializing in corporate finance and strategy. He currently resides in Lake Forest, Ill., where he is a director with Abbott Laboratories.

2000s

Simon Parmar, MBA'00, was appointed CFO and senior vice-president of Finance for Softchoice.

Kapil Lakhota, BA'02 (Economics),

was named CEO of the London Economic Development Corp.

Qiaofeng Zhang, PhD'02 (Geography), was promoted to full professor at Murray State University.

Matthew Corrin, BA'02 (MIT), founder and CEO of Freshii Inc., was appointed to the Board of Directors of Invest Toronto.

Samir Sinha, MD'02, is the 2014 recipient of Michener Institute for Applied Health Sciences Honorary Diploma.

Kalpesh Rathod, MBA'03, co-founder

and chief technology officer at Dekalam Hire Learning Inc., was appointed to the Board of Directors of Nanton Nickel Co.

Evangelia Havaris, BA'03, MA'06, was appointed CEO of Equine Canada.

Andrea Gonsalves, LLB'05, partner, Stockwoods LLP Barristers, received a 2014 Precedent Setters Award from *Precedent*, a legal magazine for young lawyers in Ontario. Andrea was on the team that received the 2012 National Public Health Hero Award for successfully intervening at the Supreme Court of Canada after the federal government chose not to renew a legal exemption that would allow

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**Western
Alumni**



Sarah Fortais, BFA'11, was shortlisted for the Catlin Prize, a prestigious award in fine art given in the United Kingdom, for her piece, *Things Being What I Want Them to Be and Not What They're Supposed to Be*.

employees at the Insite safe injection facility in Vancouver to legally handle narcotics. Now, she's acting for three Canadians seeking compensation from the federal government for torture they suffered in Syria.

Arif Shivji, MBA'05, was appointed CFO of Oil Optimization Inc.

Dustin Haw, BSc'06, PhD'12 (Medical Physics), was named to the Board of Directors of TerraVest.

Ryan Kalt, LLB'07, MBA'08, was appointed CEO of Athabasca Nuclear.

Ian Fleming, MBA'08, was named CFO

of Athabasca Nuclear.

2010s

Kirsten Zupet, BA'11, an elementary school teacher in Phoenix, Ariz., won the Arizona Cardinals MVP Teaching Award this past year.

Spencer Sandor, BA'11, MPA'13, accepted a position as a Rural Policy Intern with the Ontario Ministry of Rural Affairs.

Women's wrestler **Brianne Barry, BA'13** (BMOS), finished her five-year career winning the 58th F.W.P. Jones Trophy.

IN MEMORIAM

Helen F. Griffiths, BScN'41, MScN'69, on April 24, 2014, in Sarnia, Ont.

Mary Isabel (Ross) Dewar, BA'44, on April 17, 2014 in Toronto, Ontario.

Grace (Foster) McBurney, BScN'50, on January 22, 2014, in Orangeville, Ont.

Dr. R. James (Jim) McBurney, MD'51, on December 28, 2013, in Orangeville, Ont.

Kathryn M. Allore, BA'51 (Brescia), on March 21, 2014, in Medicine Hat, Alta.

William (Bill) J. Bailey, BA'53, on April 9, 2014, in London, Ont.

Margaret R. Hanley, BScN'54, on January 13, 2014, in Lesmahagow, Scotland, UK.

Dr. George Willms, MD'56, on April 17, 2014, in Guelph, Ont.

Jean Perron, Dpl'57, on May 21, 2014, in La Sarre, Que.

William (Bill) R. Wark, BA'59, on April 16, 2014, in Goderich, Ont.

Kenneth H. Simpson, BSc'60, MBA'69, on April 13, 2014, in Ottawa, Ont.

Tom Drynan, BA'61 (King's), MLS'68, on June 25, 2014, in Hamilton, Ont.

Melvin Erlindson, HBA'62, on April 15, 2014, in Oakville, Ont.

Herbert M. Bell, BA'66, on Feb. 7, 2014, in Stouffville, Ont.

Ian McKenzie Steele, BA'66 (Huron), on April 2, 2014, in Kingston, Ont.

Josef Vladars, BA'67, on April 26, 2014, in Kitchener, Ont.

John G. Houston, BA'69, on Mar. 10, 2014, in Hillsboro, Ore.

Donald O'Neill, BA'70, on April 21, 2014, in Thamesford, Ont.

Sharon L. Critchley, BA'71, on Jan. 30, 2014, in Kingston, Ont.

Lawrence Bremner, BA'72, LLB'75, on May 23, 2014, in Burlington, Ont.

Joanne L. McGarry (Paolini), BA'76, on April 27, 2014, in Toronto, Ont.

Karen A. (Hunter) McNeill, BScN'78, on Aug. 7, 2013, in Victoria, B.C.

Donna Thorndike, BA'78, on May 16, 2013, in Oakville, Ont.

Geraldine E. Babcock, BA'79, BEd'80, on July 22, of 2011, in Owen Sound, Ont.

Douglas H. Burgoyne, BSc'97, MBA'02, on April 12, 2014, in Vancouver, B.C.

Blair Robert Cooper, BSc'85, on April 24, 2014, in London, Ont.

Boyd Gill, BA'56, on May 20, 2014 in Dandridge, Tenn.

Linda (Garner) Van Winden, BMus'83, on July 9, 2014, in Woodstock, Ont.

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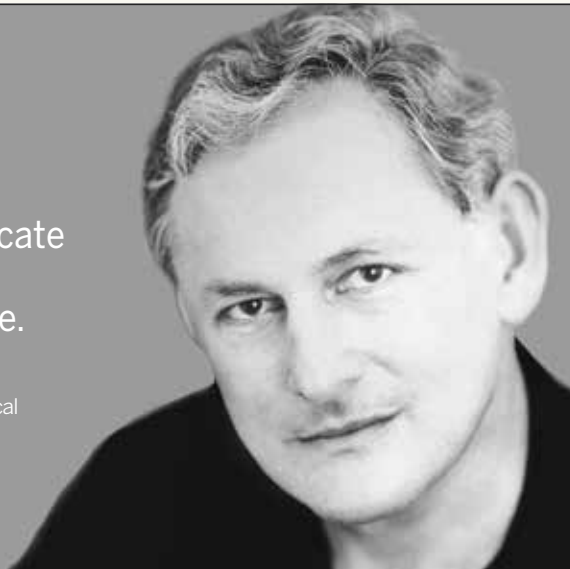
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REMEMBERING: MARY WRIGHT

VISIONARY EDUCATOR AND PIONEERING FEMALE ACADEMIC DIES AT 98

BY JASON WINDERS, MES'10

Mary J. Wright, visionary educator, advocate for children and pioneering female academic, died April 24. She was 98.

Tributes to this “den mother to a generation of psychologists” have been flowing in since the news became public.

Wright, BA'39, LLD'82, was born in Strathroy, Ont., in 1915.

In 1935, she began her studies at Western. Knowing she did not



Wright

want to be a school teacher, Wright enrolled in English and History, but eventually was drawn to the honours program in Philosophy and Psychology. After earning her BA in 1939, Wright pursued her PhD at the University of Toronto where she worked as a research assistant for legendary psychologist Edward Bitt. Pediatrician and psychologist Bill Blatz, founder of the St. George's School for Child Study, supervised her thesis.

During the Second World War, Wright spent three years in bomb-ravaged Birmingham, England, training women in the psychological care of young children. The school included a demonstration childcare centre that, being located in the core area of that large industrialized city, served working-class families living under difficult wartime conditions.

After the war, she completed her PhD at Toronto. In 1946, Western offered her a position as an assistant professor. She remained at the institution until 1980.

Wright was a pioneering female academic. In 1960, she was appointed chair of the Department of Psychology, the first woman to chair a major academic department at Western, and the first woman to chair a major psychology department in Canada. Wright also served as the first woman president of the Canadian Psychology Association. The Mary J. Wright Psychology Centre at Huron University College also pays tribute to her contributions to the field.

In 1973, Wright officially established the University Laboratory School at Western.

At a time when the value of preschool education was being questioned in the United States because of the Head Start program, Wright pioneered the University of Western Ontario Preschool Project, which was directly aimed at children from low-income families. The purpose of the school was to conduct child research and teaching demonstrations for the Department of Psychology. The school was also used to try out experimental teaching methods.

She served as the school's director until 1980, when she retired. In 1983, Wright published a book outlining the design and principles behind the lab school, as well as a summary of the research.

In 2001, the innovative laboratory preschool was renamed the Mary J. Wright University Lab School in honour of her work and a \$500,000 donation she made to Campaign Western.

In addition to her work as a child psychologist, Wright has been an avid student of the history of psychology, writing and co-editing with C. Roger Myers, the seminal work *History of Academic Psychology in Canada*, in 1982. In recognition of her impact on this field as well, the history and philosophy of psychology section of CPA established a student award in her honour.

In addition to her work at Western, Wright was a strong advocate for her hometown. The Wright Foundation supported several organizations in Strathroy. In 2013, a new elementary school in Strathroy was named the Mary Wright Public School, in recognition of the internationally respected child psychologist's lifelong work for the benefit and education of children.

Wright was born the daughter of Ernest J. and Mary J. Wright of Strathroy. She was the sister of brothers Clark and Bill Wright, both of Strathroy; Ernest J.R. Wright, London; and Donald J. Wright, Toronto, after which the Don Wright Faculty of Music is named. She is survived by nieces, nephews, two generations of their children and many dear friends and colleagues.

A tree will be planted as a living memorial to Wright at a future date.

Laura Ball, BA'04, and Adela Talbot, BA'08, MA'11, contributed to this report.

Remembering is a new *Western Alumni Gazette* feature. Essays of less than 400 words about alumni who have passed in the last year will be considered. Only one will be published per issue, and you will be contacted if yours is chosen. Those not chosen for publication may be featured online at alumnigazette.ca. Submissions can be sent to wag.editor@uwo.ca or *Remembering*, c/o WAG Editor, Communications & Public Affairs, Western University, Suite 360, Westminster Hall, London, Ontario, Canada, N6A 3K7.

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THE FINAL SAY WITH PAUL WELLS, BA'89

BRANDS NOT JUST A NEW WRAPPER FOR INSTITUTIONS



Michael Ignatieff is back at Harvard full-time, and while this has occasioned some snickering in Ottawa — He was only visiting! He didn't come back for you! — it's also fair to ask why

Harvard wants him. The answer's rather obvious. The former Liberal leader was one of the world's leading commentators on foreign policy before he came to an untidy end as a Canadian politician. He's a Harvard PhD with a list of well-received books as long as your arm and a distinguished record as a television commentator. Harvard, in short, is doing him no favour by (re-) hiring Ignatieff. He is an asset to the Harvard brand.

Or rather, to the Kennedy School brand, because Ignatieff is returning to the John F. Kennedy School of Government, also known as the Harvard Kennedy School or even as HKS. In other words, Harvard today is a sort of a nested set of Russian dolls of identity. There's Harvard on the outside, and various affiliated schools further in, with academics of greater or lesser star power in the middle.

And it's all of those attributes together, that jumble of organizations and individuals, that informed audiences think about when they think about Harvard.

I've been thinking about brands because just about everybody thinks about brands these days. That's certainly true at Western, which went through a high-profile branding exercise in 2012 and announced it should now be known as Western University. In Ottawa, the National Arts Centre has traded in the geometric logo it had for almost half a century, in place of one that's vaguely reminiscent of a spotlight. It's the new slogan — "Canada Is Our Stage" — that makes sense of the logo, and indeed of the whole exercise.

Of course to some observers these exercises make no sense. General audiences don't hear much about all the consultation that goes into these exercises. They just wake up one day and there's a new marketing pitch. But since an institution's brand is the sum of associations that a name conjures in the mind of its target audience, it's fair to spend at least a little time thinking about brands. You're going to build a brand by accident even if you don't build one consciously, after all.

Friends of mine who work in universities are fretting because some parts of a university's identity can seem to be in conflict with others. Take the announcement in June that the University of Calgary's medical school will henceforth be called the Cumming School of Medicine, after UofC alumnus Geoff Cumming gave the school \$100 million and the province quickly matched the donation.

But what, precisely, is in it for the University of Calgary when its medical school is named Cumming and its engineering school is named Schulich and its business school is named Haskayne? Okay, there's a lot of money in it, but anything else?

When I studied at Western its music school was called the music school and the business school was the business school. Now, music is taught at Don Wright Faculty of Music, business at Ivey and medicine at another Schulich faculty. If 'Schulich' is a kind of virtual university spanning a half-dozen disciplines in almost as many provinces — thanks to the under-appreciated generosity and vision of mining magnate Seymour Schulich — how well does it co-exist with the traditional

universities that play home to its constituent faculties?

I should hastily note these aren't my concerns. They're things I've heard from academics, who are working hard to do good work and would like to see it recognized. Indeed, I think these fears are not well-founded. It's hardly only in universities that identities are becoming complex and plural.

In 2012 Arthur Brisbane, the former public editor of the *New York Times*, noted he found himself at "an oddly disaggregated *New York Times* of hyper-engaged journalists building their own brands, and company content flung willy-nilly into the ether." *The Times*, surely the strongest newspaper brand in the world, has watched

WHEN I STUDIED AT WESTERN ITS MUSIC SCHOOL WAS CALLED THE MUSIC SCHOOL AND THE BUSINESS SCHOOL WAS THE BUSINESS SCHOOL.

while reporter-columnists like David Carr, Mark Bittman, Paul Krugman, David Brooks take their act at least partly on the road, through active Twitter accounts, books, TV and public speaking gigs. I've even had well-meaning readers tell me I'd do better to leave *Maclean's* and hang out my own shingle. But that misunderstands the nature of the relationship: The umbrella organization strengthens the individual writer's clout — and vice versa. Strong identities aren't something to fear on a big team. They're essential to the team's success.

Similarly, Ivey stands as both a model for where the rest of Western wants to go — an institution with global name recognition as a leader in its field — and as a powerful contributor to Western's own brand. The same is true for individual academics, which is why the competition for researchers and scholars who lead in their fields is fiercer than ever. You really want, to borrow Brisbane's phrasing, hyper-engaged academics building their own brands.

Paul Wells is a senior columnist for Maclean's magazine. Follow him on Twitter @InklessPW

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