

# Alum Gazette

WESTERN'S ALUMNI MAGAZINE

SPRING 2013

## BETTER BUILDING

HGTV's Bryan Baeumler



Western

A portrait of Paul Beeston, a man with grey hair and glasses, wearing a dark suit and a white shirt. He is resting his chin on his hand, which has a ring on it. The background is a blurred office setting with framed pictures on the wall.

# Extraordinary champions start here.

Paul Beeston (BA'67, LLD'94) has no trouble with the curve balls of professional sport. As President and CEO of the Toronto Blue Jays, his two World Series rings prove it. And Western gave him his home field advantage.

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Western



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- ➡ **MEDICAL SURGERY ON FRONT LINES**  
MORE ON DR. D. ROSS BROWN, BSC'77 & WESTERN DOCTORS VIVIAN MCALISTER & RAY KAO.
- ➡ **CHILDHOOD ADHD VS ADULT ADHD**  
DR. TIM BILKEY, BSC'74, MD'78, ADHD SPECIALIST

**On the cover:** Bryan Baeumler, BA'96, host of three HGTV shows: House of Bryan, Disaster DIY and Leave it to Bryan. See related story on page 12. (Photo courtesy HGTV)



# EDITOR'S NOTEBOOK

WITH DAVID SCOTT

## Alumni Gazette

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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, Jenn Davila, Natalie Devereux, Fred DeVries, Susanna Eayrs, Keri Ferguson, Susana Gajic-Brueya, Mathew Hoy, Jo Jennings, Douglas Keddy, Kathryn Kinahan, Keith Marnoch, Scott May, Paul Mayne, Frank Neufeld, Sonia Preszcator, Jeff Renaud, Gulnara Shafikova, Allison Stevenson, Marcia Steyaert, Adela Talbot, Janis Wallace, Trista Walker, Kathy Wallis, Jen Wilson, Angie Wiseman, Scott Woods

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**Advertising Inquiries:** Denise Jones, 519-661-2111, ext. 85460; denise@uwo.ca

**Guest Contributors:** Amit Chakma, Robert Collins, BA'77, Helen Connell, MBA'96, Colin J. Fleming, BA'07, Sheldon Gordon, Paul Mayne, Wayne Newton, Alan Noon, Harley Pasternak, BA'97, Jennifer Robinson, MLIS'97, BEd '76, M.J. Stone, Paul Wells, BA'89, Jason Winders, MES'10, Earle Zeigler, LLD'06

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## BRINGING COMFORT TO THE UNCOMFORTABLE

Some of today's students sitting in a lecture hall or lab reflecting on how their university education will be applicable in their career might not realize their future 'office space' could be a mobile hospital in a foreign war zone with less than ideal working conditions.

While most of us don't plan to put ourselves in harm's way while trying to save another human's life as part of our career path, thankfully, there are graduates and professors at Western who have done just that over the decades.

Perhaps the ultimate expression of higher learning is the ability to help a critically injured person with life-saving surgery. In this issue, Dr. D. Ross Brown, BSc'77, shares his experiences as both surgeon/professor and as a member of Canada's military for more than a quarter century carrying out his work in less than pristine conditions.

Dr. Brown has ventured where other Western University-affiliated doctors, Dr. Vivian McAlister and Dr. Raymond Kao, have served in foreign war zones. Stories of their work and achievements can be found online at: [www.alumnigazette.ca](http://www.alumnigazette.ca)

Sometimes it's a place the world has forgotten following a war that becomes a work environment for alumni. Michael Laneville, BSc'00 (Honours Geophysics), works to silence some of the tens of millions of unexploded ordinances lying in wait across Laos, a country that has seen no warfare in almost 40 years.

Laneville is the principal geophysicist with Minerals and Metals Group (MMG), an Australian-based mining company, operating in Laos. He works with several

hundred Lao staff and several expats to clear unexploded mines and other explosive devices around Sepon, home of the country's largest gold and copper mine.

Estimates have more than 20,000 people killed or injured by these unexploded bombs since the end of the war. Hundreds continue to be today, approximately one person a day in Laos.

Thankfully alumna Uche Eze, HBA'06, does not work in a country ravaged by war. But she made the decision many wouldn't with her experience and education and returned to her homeland of Lagos, Nigeria, to turn a hobby of an entertainment blog and website into her fulltime, profitable livelihood.

While she could have stayed in high-profile corporate jobs in Calgary or London, U.K. and run her blog, it was important for an African-centric website to have a physical presence. It is a personal philosophy of Eze to emit positivity for young people to see and emulate.

Her entertainment, news and information website, Bella Naija, has done just that with more than one million unique visitors each month, including readers from the U.K., the U.S. and Canada in the top 10 countries.

Who knows what paths lie ahead for current Western students? Hopefully, some won't see air conditioning as a necessity or four walls as compulsory. Maybe the trek to work won't involve an elevator ride but a hike across challenging terrain.

Challenge yourself to learn like these courageous alumni you will read about in our Spring issue. Start blooming in unfavourable conditions.

### 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](http://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](mailto:advser@uwo.ca).





## 2013 WESTERN HUMANITARIAN AWARD: DAVID CECETTO

For his selfless work in rebuilding Rwanda's shattered health-care system, Schulich School of Medicine & Dentistry professor David Cechetto, BSc'74, BEd'78, PhD'84, has been presented with Western's 2013 Humanitarian Award.

In 2000, Cechetto was approached by Western's International Office, on behalf of the Rector of the National University of Rwanda (NUR) and the Rwandan Ambassador to Canada, to assist in rebuilding the Rwandan health-care system, which had been devastated by the 1994 genocide.

Although primarily a professor and laboratory scientist, Cechetto made his first visit to Rwanda and met the rectors for NUR and The Kigali Health Institute (KHI), who requested a partnership between Western and the two institutions. The re-building process needed to begin with the training of health professionals.

In 2004, Cechetto assembled a team from across Canada and Rwanda to assist colleagues at KHI, the primary nurse training facility in the country, in reviewing and redeveloping its program.

With funding from the Canadian International Development Agency (CIDA),

the six-year project began and has since been completed, resulting in a new Bachelor of Science in Nursing and Bachelors in Nursing Education at KHI. The program has graduated 130 new nurses since in 2006.

Springing from Cechetto's work, new programs between Western and Rwandan institutions have emerged in areas including law, business, communications, biofuels production, high-performance computing and gender studies.

In 2012, Cechetto received a \$2.6 million CIDA grant to address maternal, newborn and child-health issues in Rwanda. On the side, Cechetto and his friends in Canada and Rwanda are active supporters of an orphaned-children's home in Kigali, and together, have secured long term funding for the home.

In winning Western's Humanitarian Award, Cechetto receives \$5,000, which will be used to support postgraduate training of Rwandan health-care teacher. Previous winners of the award include French Studies professor Henry Boyi and Western Heads East pioneer Bob Gough, BA, MEd (King's) in 2012; as well as Bioarchaeology PhD student Maricarmen Vega, PhD student, Faculty of Information and Media Studies professor Sandra Smeltzer, BA'95 (MA, PhD), and Ecosystem Health professor Charles Trick in 2011, the award's inaugural year.

## RESEARCHERS ACQUIT TINS IN EXPEDITION'S FATE

While we may never know exactly what happened to the 129 men who were part of Sir John Franklin's ill-fated Northwest Passage expedition in 1845, Western researchers have at least debunked some of the potential causes of death – that being lead poisoning.

New research challenges long-held beliefs regarding the demise Franklin and his crew, in particular a landmark study in 1981, led by Owen Beattie, a since-retired anthropology professor emeritus at the University of Alberta. He concluded while the British crew most likely died of pneumonia and tuberculosis, lead poisoning was also a contributing factor due to the result of poorly soldered tin cans the crew were eating from.

But more than 30 years later, technology and scientific advancements have provided Western researchers, led by Chemistry professor Ron Martin, with evidence that faulty solder seals in tinned meat cans were, in fact, not the principle source of lead found in the remains of the Franklin crew members.

The findings, revealed in the paper titled *Pb distribution in bones from the Franklin expedition: synchrotron X-ray fluorescence and laser ablation/mass spectroscopy*, were recently published in the journal *Applied Physics A: Materials Science and Processing*.

"We'll probably never know what happened to the crew of the Franklin so it will remain one of the great mysteries of Canadian history, but our resources fail to support the hypothesis that the lead in the bones came from the tins, and I certainly believe that it didn't," said Martin, the

paper's lead writer and principal investigator.

"The time, from departure to death, just wasn't long enough for lead from the tins to become so dominant throughout all the bones," explained Martin.





The alumni of the Ivey Business School are once again supporting their alma mater, as Gilles Ouellette (HBA'69, MBA'70), President and Chief Executive Officer (Private Client Group) for BMO Financial Group, presented a \$2-million gift to the school in support of its new building. Here, Ouellette and Ivey dean Carol Stephenson enjoy one of the lighter moments during President Amit Chakma's remarks.

## BMO, WITH ALUMNI, PRESENT \$2M GIFT TO IVEY

The alumni of the Ivey Business School are once again supporting their alma mater, as Gilles Ouellette, HBA'69, MBA'70, president and chief executive officer (private client group) for BMO Financial Group, presented a \$2 million gift to the school in support of its new building. In recognition of the donation, the main auditorium in Ivey's new building – a two-level, 7,200 square foot, state-of-the-art facility that seats up to 640 people – will be named the BMO Financial Group Auditorium.

The gift enhances BMO's support of Western's \$750 million Be Extraordinary fundraising campaign and Ivey's Campaign for Leadership, which will generate a \$200 million investment in Ivey.

"I'm pleased to be here to make this donation on behalf of BMO Financial Group and, in particular, on behalf of the many Western and Ivey alumni at BMO who currently work at BMO or have in the past

and have benefitted from this dynamic learning institution," Ouellette said on April 4.

The BMO Financial Group Auditorium is a two-level, 7,200 square foot, state-of-the-art facility, which seats up to 640 people. It features the latest in videoconferencing technology and will be used for milestone special occasions such as Homecoming and the Ivey Ring Tradition Ceremony. Throughout the year, the auditorium will host distinguished speakers, not only for students but also for faculty who will lead symposiums and other academic and practitioner forums.

"We deeply appreciate BMO's commitment to business education. The BMO Financial Group Auditorium will be an inspirational place of knowledge sharing, collaboration and learning. It is a tangible symbol of the academic excellence Western and Ivey have achieved over the decades," said Carol Stephenson, Ivey dean.

## IVEY NAMES NEW DEAN

Robert (Bob) Kennedy has been named dean-elect of Western's Ivey Business School. He assumes the role Oct. 1. Kennedy replaces Carol Stephenson, who has been Ivey's dean since 2003.

"While Bob's academic pedigree, leadership experience and professional background speak for themselves, I can add that his candidacy for dean enjoyed an extremely strong endorsement from our campus community," said Janice Deakin, Western provost and vice-president (academic). "We are very confident in his abilities to provide creative and effective leadership for Ivey as it continues to build upon the strength of its reputation as a globally recognized business school."

Kennedy joins Western from the University of Michigan's Ross School of Business, where he has served in roles including executive director of the William Davidson Institute, director of the Ross School Global Initiative and the Tom Lantos Professor of Business Administration.

A graduate of Stanford (BA, Economics and Political Science), MIT (MBA) and Harvard (PhD, Business Economics), Kennedy is an expert on the globalization of service activities and using business frameworks to address social issues. His teaching materials are used in business schools around the world.

"I want to congratulate Provost

Deakin and the selection committee for their work in recruiting such an exceptional new dean to our business school," said Amit Chakma, Western president. "Building on the strong leadership Ivey has enjoyed over the past decade under Carol Stephenson, we are well



Bob Kennedy

positioned to continue expanding the reach and impact of our teaching and research on the global stage."

Beyond his academic career, Kennedy has consulted privately for dozens of clients on five continents on a wide range of strategy and executive development issues. He has held management positions at firms including Enterprise Investors (Warsaw, Poland), Quantum Associates, Inc. (Lynnfield, Mass.) and The Chase Manhattan Bank (New York).

## TRAINOR, TRUNG TAKE TOP ATHLETIC HONOURS

Western rugby player Conor Trainor and swimmer Jennifer Trung saw their athletic careers honoured at the 2012-13 Western Mustangs Athletic Awards Banquet last week at the London Convention Centre.

Trainor capped off his five year Mustangs career by winning the 70th Dr. Claude Brown Memorial Trophy while Trung finished her four years at Western with the 57th F.W.P. Jones Trophy. Both awards are presented to an athlete judged to have made the greatest contribution to intercollegiate athletics within the university during their time at Western.

Playing five seasons for the Mustangs, Trainor helped lead Western to four consecutive OUA Finals appearances, including winning the OUA Championship in 2011. A two-time OUA All-Star and OUA Finals MVP, Trainor also has impressed on the international stage, playing for Canada's senior national team at events such as the Commonwealth and Pan Am Games.

Other nominees for the Dr. Claude Brown Memorial Trophy were track athlete Scott Leitch and golfer Charles Fitzsimmons.

In four seasons with the Mustangs, Trung was frequently seen on the podium winning an amazing 15 OUA medals during her career, nine of them gold. She also holds two Western records as an individual in the 50 Metre and 100 Metre Backstroke and along with her teammates holds OUA records in the 4x400 Metre Medley Relay and 4x400 Metre Freestyle Relay.

Other nominees for the F.W.P. Jones Trophy were basketball's Jenny Vaughan and track athlete Brenna Thomson.

# MESSAGE FROM THE PRESIDENT

WITH AMIT CHAKMA,  
PRESIDENT &  
VICE-CHANCELLOR



**T**here has been a lot of coverage in the media about a mismatch between the kinds of skills employers are looking for and the skills people searching for work have to offer.

The issue has ignited a debate about the value of a university education and, in particular, a bachelor's degree in today's increasingly specialized world.

Some would pit universities against colleges and polytechniques, which is wrong headed because there is no one-size-fits-all when it comes to postsecondary education. Students have to determine for themselves which institution will help them reach their full potential.

For students with the interest and aptitude, a university education remains the best investment these young people can make for themselves. Bachelors' degrees in arts or science provide the basic foundation on which careers and lives are built. It allows for greatest flexibility for students to plan their next steps, be it to continue on to receive an advanced degree; pursue a particular skill at a college, or a decision to go immediately into the work world.

For those who choose to work, a 2012 Ministry of Training, Colleges and Universities survey of undergraduate students found 87 percent were employed within six months and 93 percent were working within two years of graduation. Statistics Canada reported the number of job openings that required a university degree grew by 700,000 net new jobs between 2008 and 2012. The Association for Universities and Colleges of Canada estimates that number will grow by 2.1 million jobs by 2020.

There have been a lot of media reports on the shortage of college-trained skilled workers, but we are also facing a shortage of university-educated people including engineers, physicians, dentists, dieticians, psychologists and management in the mining, oil and gas industries.

The vast majority of students who come to university do so to prepare themselves for a career, but what they come away with is far greater than an expertise in a particular field of study. Universities teach people how to be creative thinkers, how to assess a situation and how to find creative solutions to problems. They learn how to collaborate and communicate effectively, all skills that will be increasingly required in our complex world. And what we offer at Western goes beyond even those skills.

There is a uniquely Western spirit that reflects a balance of intellectual, cultural, and physical opportunities for our students. Our campus environment provides a safe place where students can hone their leadership skills. It is here where they develop a network of friends from around the world that will last a lifetime. We intend to increase the opportunities for students to grow. Among our fundraising goals is a priority to ensure 10 per cent of our students spend part of their education learning outside of Canada, which will help them succeed in our increasingly global society.

This Western Alumni Gazette magazine is a wonderful tribute to the ways in which our alumni have taken what they've learned at Western to fashion great careers and enrich their lives and the lives of others. They are examples of how university can transform lives.



**ONE OF THE THINGS WE'VE DISCOVERED IN OUR WIND TUNNEL WORK IS A PIECE OF PLYWOOD WILL TRAVEL AT 60 OR 70 PER CENT OF THE WIND SPEED IN A STORM. SO, IF YOU'RE IN A TORNADO AND THERE'S 200 KM/HR WINDS, A PIECE OF PLYWOOD CAN BE TRAVELLING 130-140 KM/HR. YOU WOULDN'T WANT TO GET HIT BY THAT."**

**PROF. GREGORY KOPP** - Canada Research Chair at Western.



**Before directing an opera, it's true that I feel fear. But it's an enabling fear. It's a fear that gives me the energy and the clarity and the tools that I need to do what I need to do... if you surrender to fear, it gives you clarity."**

**BARBARA WILLIS-SWEETE, BMUS'75** - Film Director.



**Today, we're going to show you how human power alone you can break highway speed limits and sustain flight...If you want to find out something, you have to find the best people in the world and talk to them face-to-face."**

**CAMERON ROBERTSON & TODD REICHERT** - Aviators and Innovators



**70% of all people on Earth will be living in urban areas by 2050 – and we should have another 2 billion on the planet by then. So, my Rachel Carson vision of a beautiful Earth is now replaced by a very inter-connected Earth."**

**DOUGLAS BIRKENSHAW** - Principal at B+H Architects, BArch, BES, LEED AP, OAA, FRAIC



**RE: GOOGLE SCHOLAR SEARCHES WITH SCHOLARLY ARTICLES AT YOUR FINGERTIPS VS MID-1990S 4-HOUR SEARCHES AT OXFORD UNIVERSITY'S BODLEIAN LIBRARY: "WE CALL THAT TIME-SPACE COMPRESSION. THIS IS REALLY WONDERFUL IN THE WORLD OF IDEAS BECAUSE IF WE CAN MOVE IDEAS MORE QUICKLY, WE CAN MAKE RADICAL CHANGES MORE QUICKLY."**

**TIMA BANSAL, MA'84** - Professor; Ivey Business School.



“No study finds that music listening for babies or fetuses has any effect on brain function or cognitive ability. None whatsoever ... Music can reduce pain after surgery, during labour, ease recovery after stroke, also improve endurance and perceived exertion.”

**JESSICA GRAHN** - Cognitive Neuroscientist, Brain and Mind Institute, Western



“We've made the oceans 30 per cent more acidic. In a more acidic environment, anything in the ocean that builds skeletons is going to have trouble... Four of the five mass extinctions in the past 500 million years that wiped most life off the planet Earth have been caused by ocean acidification.”

**ROB STEWART, BSC'01** - Writer, Producer, Director



“To obtain piracy, you need four things: First you need uncharted territory. Second, no consensual rules defining what is legal, what is legitimate. Then you need states that compete for control over this territory. And fourth, use monopolistic organizations that seek to achieve territorial enclosure.”

**JEAN-PHILIPPE VERGNE** - Assistant Professor, Ivey School Business

# How will you impact future generations?

"Western is like a family to me and I want to do my part to take care of my alma mater."

Sally Lane, BA'73, BEd'74  
- donor

"With my student scholarship, I have been able to explore my educational interests and discover my ultimate career goal in public health."

Sanna Malik, BScN '12  
- student award recipient

For alumna Sally Lane, it's helping students, faculty and researchers achieve their goals through ongoing financial support and including Western in her will.

While those who benefit from planned gifts may never meet the donor who helped them, they will always appreciate the opportunities they have been given because of someone else's generosity.

Consider making an endowed gift to Western through your will. Your commitment will help the next generation achieve their full potential.

[givingtowestern.uwo.ca/howtogive/giftplanning](http://givingtowestern.uwo.ca/howtogive/giftplanning)

For more information call 519.661.2111:

Jane Edwards at ext. 88829 or [jane.edwards@uwo.ca](mailto:jane.edwards@uwo.ca)

Mike O'Hagan at ext. 85595 or [mike.ohagan@uwo.ca](mailto:mike.ohagan@uwo.ca)

Western University, Alumni Relations & Development, Gift Planning  
Westminster Hall, Suite 160, London, ON N6A 3K7



# INTERNATIONAL INCIDENTS

## HOW A WESTERN ALUMNA IS SHAPING GLOBAL OPPORTUNITY FOR CANADIAN STUDENTS

BY JASON WINDERS, MES'10

**K**aren McBride, BA'87, didn't expect a revolutionary way of viewing international education would require her involvement in an actual revolution.

In 2011, the Libyan civil uprising compromised long-standing scholarships for more than 2,000 Libyan graduate students studying in North America. As president and CEO of the Canadian Bureau for International Education (CBIE), the organization managing the scholarship program for the government of Libya, McBride stood centre stage in the international crisis.

"Can you imagine," she asked. "Not only are these students going through the psychological trauma of watching a revolution unfold in their homeland, but they also don't know where the money is coming from to support them in their studies."

For four months, McBride engaged in "creative triage" juggling communications between the Canadian Department of Foreign Affairs, U.S. State Department and United Nations as well as with hundreds of students. And while the war rages on two years later in the North African country, McBride would untangle the mess for students studying here.

All in a day's work for Canada's top international education advocate.

When not confronting revolutions, McBride's organization is a nonprofit,

nongovernmental body dedicated to international education with more than 150 member institutions, among them Western. Founded in 1966, CBIE is the only national organization committed solely to international education.

Even at an early age, McBride was no stranger to the world. Before arriving on campus, the Simcoe, Ont. native headed across the Atlantic for a European backpack trip after high school graduation. Although she had been on a plane only once in her life, she embraced the experience and let the continent's rich history wash over her.

At Western, she would remain inspired by what she had seen and study history, architecture, literature, poetry, and languages. She would earn a BA in History and French at Western, moving on to earn a MA in International Affairs from Carleton University.

"I think of my time at Western as my true intellectual development. I was able to broaden my understanding in many areas," she said. "The flexibility of professors – in terms of being able to study dimensions of your subject area – I found to be very broad-minded."

"Western was a very special time in my life in terms of my horizons expanding. This was my true university experience."

For the last two decades, McBride has promoted international education in Canada – serving as international affairs vice-president for the Association of Universities and Colleges of Canada, and as a research advisor for the House of Commons Standing Committee on Foreign Affairs and International Trade through

her work at the Parliamentary Centre.

Joining CBIE in 2009, McBride now leads policy development and advocacy efforts at the national and international levels supporting international cooperation in education. Simply stated, she is the cause's main, and most visible, champion.

"We must send out students to be part of a growing globalization of higher education. We must be part of that," she said. "That appetite is fostered at a young age. The long-term sustainability of Canada's engagement in the world starts with our young people."

McBride credits the K-12 sector for instilling a sense of global citizenship in youth, and sees universities moving in the right direction by expanding opportunities. But not all the work falls on educators.

"Our corporate sector, our private sector have a strategic interest in helping to make certain Canadian students have that international experience," she said. "I would love to see more of them really engage in supporting that endeavour because it is in the long-term interest of their business and of Canada's prosperity."

It's a legacy she hopes to leave to her 10-year-old daughter and the thousands of children like her across Canada who already see the "world as their domain." These global opportunities – and, in turn, the responsibilities those opportunities come with – have not come overnight, but through the hard work of many.

"It changed my life and my outlook on my career, on what I wanted to study, on my country. These transformative experiences lead people in new directions, creative directions, give them the confidence to take risks and view things from another perspective," she said. "I think that's so healthy whether someone builds a career in an international space or not."

"Our ability to understand other people, other cultures, other perspectives is important for the multicultural society we live in no matter where a student builds a career." ▣



Karen McBride

# BUILDING BRYAN'S HOUSE OF SUCCESS

BY COLIN J. FLEMING, BA'07

**B**ryan Baeumler, BA'96 (Political Science), never set out to land a television gig. For five years, he steadily built his business, putting in punishingly long hours and following his simple rules of success: "Pay your taxes, be there when you say you'll be there, do what you say you'll do, and collect what's owed to you." It worked. The company grew and so did the profits. Yet Baeumler, a man possessed by a restless entrepreneurial spirit, wanted more. To do that, he needed a marketing plan.

Around 2005, Home and Garden Television (HGTV) was just becoming popular and there was an explosion of big-box stores like Rona and Bed Bath and Beyond. Baeumler sensed an opportunity. So, he approached a production company working with HGTV and offered them a deal: He'd work for free in exchange for some promotion. Nothing big, just a logo at the end of one of the shows. They agreed. However, what Baeumler didn't know was that they were also on the hunt for a new host for Disaster DIY.

Soon after, the production company came by one of Baeumler's sites. It was a classic Disaster DIY scenario – homeowners made a mess of their big reno, and they called Baeumler to repair the damage.

"We were already doing the show," Baeumler said. "We just weren't filming it."

Two weeks later Bryan got the call. HGTV wanted him to host. "It was unexpected," Baeumler said. "But I thought, 'What the hell? Let's give it a shot.'"

Bryan Baeumler is now probably the biggest name on HGTV Canada. He's the star of Disaster DIY, House of Bryan, and Leave it to Bryan, and one of three expert judges on Canada's Handyman Challenge. He's also a Gemini-award winner, husband, and father of four. For the 39-year-old Western alumnus, it's a success story he still finds surprising.

"If you had [told] me when I was stomping around Western what I'd be doing 20 years later, I would've said you're nuts," Baeumler said. "But here I am."

These days Baeumler can't even go to the mall without being approached by people.

"You're never really sure who've you met before," Baeumler said. "Because people come to us and they know us. They've spent time watching us for years."

Baeumler is so approachable because he's one of those reality TV stars you feel like you really do know. There's no character, no pretense, no theatrical cruelty. Baeumler is just himself – a masculine, good-humoured teacher unafraid of





(Above) Bryan and his wife Sarah go over plans for their new family cottage on Georgian Bay that became the focus of the successful "House of Bryan" show on HGTV. The cottage takes shape with snow still on the Bay. Finishing touches include a beautiful staircase down to the water's edge.

(Photos courtesy HGTV)

doing the dirty work, whether it be hanging drywall or ripping rotted tiles of an old roof.

Considering how easily likeable Baeumler is, it should come as no surprise that his most successful show is also his most personal: *House of Bryan*. Baeumler spent the second season building his family a gorgeous 3,500 square foot island cottage on Georgian Bay.

"At the time we thought it was a one-off because I had to take time to build," Baeumler said. "We said to the network, 'Let's just film it.'"

Much to Baeumler's surprise, the series smashed network records, becoming HGTV Canada's highest-rated series ever.

Yet, while Baeumler's personality is now one of the driving forces of his success, he wasn't always so happy and gregarious. In a *Toronto Star* article published in June of last year, he admitted, "I spent a few years in a very dark place dealing with severe anxiety and agoraphobia."

These struggles were particularly acute in his final years at Western.

"We'd go out at night, and I'd want to sit in a chair in the corner," Baeumler said.

Things also didn't get much better after graduation.

Baeumler, unsure of his life path, took off with five friends to Vancouver to take what he called "one of those 'What do I do now?'" years." The anxiety and agoraphobia persisted.

**"IF YOU HAD  
TOLD ME WHEN  
I WAS STOMPING  
AROUND  
WESTERN WHAT  
I'D BE DOING 20  
YEARS LATER, I  
WOULD'VE SAID  
YOU'RE NUTS."**

"You're getting into the big world, and you have to figure out where you're going to rest your head at night, and how you're going to feed yourself," Baeumler said.

Baeumler toyed with the idea of law school, but ended up landing a job through one of his father's connections brokering cargo flights.

The work was decent, but unfulfilling. Two years after he got the job, Baeumler found himself sitting in his Vancouver office

wishing the clock would hit 4 p.m. so he could get back to renovating his home.

He decided he had enough. It was time for him to leave his job, to leave Vancouver, and to come home. Baeumler had found his path.

"I went to George Brown, took some trade course, some building courses, put my practical knowledge and my book knowledge together and charged out the door at full speed," Baeumler said. "I haven't looked back since."

Baeumler is now at the peak of his career, but he has no plans for slowing down anytime soon. He's developing several new shows, writing a book, and working on a clothing line with Dickies.

"I think very few entrepreneurs get to a spot one day when they say, 'Okay, well I'm done,'" Baeumler said. "It's a continual process."

However, Baeumler seems most proud of his and his wife Sarah's charity, The Baeumler Family Foundation. Baeumler explained that they give money to established charities, but mostly provide desperately needed renovations to help struggling families.

So, if a child is living in a home full of toxic mold or in an apartment in danger of burning down because of faulty wiring, the family can apply through the charity and Baeumler's crew will fix it for them.

For Baeumler, helping people take pride in their homes is one of the most important things he does. As he says, "It's where you wake up in the morning." ▣



# EVERY DEBATE NEEDS A LITTLE LEVITY

BY SHELDON GORDON

**W**hen Steve Patterson was earning his BA in Administrative & Commercial Studies at Western in the early 1990s, he made a point of starting his oral presentations with a joke relevant to the topic under discussion. "There's room for some levity in every presentation," he says.

In fact, this experience proved good training for stand-up comedy, which he started performing once a week at the local Yuk Yuk's Comedy Club. "Western students were supportive in coming out for my shows," he recalls.

But not every audience was receptive. When Patterson, BA'94, did his comedy set in a London pool hall one night, he joked about the pool players, "not realizing that wit and repartee weren't their two weapons of choice. They came at me with their pool cues." The two comics who organized the evening had to calm them down.

Flash forward to 2013. Fortunately, the venues and the audiences for Patterson's stand-up humour have improved spectacularly. Every Saturday afternoon, the 42-year-old jester hosts "The Debaters," a CBC Radio show that has run since 2007 and draws half a million weekly listeners.

Quick with a quip, Patterson moderates debates between some of Canada's best stand-ups on offbeat topics such as, "Is the Order of Canada really such a big deal?" and "When are you too old to accept money from your parents?" Patterson also hosted a television version of The Debaters that ran for 26 episodes in 2011-12.

What's not up for debate is that the Richmond Hill, Ont. native has





Patterson (right) with actor/comedian Steve Martin.

## **“I GOT THE NICKNAME ‘THE BATTLER’ AT THE AGENCY BECAUSE I WOULD ALWAYS BATTLE TO MAKE THE AD COPY FUNNIER.”**

become one of the country’s funniest entertainers. When he hosted the 2011 Canadian Comedy Awards in Toronto, he was named Best Male Standup, an accolade that eluded him on two previous nominations.

Capitalizing on his higher profile, Patterson began touring a 90-minute one-man comedy show in theatres across Canada in 2012. The 13-show Ontario leg of the tour concluded in Kingston in November and engagements in other provinces happened in early 2013.

Patterson’s career wasn’t always this promising. An early job as a copywriter at a Toronto ad agency lasted only a year. “I got the nickname ‘The Battler’ at the agency because I would always battle to make the ad copy funnier,” he recalls. Eventually, when a mock-up that he’d prepared for his

own amusement found its way to the agency’s client, Patterson’s “Mad Men” days came to an abrupt end.

So, in 1996, Patterson hit the comedy circuit full-time. “There’s no prerequisite for comedy,” he says. “I don’t think you can teach someone to be funny. They either have it or they don’t. I knew if I could be funny enough on stage, I had a good enough business sense to make a career out of it. I knew if I worked for myself, I wouldn’t fire myself.”

Jerry Seinfeld, playing a standup comic in his hit 90s sitcom, became Patterson’s role model. “I saw his lifestyle as a stand-up comic and said to myself, ‘I could probably do that.’ Other people watched the show for the funny scenarios, but I watched it for the stand-up clips at the beginning and end. I watched the work that went into being a stand-up.”

He paid his dues, criss-crossing Canada, Ireland and the U.K. repeatedly between 1999 and 2004. The gigs were plentiful, but the downtime far from home was lonely. He then began writing for *The Jon Dore Television Show*, a mockumentary-style sitcom that aired on the Comedy Network. (His work on the show earned him a Canadian Comedy Award for Best Series Writing.) *The Debaters* followed.

Although the radio show will continue until June and perhaps beyond, Patterson would like to host a Stephen Colbert-ish TV talk show for Canadians. “We don’t have an intelligent, nightly comedy show that we can call our own,” he says. “I’ve learned that, in this country, if you want it done, you have to do it yourself, so I’m working with a production company to develop it on our own. But I may have to start my own network – like Oprah!” ▣

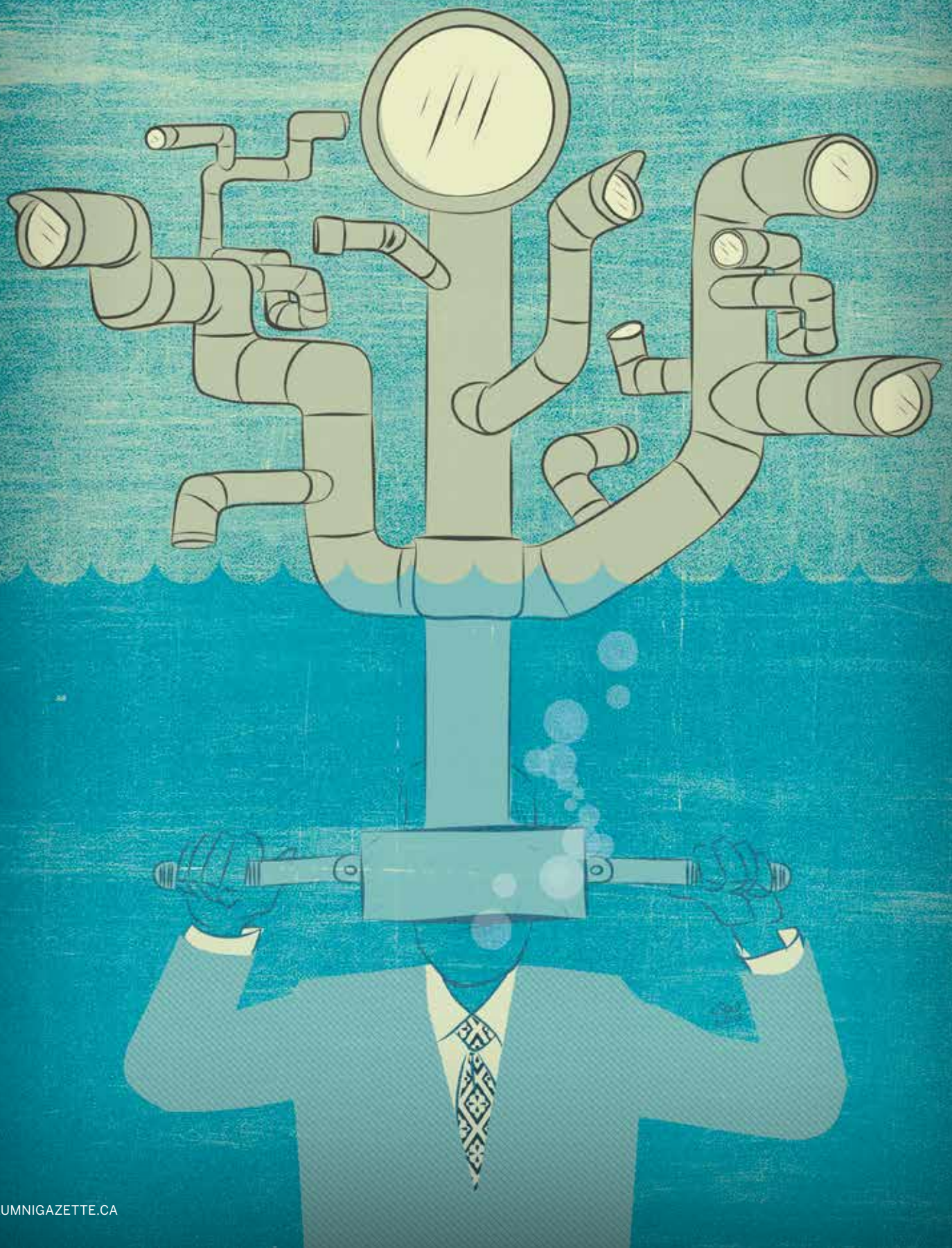


Illustration by Scott Woods

# FOCUSED ON CURE

## FOR DISTRACTED, FORGETFUL, IMPULSIVE

BY DAVID SCOTT

It affects one in every 25 adults – more than one million Canadians – yet only one-tenth of those will ever get a medical evaluation of their condition. The World Health



Bilkey

Organization (WHO) looked at people with this untreated illness in Europe and found 22 days of lost job performance per person per year.

Adult Attention Deficit Hyperactivity Disorder (ADHD) is not a new condition but it is finally getting attention, research, medication, acceptance and treatment devoted to it.

"It's a massively common condition. For something like this to be pretty much unrecognized is a real challenge," says Dr. Tim Bilkey, BSc '74, MD '78, of Barrie, a leading Canadian expert on the illness.

"I don't think the condition itself is new but I think our recognition and understanding of it is new. We're now doing MRI studies, fMRI studies, brain studies, genetic studies, which are better documenting what this really is."

Since 2009, FAST MINDS, created by Bilkey, has been a nationally accredited educational program for doctors through the Canadian College of Family Physicians.

"What I did was I came up with an acronym, FAST MINDS, for adult ADHD, and profiles to help family doctors better recognize the condition."

**FAST MINDS** stands for: **F**orgetful; **A**chieving below potential; **S**tuck in a rut; **T**ime challenged; **M**otivationally Challenged; **I**mpulsive; **N**ovelty seeking; **D**istractible; and **S**cattered.

For family physicians in Canada, it means the next time they have a patient come in with anxiety and depression, they will be aware that he or she may also have ADHD. There are other common traits that go along with the condition that doctors who have taken the accredited program can recognize, like addiction and underachieving.

"If patients had an addiction, if they were a struggling student, if they were an adult with a couple of kids with it (ADHD), doctors would be looking for it," says Bilkey.

In early 2010, he signed a book contract with Harvard University to co-author a book on Adult ADHD with Dr. Craig Surman (Massachusetts General Hospital & Harvard affiliated physician/researcher).

Bilkey has seen 3,400 patients from around the world and continues to see patients from Africa, West Indies,

Japan and the U.K., who have sought out his services. The stories from these adult ADHD sufferers are the strength of his new book, says the psychiatrist.

"In a way, we are a voice for all of the people that we've seen. We took all those stories, tied the stories to the science and then came up with evidence-based treatments."

According to Bilkey, in the U.K. and Europe, adult ADHD is still developing as a diagnosis. The U.S. and Canada appear to be leading the way in research, with Germany, the Netherlands and Norway not far behind.

FAST MINDS is as much a workbook as a textbook with checklists, exercises, questions, charts, goals, etc., for patients or caregivers to document progress.

"I think it's extremely unique. In this book you can tick off things that apply and at the end you've got your own synopsis of the challenges and now you can keep them on the radar. Patients can go back to the book and say 'oh yeah, I've got to work on that.' Or 'that's not working for me.'"

**"I DON'T THINK THE CONDITION ITSELF IS NEW BUT I THINK OUR RECOGNITION AND UNDERSTANDING OF IT IS NEW."**

Bilkey admits the label "attention deficit hyperactivity disorder" is not a good descriptor of what this condition really looks like in adults.

"The label itself doesn't even speak to the issue of impulsivity. Some adults with ADHD are extremely impulsive: financial impulsivity, verbal impulsivity, cutting people off in conversations, sexual impulsivity. An untreated male with ADHD is five times more likely to get somebody accidentally pregnant. An untreated female with ADHD is seven times more likely to get pregnant. That's impulsivity. Driving your car impulsively leads to increased rates in car crashes."

The acronym FAST MINDS makes it easy for someone walking through a bookstore to know quickly the symptoms when they see the book. Bilkey said it was originally conceived as a self-help book when he pitched the idea to Harvard. Often it is a spouse, in particular women, who will purchase self-help books.

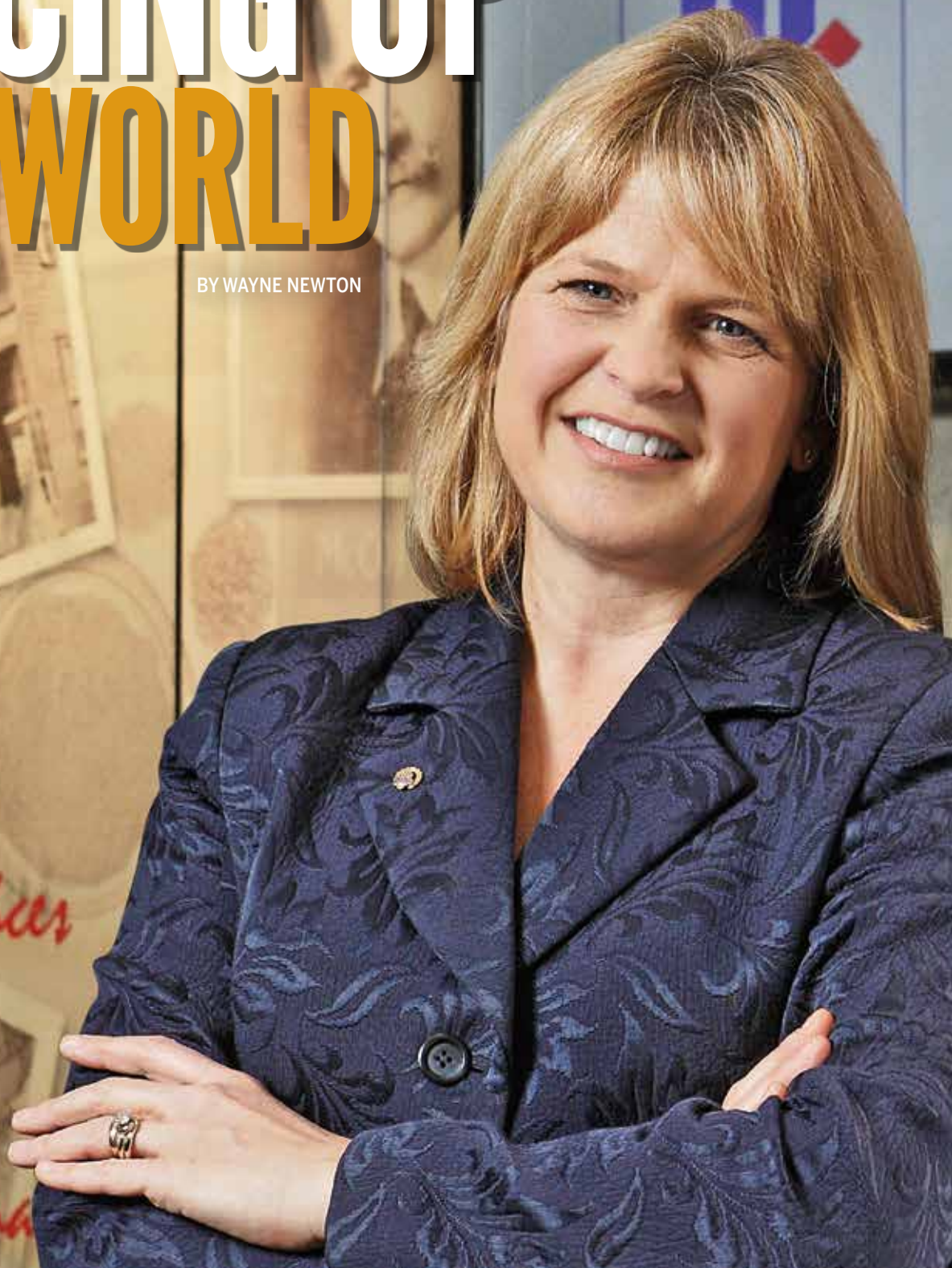
Another reason the author developed an acronym that included symptoms was to hopefully have it included in the unofficial "bible of psychiatry" – the Diagnostic Statistical Manual (DSM), published by the American Psychiatric Association.

"It's this codebook you have to apply in diagnosing all kinds of conditions: Anxiety, Post-Traumatic Stress Disorder, Depression. The current version – DSM4 – doesn't even really validate Adult ADHD. It has fleeting references. It'll say 'kids may do this, adults will do that.' The newest DSM is coming out in May 2013. It totally validates the diagnosis of Adult ADHD. It's the real deal. It's kind of exciting." ■

*To read more about Childhood ADHD vs Adult ADHD and Making the Diagnosis, please visit: [www.alumnigazette.ca](http://www.alumnigazette.ca). To learn more about Dr. Bilkey's clinic, visit: [bilkeyadhd.com](http://bilkeyadhd.com)*

# SPICING UP THE WORLD

BY WAYNE NEWTON





◀ Angela Francolini and Keith Gibbons



The iconic 'billy bee' honey line of products is a McCormick's best-seller.

**T**o say Western is adding taste to the world is an understatement.

Just ask Keith Gibbons and Angela Francolini, each Western University graduates and each playing a leadership role with McCormick, the international food flavouring company which has its Canadian headquarters in London, Ont., where it employs 600 people in two facilities.

Gibbons, BA'76 (Mathematics), is a chartered accountant, who parlayed a career working for London Life in South Korea into roles with McCormick in Asia and Australia and for the past three years as president and chief executive officer of McCormick Canada.

Francolini, HBA '86, is a former McCormick Canada president and CEO, who now travels the world as the company's vice-president of international marketing and innovation, a pivotal role in growing McCormick's consumer business worldwide.

Known largely by consumers for its lines of spices including Club House, McCormick is a category leader in North America and a significant player in the food flavouring industry worldwide.

"We define our business more broadly (than spices),"

Gibbons said. "We think of ourselves as a flavour company."

Even the company's annual report is flavoured. This year, it carries a blackberry and clove scent.

Aside from Club House spices to flavour various dishes, McCormick acquired Billy Bee honey in 2008, a universal flavour enhancer/sweetener.

In addition to standard bottled spice, the company carries a line of recipe mixes: pouches of gravy mix or Hollandaise sauce or shepherd's pie recipes mixes, hamburger seasonings, etc.

Offering flavouring solutions means keeping current with trends in consumer tastes and lifestyles and responding to a growing demand for different types of flavours from India, Korea and various regions of Asia to meet the demands of both new Canadians and those whose cupboards have always been well-stocked with Club House and McCormick spices.

"Growing up, I was out on a limb if we had Italian. Now it's Chinese and it's all different types of Asian spices: it's Indian and it's Filipino, it's Korean. Just with the demographic changes we've had in Canada, in particular not only do you have an opportunity as a flavour company to sell to those new Canadians flavours and seasonings they're used to from their home country, you also have the opportunity to sell to mainstream Canadians.

"We've just seen that accelerating with new Canadians combined with baby boomers having a desire to experiment, trying different types of flavours."

It also cuts both ways. While the world inspires new flavouring products



## **“WE DEFINE OUR BUSINESS MORE BROADLY THAN SPICES. WE THINK OF OURSELVES AS A FLAVOUR COMPANY.”**

for Canadians, products developed and introduced here are big sellers internationally, chief among them the iconic Montreal steak spice and the La Grille barbecue seasonings line.

It's not just in household kitchens where McCormick helps with dinner. A research facility in Mississauga works with the restaurant industry – companies such as McDonald's and Kentucky Fried Chicken – to develop flavourings for new products. As well, McCormick provides flavouring solutions for food companies such as cereal giant Kellogg's.

Perhaps no one has a better pulse on worldwide flavouring trends than Francolini, whose strategic role with McCormick keeps her on the road (or in the air) most of the year. During the past four years, she's been to 55 countries including once flying to Australia five times in 12 months.

“Countries that have used spices for centuries such as India are migrating to packaged herbs and spices for reasons of safety and quality, and so our business there is very robust. Our business in China is growing exponentially. Our business in Russia and Poland is very important to us.

“Emerging markets are now 14 per cent of our volume and expected to be 20 per cent very soon. Over the next 10- to 20-year period, emerging markets are going to be larger than developed markets in terms of their consumption of consumer packaged goods and in particular our products. With that comes tremendous opportunity for us. We're well poised. We've been in China for over 20 years.”

The daughter of Italian immigrants who spoke Italian before English, and who was the first in her family to earn a university degree, Francolini credits Western and Ivey with laying the foundation for her success in international business.

“I know President Amit Chakma is a big believer in bringing international students to Western and I am 100 per cent in support of that. The reason I feel so strongly about that is that it affords our Canadian students an opportunity to build a network globally that will be a lifelong network and will benefit them in ways that really are hard to imagine when you first step on campus, but it's truly powerful.

“The other thing is it teaches our Canadian students how to compete on a global stage among the best intellectual capital the world has to offer and how to get that firsthand experience of working collaboratively where the class is representative of the world and not just Canada. I think that's extraordinarily important.”

Francolini's ties to Western remain strong. Her husband, Tony Francolini, teaches at both Brescia and King's. Her mother-in-law, Joan Francolini, begins a four-year term as chancellor of Brescia in July.

Ditto for Gibbons, who arrived at Western a little leery of the big city after growing up as the son of a business owner in the small Northern Ontario mining town of South Porcupine.

He has served on the board of Huron University College and all four of his children attended either Huron or King's. Gibbons also met his wife, Cathy, while both were Western students.

“Coming from South Porcupine to Western, that was a colossal change for me. Probably in terms of all the transitions I've made both personally and professionally, that's the most significant that's ever happened to me. That's where I started experiencing such different cultures, different nationalities, different foods, different perspectives.” ■

## Looking to reconnect?

**The new Alumni Western Online Directory makes networking and reconnecting easy.**

You can now search an online database of more than 140,000 Western alumni all around the world.

It's a great way to:

- find alumni living in your city
- make connections with alumni working in your field
- reconnect with classmates
- offer to become a mentor

You can also view your profile and update your information. It's an easy way to network and reconnect with fellow alumni and stay in touch with Western.

Visit [westernconnect.ca/directory](http://westernconnect.ca/directory)

Have questions? Email us at [alumni-directory@uwo.ca](mailto:alumni-directory@uwo.ca).



**Western  
Alumni**

# MAKING THE GRAND ENTRANCES



CONTRIBUTED BY ALAN NOON

**D**uring the first three decades following the establishment of the new campus in 1924 the Board of Governors paid special attention to the preservation of the natural beauty of the property by careful selection of building sites complemented by landscaping and the establishment of an arboretum. Situated just north of the city limits much of this campus beauty and indeed the university itself became somewhat isolated from the multitudes of pedestrians and vehicular traffic passing by on Richmond Street. What Western lacked was “curb appeal.”

In 1952, a bequest of \$38,000 was received from Mrs. Edna Jeffery, widow of Dr A.O. Jeffery, (Honorary Degree, 1898), former chairman of London Life and a benefactor of the university, to construct a suitable entrance to reflect the growing stature of Western and as a memorial to her late husband. Designed by O. Roy Moore the

memorial consists of two outer pylons rising 8 feet and two inner pylons rising 20 feet clad in Credit Valley limestone. They are complemented by a low wall of sandstone blocks on either side of the entrance.

Immediately to the south was a small confectionary store with an attached hot dog stand operated by Marjorie and Albert Neno known as “Happy Ours.” By the early 1950s the business had expanded to include a small restaurant. An anonymous “friend of the university” purchased the business in 1956 along with the adjoining house. Both structures were demolished and the area landscaped to complement the Jeffery Memorial Entrance. The addition of a walkway and flower garden adjacent to the entrance became a popular spot for wedding photographers applying their trade. London artist Mrs. Dougi Betts was so impressed by the simplistic beauty that she included a painting of the Jeffery Memorial Entrance as part of her 1954 show in the Blue Room at the Waverly Mansion.

The entrance has not always been in harmony with those passing through. Careless drivers have damaged the small connecting wall and in 1956 the pylons were smeared with gold paint before a football game against Queens Golden Gaels. On one occasion a temporary brick wall blocking the entrance was constructed by those masters



of campus pranks, the engineering undergrads.

Rapid expansion during the late 1950s forced the London Hunt Club to abandon its campus golf course and the Board of Governors shifted attention to Western Road. Many predicted this former pioneer gravel road, originally built to allow horse and wagon passage to bypass the steep hills of the campus, would eventually become a major access to the university.

In 1958, London businessman and Board of Governors member, Lt. Col. J.E. Smallman gave a bequest of \$35,000 to construct an entrance that would complement the new Spencer Engineering Building. Board of Governors Chairman D.B. Weldon remarked, "Thanks to him the university now has a western entrance in harmony with the dignity and charm of the campus itself." The dedication ceremony also marked one of the last public functions attended by former President W. Sherwood Fox, who from 1927-47 had so steadfastly preserved the beauty of the original campus landscape. ▣

1) Jeffery Memorial Entrance as seen in 1954; 2) Mrs. Betts and painting; 3) Car crashes into entrance wall March 13, 1957; 4) Removal of graffiti from entrance pylons 1956; 5) Smallman Memorial Entrance winter 1959

# UNIQUE SITE CELEBRATES AFRICAN CULTURE

BY DAVID SCOTT

**W**hy would a business graduate working in Calgary for Shell, then in the U.K. with Cadbury, leave a high-profile position to make an entertainment blog in Nigeria her fulltime job?

Third time was the charm for a clear enough phone connection to the West African nation recently to interview Uche Eze, HBA'06, and find out why. When asked if a landline would be clearer, she said, "there are almost no landlines left in Nigeria. Everyone has a cellphone" – or, in fact, a few phones, to help prevent dropped calls.

Eze, 28, is the editor and founder of the very successful

Bella Naija entertainment and fashion website ([www.bellanaija.com](http://www.bellanaija.com)) that reflects and celebrates Nigerian and West African culture. In a few short years, the site has grown a strong international following.

Presently, Bella Naija gets more than one million unique visitors and more than eight million page views a month. "A big part of running a website like ours, especially for our advertisers and stakeholders, is data and



Uche Eze

analytics. So, we have a lot of programs that track where the visitors are coming from. If you look at any given month we have over 100 countries that visit our site for whatever reason," said the entrepreneur.

Regularly in the top 10 countries where visitors originate – along with the usual mix of African nations (Nigeria, Ghana, Kenya, South Africa, etc.) – are the U.S., the U.K. and Canada.

Bella Naija is not an ordinary 'entertainment' website. In fact, in recent weeks, Eze felt it important to add a news section to the site to reflect current African affairs.

"Our readers can see all the glitz and the glam and the lovely things on our site. What we really had to balance out was the reality of what's going on around us, making sure that people are informed and they are engaged in the current affairs as well."

The success the site is now experiencing did not happen overnight. The seeds were sewn early though, in fact, just after Eze's graduation from Western's Ivey Business School in 2006.

"My graduation ceremony was on June 12 and my first job was starting on July 10 in Calgary. So between that one-

month period, I was like 'well, I'm done university. I'm going to start a job in a few weeks. Let me just start something.' So, it wasn't something I started with a business plan at that time."

That wouldn't happen until just a few months before she quit her job in January 2010 and really created the formal business plan for a site she had been operating for more than three years.

Eze admits some of the site's success is it's an idea originating from the heart.

"I think that it came from the heart but at the same time passion without structure won't get you too far."

She felt fortunate when the opportunity arose to remain with Cadbury but move from the U.K. to Nigeria and continue her work as Human Resources advisor for the Middle Eastern, African unit of the chocolate company.

**"WHAT WE REALLY HAD TO BALANCE OUT WAS THE REALITY OF WHAT'S GOING ON AROUND US, MAKING SURE THAT PEOPLE ARE INFORMED AND THEY ARE ENGAGED IN THE CURRENT AFFAIRS AS WELL."**

"When I moved back to Nigeria, I was doing Cadbury during the day and at night I would come home and blog. It just got to the point where I had to make a decision on which to go forward with. Did I want to keep growing my career in strategic human resources or did I want to take the plunge and become an entrepreneur? It was a really, really difficult decision to make. But I decided to take the plunge."

For the first two years of doing Bella Naija, Eze did not receive a cent from it. The Google ad revenue was a minute amount.

"Without structure, it probably would have fizzled out. Thankfully, I was willing to put structure into that passion at the right time. Now we have a good work team. We're constantly saying 'how can we make this better?' 'How can we alternate it?' 'How can we make it more interesting?'"

The extra work of her small but determined team has paid off. The site has won awards for its style and events sections. And many advertisers have jumped on board, African and international companies.

"What we really strive for is to be excellent in every single area that we cover. I think that really appeals to our audience... One of the things that we added is the wedding section. Weddings are such a big deal in Africa. And we are considered the number one wedding online portal in Africa... we've really done well in that regard."

Being an Ivey grad, Eze is familiar with case studies and is inspired by the Huffington Post business model.

"We look at what they're doing and say, 'OK, they are doing this. Is that



The founder of Bella Naija, Uche Eze, recently got married (June 2012) to the son of a former deputy governor of Lagos state, Bode Pedro. The wedding section of the Bella Naija website is a very popular with readers. Even Eze's wedding didn't escape promotion.

working? How could that work in our environment and could we build up from there?"

Operating a business, especially a web-based company, can be a challenge in Nigeria where Internet connectivity can be unreliable. Since the Ivey grad moved back to Nigeria in 2008, the Internet speed has slowly improved but not near what someone in a major North American city would experience.

Despite some technical challenges originating with Internet service providers, Eze still sets high standards for herself and for her many readers. "I want the reader's experience from a technical point of view to be seamless. I want you to click on your desired story and you're looking at the facts that you wanted. From the content point of view, we have so many different kinds of readers. When you have one million unique visitors a month, these are people across different age groups, across different continents, with different tastes. We want people to find that little corner where this is 'their thing' on Bella Naija."

"So, I want everyone to come in and see something that catches their eye. But honestly, not to be cheesy, I want people to be inspired."

Apparently, she has inspired others, including Oprah Winfrey. The talk show icon was putting together a show on "beauty around the world" in early 2010 and Eze was contacted to see if she'd be interested in filming a segment.

"My segment was actually aired and I got to speak with her as well and that was so phenomenal because she's such an inspiration. I don't know if she's ever been to Nigeria or Africa but her impact is so great. So, it was one of those opportunities that was a really, really phenomenal experience."

The message she delivered to Oprah's audience wasn't just the latest fashion on a model's runway. It was a little more cerebral than just a flash in a pan. "In Nigeria beauty goes right along with brains. You have to be smart, driven and educated," said Eze to the television audience of millions.

Unless you are there with feet on the ground in Nigeria, there are just some perspectives that cannot entirely be captured by reading a story or visiting a website.

"I am an African woman. It's unique. In Canada you wake up and know that certain things



Screen shot from one of dozens of stories on BellaNaija.com that reflects current affairs and entertainment news in Nigeria and West Africa.

are there. Here, you wake up, like this morning, and there was no electricity. The second thing that's kind of different out here, it's so important for youth to be able to see some positivity, some positive examples that tell them 'you know what, I can do this.' Lead by example. That's a big thing for us."

For Eze, some of those lessons were learned at university in Canada.

"My experience at Ivey, at Western, was really, really positive. The HBA program, we're taught to challenge ourselves, push ourselves. I think that made me more fearless. So, I'm happy with the decision. It's really worked out."

BY JASON WINDERS, MES'10

# KNOWS BOUNDS

SIMON DONATO  
SUMMONS A SPIRIT  
OF ADVENTURE

Simon Donato  
summons a spirit  
of adventure

Simon Donato's scariest leap didn't take place in any of the world's toughest physical environments he has pitted himself against over the years. It was the day he jumped from his job with both feet.

"There are still mornings when I wake up and I wonder why I walked away from a stable, steady, high-paying job with good future prospects," Donato, BA'99, MA'03, said. "But for me, life is an adventure. It is amazing. That step has given me freedom in life."

Born in Winnipeg, but raised in London, Donato, 36, entered Western without a true calling. Admittedly "naïve," he didn't know – nor seek out – the academic options available to him on a university campus.

He had always been fitness-focused, raised on mountain bikes and ski slopes his whole life. At Western, he would join ski and outdoors clubs. It made for a wonderful social atmosphere, but he never matched his passion to his academic pursuits until late in his undergraduate days when Earth Sciences professor Stephen Hicock would hook him on geology.

"I thought, 'How did I miss this? This is incredible,'" Donato said.

He would go on to complete a bachelor's degree in Anthropology in 1999, and then a master's degree in Geology in 2003 under Earth Sciences professor Jisuo Jin. After earning a PhD at McMaster University, Donato would head West, working for Imperial Oil in Alberta.

But adventure never left his blood.

In 2008, he launched a side project, Adventure Science, [adventurescience.ca](http://adventurescience.ca), in a space where he saw an emerging need.

"There are a lot of researchers out there who just aren't in good shape. So, the only field work they are doing, the only work they can do, is if they are helicoptered in or drive in. So, their exploration is limited by fitness," he said. "Also, there are a lot of fit people out there who don't know a damn thing about science or exploration or observation.

"If we could combine the two, we can push into new frontiers."

Today, Adventure Science works with industry, governments, academics and activists to conduct discovery expeditions, map uncharted territory and contribute to search-and-rescue missions around the world. The company employs ultra-runners and extreme athletes to explore these



**Opposite page:** Simon Donato takes a break on Day 5 of his Cambodia adventure. **Above (top to bottom):** On Day 4 of his desert-crossing Egyptian trek, Donato keeps a steady pace with the aid of walking poles. Donato during the "Search for Lt. Steeves' Missing USAF Lockheed T-33 Jet" adventure in the high Sierras (Kings Canyon National Park, Sierra, Nevada). Members of the team in the "Steve Fossett Search" adventure near Minnaret Lake, Mammoth Lakes California. Donato (right) standing at the base of a Great Pyramid in Egypt with fellow adventurer Paul "Turbo" Trebilcock.

locales under their own power, getting into corners of the world few would see without them.

"I have a unique skill set to do this because of my time at Western – geology/paleontology/anthropology/wildlife biology. I have the field exploration and observation I gained there. It set me up well," he said.

Fueling that effort is another passion – oatmeal.

Donato is the cofounder of Stoked Oats, [stokedoats.com](http://stokedoats.com), a high-quality, protein rich, gluten-free oatmeal using premium ingredients such as chia and flax seeds, as well as Saskatchewan-grown oats. The product is available locally in Calgary, as well as around the world via online sales.

"All my ideas seem to come out of my lifestyle," he said with a laugh.

Hence, his latest project.

Along with Western fraternity brothers, Donato created a documentary around the Canadian Death Race, a 125km ultra-marathon. Last spring, the film was picked up by the Travel + Escape network. That relationship with the network would continue onto another show, Boundless, which debuted on Travel + Escape in February 2013.

Billed as an "adrenaline-charged documentary series," Boundless, [travelandescape.ca/shows/boundless](http://travelandescape.ca/shows/boundless), follows Donato and Paul 'Turbo' Trebilcock as they compete in eight of the toughest endurance races in the world. The pair met at McMaster, where Trebilcock, a campus carpenter, and Donato, a PhD student, bonded over ultra-marathons.

The first two of 10 episodes, which debuted in February, dropped the pair into the Fire and Ice Ultra, a 250km, seven-day race through the volcanic ruggedness of the Icelandic Highlands. Other episodes included running 250 km across the Sahara Desert, kayaking in South Africa, racing paddle-boards in the open ocean off Hawaii and mountain biking in Utah. In total, the pair raced more than 1,000 km in 18 weeks.

"I still have so many great contacts, and still meet a lot of Western alumni," Donato said. "This show would have never happened had I not met Josh and Jordan, which means had I not gone to Western, had I not joined that organization. It always snowballs.

"Get involved. Meet people. And things happen." ▣

# HITTING RESET ON OUR EATING

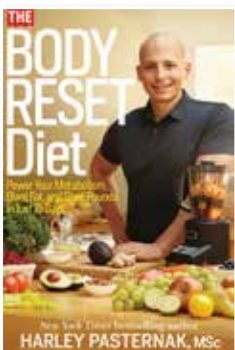
SIX REASONS YOU SHOULD BLEND

BY HARLEY PASTERNAK, BA'97 (KINESIOLOGY, MSC, U OF T)

**W**e need to reset the way we think about food. We need to reset our metabolisms. We need to reset our bodies. And we need to do it now. Yes, 'we' means all of us, including me. That's right: Despite having espoused a healthy, moderate lifestyle over the last 20 years, I have realized that moderation isn't always enough, at least not as the first step toward real weight loss.

A recent study found that people who lose a significant amount of weight early on in a weight-loss plan are far likelier to stick with the plan over the long run.

I realized that I had to create a plan that brought immediate and dramatic results, without leading to that disastrous yo-yo effect (lose 10 pounds this week, regain 15 next week) associated with so many diets. The plan I developed as a result is so simple yet so effective that even I was shocked



by the results. I call it The Body Reset Diet, and it's detailed in my new book: *The Body Reset Diet: Power Your Metabolism, Blast Fat, and Shed Pounds in Just 15 Days* (published March 2013 by Penguin Books Canada).

A couple years ago, I stumbled across an interesting study that found that blending your meals allowed your body to access more nutrients than any other form of food prep (raw or any cooking method).

Apparently, the blades of the blender slice up the food so efficiently, that the vitamins and minerals are more bioavailable to our bodies. Needless to say, I started to incorporate one smoothie to my diet each day.

## Why Blend?

### 1. SPEED & CONVENIENCE

Blending is one of the quickest, most convenient ways to prepare food. Anyone can do it, on any schedule. You can create an entire meal in under 90 seconds. Just drop the ingredients into a blender and press the button. While I love smoothies, you can also use your blender to make delicious soups and dips.

### 2. HELPS US EAT HEALTHY

Not only is blending quick and easy, it's also a fast track to super nutrition. Blending makes the intimidating easy: With the help of a good blender, it's zero effort to get more fruits and vegetables into your diet than you ever thought you could.

We all know that eating fruits and veggies benefits our health and can reduce our chance of getting heart disease and cancer, but did you know it helps improve our appearance as well? If you're among the 85 per cent of people that suffer (or have suffered) from acne, you'll be interested to know that a recent study suggested that consuming raw veggies might reduce breakouts by as much as 30 per cent. Concerned with the signs of aging? Women who eat a lot of vitamin C-packed foods like oranges and strawberries have fewer wrinkles than women who don't, according to another recent study.

As a child, I hated eating my greens. Well, now I'm an adult, and I still hate eating my greens. Luckily, blending meals allows you to 'hide' super-foods that you may have avoided in the past because of taste or texture. For example, I have never been a fan of spinach in any form, but I have always tried to choke it down because it's one of the best foods for you on the planet. But if I stick a cup of spinach leaves in the blender with some frozen strawberries and kiwi, it's like it disappears. I can now get spinach in my diet almost every single day ... without gagging.

### 3. HELPS US INCREASE OUR FIBRE INTAKE

Fruits and vegetables have the most fibre when they're in their whole, natural form. When we peel them, juice them, and process them, they lose their most valuable nutrients. The fact is, we don't eat nearly enough produce, and our diets are deficient in quality fibre. Health Canada recommends women consume a minimum of 26 grams of fibre a day and men consume at least 38 grams, but most adults get only about 10 grams a day – roughly one-third of the recommendation.

The simple truth is that more fibre can help us lose more weight. The vast majority of studies have concluded that more dietary fibre yields greater satiety and lower incidences of hunger: In fact, adding 14 grams of fibre a day has been shown to lead

to a 10 percent decrease in caloric intake and an increased weight loss of about 4.2 pounds over a little under 4 months. Another study found that when people increased their intake of soluble fibre by 10 grams a day, their belly fat decreased by 3.7 percent in 5 years, while still another showed that soluble fibre can boost the immune system. So, when we blend whole ingredients in to a smoothie or soup, we're helping ourselves in more ways than one.

### 4. BIOAVAILABILITY

Several studies have established blending as the most efficient way to get nutrients into our bodies. A 2008 study at the University of Toronto found that certain high-powered blenders are capable of disrupting the cell wall structure of plants and significantly reducing food particle size, which may enhance the bioavailability of essential nutrients in fruits and vegetables. Because blenders break down food into molecules that are efficiently digested, metabolized and readily bioavailable, i.e., absorbed into your body in a manner it can use. It's like the blender is doing the chewing for you, but doing a much better job.

### 5. REDUCES BELLY BLOAT AND DIGESTIVE DISTRESS

When you eat rapidly, don't chew food thoroughly, or swallow big mouthfuls of food, you're not breaking down your food enough before it enters your esophagus. Not only does this diminish your ability to absorb nutrients from our food, but it can also cause intestinal distress in the form of bloating, indigestion, heartburn, gas, cramping and constipation. When you use the blender, it breaks the solid ingredients down for you, so your digestive tract isn't overwhelmed.

### 6. COST EFFECTIVE

When you calculate the cost of ingredients, my Body Reset Diet smoothies cost as little as \$2.20 each. That's for a nutritionally complete meal (protein, fibre, healthy fat, etc.). You may pay a little more for organic ingredients if you like, but even then, you won't break the bank. Choosing seasonal ingredients and buying frozen fruit and vegetables in bulk can save you even more. ▀

*Do you have a favorite smoothie? Tweet me the recipe @harleypasternak*



Michael Laneville (left) and teammate Eric chart progress of mine-clearing equipment in Laos with Minerals and Metals Group (MMG), an Australian-based mining company. (Photo provided).

# WHAT LIES BENEATH

## MICHAEL LANEVILLE INSPIRED TO SILENCE BOMBS IN LAOS FOREVER

BY JASON WINDERS, MES'10

**B**ombs have not fallen on Laos in nearly 40 years. But with tens of millions of unexploded ordinances lying in wait across the country, the echoes of those blasts still resonate to this day.

Michael Laneville, BSc'00 (Honours Geophysics), works to silence even just a few of them.

The London native was a lover of geography throughout high school, and he carried that passion to Western. His twin brother, Patrick, BSc'00, enrolled at the same time, both following their sister, Monique, BA'96, to the university.

Once here, and unsure what required science class he wanted to take, a 'fluky chance' landed Laneville on Geophysics as he thumbed through the course calendar.

He was hooked from Day One.

"I thought, 'Wow, I wish I had known about this earlier,'" Laneville said. "Nothing against geography, but geophysics felt a little more cutting-edged, and it tackled really

interesting problems."

Even burdened by a fever of 102 degrees one day, he still managed to make it to Earth Sciences professor Richard Secco's first-year Geophysics class because he "simply couldn't miss out on his continuation from the previous lecture. It was like reading a book you couldn't put down."

After university, Laneville headed to South Korea, where he would teach English for a year, and then on to a four-month backpack across Southeast Asia.

It was in Laos when he first heard the stories.

"I had never really considered it before," he said. "But different places I would go I would see different things – a centre making prosthetic limbs; a hiking trail with a sign saying there are unexploded bombs in the area, so stay on the path; homes in the countryside, where most houses are built on stilts for monsoon season, built instead on old, unexploded bombs.

"It was shocking to see."

And then there were the people – men and women missing limbs simply because they were trying to farm their land, children because they played with a tempting tennis ball-sized cluster bomb. They were tragedies that would haunt Laneville.

Laos – the Lao People’s Democratic Republic (PDR) – was the target of a ‘secret war’ by the United States during the Vietnam War. From 1964-73, more than a quarter billion bombs were dropped on the country. That number equates to an unfathomable planeload of bombs every eight minutes for nine years.

A third of those bombs remain unexploded to this day; less than 1 per cent have been destroyed. Some are harmless, neutered by corrosion over time. Still others have become unstable, where only a small knock can detonate it. Estimates have more than 20,000 people killed or injured by these unexploded bombs since the end of the war. Hundreds continue to be today, approximately one person a day in Laos.

“I was wondering how they were looking for these things that were dropped from an airplane, got stuck in the ground and are now just waiting for someone to accidentally find them,” Laneville said. “I thought, definitely, geophysics must be able to help.”

With an optimism reserved only for those in their early 20s, Laneville headed to the capital and sought out those doing the work in the country. At the time, this was exclusive to the military.

## **“I THOUGHT, DEFINITELY, GEOPHYSICS MUST BE ABLE TO HELP.”**

When Laneville offered his geophysics knowledge, nobody jumped. “I didn’t know if it was me really not getting it or if it was them not knowing what was out there,” he said. “Maybe these guys didn’t know what they didn’t know and didn’t understand geophysics.”

From that point on, he would dive into the subject, reading every academic paper and study on the topic. But he knew there were no jobs to be had, so Laneville went to work in mineral/oil/gas exploration.

But he promised himself he would return.

A series of career steps over the next decade would help him do just that.

Today, Laneville, 36, is the principal geophysicist with Minerals and Metals Group (MMG), an Australian-based mining company, operating in Laos. He works with



Laneville directs his team in dragging his mine-detecting device (Modified EM61 with 2-turn transmitter) near mineral exploration sites around Sepon, Laos, home of the country’s largest gold and copper mine.

several hundred Lao staff and several expats to clear unexploded ordinances around Sepon, home of the country’s largest gold and copper mine.

The mine, which represents almost 10 per cent of Laos’ gross domestic product, is located along the Ho Chi Minh Trail, in the heart of the bombing. Knowing this, the company made every effort to purge the area, but when two 500-pound bombs surfaced in a ‘cleared area’ during a mining operation, they pushed into more sophisticated means of finding unexploded ordinances.

With Laneville on board, the company now employs the most cutting-edge exploration of the area, using geophysics to map an accurate portrait of what lies below the region. “It’s better than walking around with something that goes ‘beep’ when you walk over it,” Laneville said with a rare laugh.

Last year alone, his team discovered more than 4,000 bombs.

While the work directly supports mining activities, Laneville has pushed his company to share its learnings with other organizations clearing bombs in the country. It’s a partnership Laneville considers a duty for his company, and a calling for himself.

“What we have learned is trickling down to people who wouldn’t be able to afford it,” Laneville said. “We’re now working on other ways to leverage the skills at our company and spread them out to these other organizations that don’t have the money for it.”

Laneville also puts his efforts into academic research, exploring best practices, as well as partnering with organizations like COPE, a provider of prosthetic limbs in Laos ([www.copelaos.org](http://www.copelaos.org)), on fundraising. All in all, Laneville is a man who finds himself where he wants to be, doing what he set out to do years ago. And so, with so much work done, but so much left to do, what’s next?

“To be honest, I’m still looking for ways to use my skills to bring benefit to the average person here in Laos and elsewhere who, by no fault of their own, have to deal with unexploded ordinances (UXO). We’ve taught a lot of Lao nationals how to use geophysical equipment, but with no courses on geophysics in Lao universities, there is a significant skill gap,” Laneville said. “I’m hoping over the next few years to become more involved in introducing geophysical methods for UXO investigations to a wider range of Lao institutions and NGOs and bridging the skill gap. This will ultimately bring the work quality in line with international standards and make Lao nationals less reliant on foreign expertise.” ■



To celebrate the launch of Western's new Medieval Studies program, students, staff and faculty gathered at the D.B. Weldon Library in late March for the reveal of Canon Grandel's Prayer Book, a 15th Century illuminated manuscript named for its original owner. Here, Faculty of Music professor Jim Grier discusses the manuscript's detailing and hymns with Amanda Zafar, a second-year student at Western.

(Photos by Adela Talbot)

## RARE BOOK CENTREPIECE FOR NEW COURSE

### HIDDEN TREASURES OF WESTERN ARCHIVES: 15<sup>TH</sup> CENTURY ILLUMINATED MANUSCRIPT

BY JENNIFER ROBINSON, MLIS'97  
COMMUNICATIONS & OUTREACH LIBRARIAN

Normally the introduction of a new program at Western prompts Western Libraries to seek out and add the latest in research and scholarship for that field to the library collection; the newest books and cutting edge digital sources. However when the Faculty of Arts & Humanities announced earlier this spring a new minor in Medieval Studies at Western, the most prized addition to the collection supporting the work of our medieval scholars wasn't exactly new, although it is new to Western. Canon Grandel's prayer book, recently acquired by Western Archives, is a rare 15th century illuminated manuscript, a highly personalized text commissioned for a person of some means.

An illuminated manuscript is a manuscript that includes both text and illustrations, usually in the form of decorated initials, borders or miniature illustrations. Canon Grandel's prayer book includes hundreds of such decorated initials illuminated with gold and text written by a professional

scribe on parchment. It was produced sometime in the 1400s in Lille, (French Flanders) apparently for a man named Grandel, as a penciled annotation in French on the back flyleaf that identifies the book as "Canon Grandel's Prayer Book." (A canon would be a member of the attendant clergy in a cathedral, subordinate to the bishop.) The pages of the book are in excellent condition, with the entire manuscript being re-bound sometime in the early 1700s.

Based on its contents and small size, which implies the book was carried around and used by its owner for private devotions, Canon Grandel's prayer book is clearly a highly personal book. According to James Grier, a professor of music history in the Don Wright Faculty of Music whose research includes medieval music, the collection of texts included in the prayer book are those associated with the Divine Office (a series of ceremonies that occur throughout the day) and Mass (the celebration of the Eucharist). All are in Latin although some of the directions for use of the texts are in French. The collection of texts is not systematic and is in fact very miscellaneous, including a very idiosyncratic collection of saints, all supporting the theory that the book was very personal to the owner. Canon Grandel's prayer book also includes many musical items (i.e. literary text associated with music), hence Professor Grier's interest, but no actual music.

Canon Grandel's prayer book is the oldest complete illuminated manuscript held in Western Archives. It was purchased specifically by Western Libraries to support the new minor in Medieval Studies and is a welcome addition to Western's collection. ■

2013



# Arlie Laxton

## Alumni Photo Contest

The Arlie Laxton Alumni Photo Contest is named in honour of the late Arlie Laxton, BScN'37, a nursing grad who made it possible through an endowed gift to Western



### Categories:

- People – portraits, candid and activity photos of family, friends, other alumni, etc.
- Other – landscape, still life, nature, architecture, animals, etc.
- Digitally Enhanced – Photos altered, enhanced, touched up after the fact by Photoshop or any other computer photography software. This category is open to photos of people, portraits, landscape, nature, etc.

### Rules:

- Limit one entry per person.
- Entries must include photographer's full name, degree and year, address, telephone number and a brief explanation of the photograph, how it was taken and in which category it is being entered.
- Photos of people must be accompanied by a statement that those depicted have given permission for the photograph to be published. People in the photos must be identified.
- If there is any digital enhancement of the photos, it must be declared and entered in the Digitally Enhanced category.
- Entries not meeting these requirements or formatted improperly will not be judged. Entries mailed will not be returned. Contest open only to alumni of Western University who are not employees and/or officers of the University.

### Deadline for entries: June 30, 2013

- Winners will be announced online at [alumnigazette.ca](http://alumnigazette.ca) and in the Fall 2013 issue of the *Western Alumni Gazette*.

### Submissions:

- Preference is for photos to be submitted via e-mail to [wag.editor@uwo.ca](mailto:wag.editor@uwo.ca) (maximum file size 5MB). Photos can also be submitted to Arlie Laxton Alumni Photo Contest, Communications & Public Affairs, Western University, Suite 360, Westminster Hall, London, Ontario, Canada, N6A 3K7

### Prizes:

- First prize in each category – \$250 each
- One runner-up prize in each category – \$100 each

### Judges:

- Dallas Curow, BA'06 (MIT), freelance marketing associate, McGill University; photographer
- Paul Mayne, Western News reporter/photographer
- Jim Rankin, BSc'88 (Biology), Toronto Star photographer
- Terry Rice, BFA'98, MA'00, Director, Marketing & Creative Services, Western

For more information, please e-mail: [wag.editor@uwo.ca](mailto:wag.editor@uwo.ca)

To see previous winning entries, visit: <http://bit.ly/alumni-photocontest>



# PREPARING FOR TRAUMA OF WAR

## LESSONS LEARNED FROM FRONTLINE SURGERY

BY DAVID SCOTT

It's one of the only times doctors don't want to see healthy patients: when training surgeons to perform in a war zone.

"You can't maintain your competence if all you're doing is dealing with a healthy population," says Dr. D. Ross Brown, BSc'77 (MD, McMaster, MA, Royal Roads), co-founder and Medical Director of the Canadian Forces Trauma Training Centre in Vancouver.

Brown should know.

Aside from being a trauma and general surgeon at Vancouver General Hospital (VGH) and clinical professor in the department of surgery at the University of British Columbia (UBC), he has spent 25 years with the Canadian Forces in various ranks and roles, and done tours of duty in Bosnia and Afghanistan.

"In those early days when I deployed, I was there with people who came out of a clinic or people whose O.R. experience was doing hemorrhoids and hernias."

When the medical team arrived in Afghanistan for Brown's 2003 tour, the logistics were setting up and organizing the camp and initially dealing with lots of medical ailments. Then there was the inevitable wait for casualties, an intimidating experience for anyone.

"As the tour went on, our troops were deploying a little further. There were deaths. There were mine strikes as they call it. We had casualties. So, it did bring a different level of awareness."

Dr. Brown said the surgical unit was still doing a lot of "on standby" for missions.

"But the intensity that was in Kabul increased. Then by the time we went down south to Kandahar, that was full-on war all around us."



Dr. D. Ross Brown is in the trauma bay in Kandahar, Afghanistan in 2011, starting the resuscitation on an injured Afghan soldier wounded by an Improvised Explosive Device resulting in a double amputation of his lower extremities. (Photo provided)

In a kidding way, the surgeon says his three tours in Afghanistan were a bit like the Three Little Pigs where he went from a tent on a Canadian base with just his Canadian team to eventually the 'brick house' hospital.

### **The Straw House - or Tent**

"That was one surgeon, one anesthetist, and all the support around. That was an O.R. nurse, small diagnostic imaging contingent, some primary care doctors and physician assistants and medics. And of course an ambulance group with our armoured ambulance, who would go out and pick up casualties as required. I think the number in total would have been about 50 – not that big."

### **The Stick House - or "Plywood Hospital"**

Then, Brown's team moved down to Kandahar, Canada's responsibility as the lead nation for the multinational medical facility at the Kandahar airfield.

"That was a huge responsibility for

Canada. In those early days, we had some fantastic leadership amongst our military commanders. They lived there and ran that organization for a year."

Then the Canadians were combined mainly with medical colleagues from the Netherlands and Denmark as the core group.

Canada did that for about five years and then handed leadership over to the Americans. "While we were in command, that was the 'plywood hospital.' We went from canvas to plywood. That's the hospital the TV program 'Combat Hospital' was based on, with Canadian leadership, primarily Canadian contingents, not only clinicians but the headquarters component as well."

As Brown relates, Canada had not taken on a military/medical commitment of those proportions in an international conflict since the Korean War.

## The Brick House – or Brick Hospital

"And then finally when we handed it over to the Americans, we moved into a brick hospital. By then, there would have been between 110 to 150 medical staff in that building. A large Emergency department, 12 resuscitation bays, five full resuscitation teams, that was the core group. There were two or three general surgeons; orthopaedic surgery, neurosurgery, ENT, oromaxillary. So, we had quite a large surgical group. Of course a big component of nurses, med techs, O.R. techs. And diagnostic imaging – we had two CT scans."

The facility was actually accredited through the American College of Surgeons as a Trauma Centre.

"That was an important milestone for them. That was sort of the transition and that still exists. Now it's American-run."

Canada is now in a mentoring role. "One of our colleagues in London, Dr. Vivian McAlister (Western professor), has been over there working very hard in a mentoring leadership role, now back in Kabul helping with their surgical education program for Afghanistan at the University of Kabul."

Brown admits the experience that the medical and surgical teams picked up around Kandahar was "truly war surgery." Those were lessons of trauma surgery he could bring back and share not only with the military but with VGH Trauma Services and UBC.

Most large hospitals today in Canada have constant competition for resources – from those trying to do emergency surgery, to those planning oncology surgery, to those doing elective surgery.

"That challenge of resource in North America, where we are so rich and have so much, is very different to when you're in an emergency field hospital just waiting for the casualties to come in. Of course you never say no. You always receive."

Things not considered in the civilian medical world include how to deal with the "evacuation chain" of returning coalition troops back to their home country if they are too injured to continue fighting – and what to do with local nationals? In the case of Kandahar, the Afghan army and the Afghan national police.

As any viewer of evening news knows, civilians unfortunately are also victims of war. How does a foreign army medical unit deal with civilians and release them safely?

"There are ethical challenges dealing with care in a war zone where our own resources are limited to an extent and you're always thinking of the cases ahead," says Brown.

"How do we manage our non-combatants and how do you manage 'peoples of interest,' or perhaps Prisoners of War (POWs)? Again, those were great lessons to bring back and share with our colleagues here."

## Canadian Forces Trauma Training Centre

It was in the 1990s when Dr. Brown had the opportunity to meet the founding members of what was then called the Joint Trauma Training Centre in the U.S.

"I'd been to Taub in Texas (Ben Taub General Hospital, Houston). The military on both sides of the border recognized in the early to mid 1990s that in order to maintain the competence of our medical personnel, to enable them to deploy into war zones, conflict zones, high risk zones, they needed to maintain their skills in a rich environment."

What that meant in the U.S. was taking their military medical teams that were about to deploy and put these 30 or 40 people into an inner-city hospital in a big city, in the "shooting gallery" where they could get firsthand experience with penetrating trauma. (That's a nice term for gunshot, bullet and stabbing wounds).

Brown returned and put a proposal together for the Canadian Forces, offering to stay in Vancouver where he could learn more and solidify his skills.

"The military didn't quite know how to do that because nobody had done that before.

"So then I looked at that Ben Taub model that the Americans were doing and the Joint Trauma Training Centre and I just proposed it to the military... I said this is working for me. We need to do this for others. We need to create a training program."

It was years in the making but the Canadian Forces Trauma Training Centre, co-founded by Brown, officially opened in May 2001, just months before 9/11.

"And at 9/11, we had a group of students here in the building, learning and maintaining skills and being ready to deploy. But it was quite timely for those early 2000s and the problems and challenges the military had or that Canada had and our commitment into Afghanistan after that."

Dr. Brown has ventured where other Western University-affiliated doctors have served in foreign war zones. He has encountered and worked with professor

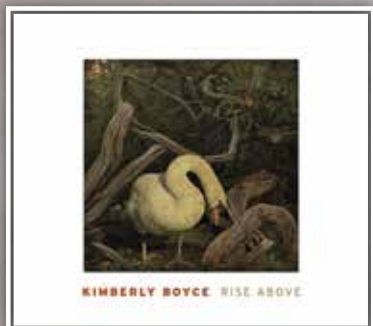


## ORDER OF MILITARY MERIT

Cmdr. Ross Brown received the insignia of Officer of the Order of Military Merit from Her Excellency, Michaëlle Jean, Governor General and Commander in Chief of Canada at a ceremony in Rideau Hall on Nov. 9, 2007. "For the military, that's a real highlight award. To be recognized in that way is very rewarding ... It means a lot." The Order of Military Merit was created in 1972, to recognize meritorious service and devotion by members of the Canadian Forces. The Order has three levels, Commander, Officer and Member and is next in precedence to the Order of Canada.

and surgeon Dr. Vivian McAlister and Dr. Raymond Kao, recently named the Group Captain G. Edward Hall Chair in Military Critical Care Research, named after Western's former Dean of Medicine and longest-serving president. ■

More about their work can be found online at: [www.alumnigazette.ca](http://www.alumnigazette.ca). You can also read online about Dr. Ross Brown's work with the Vancouver 2010 Winter Games and establishing the Mobile Medical Unit used to treat athletes, trainers and dignitaries, supported through VGH.



## Rise Above

Singer-songwriter **Kimberly Boyce, BA79 (English)**, releases her jazz-flavoured debut recording, *Rise Above*. Produced by Mike Ewing, the CD features some of Canada's best session players, including Mark Kelso on drums, David Woodhead and Scott Alexander on bass, Kevin Fox on cello, Rob Gusevs on keyboards, Rob Carroll on guitar and John MacLean on sax. Mixed by Juno award-winning Michael Phillip Wojewoda, and mastered by Juno and Grammy award-winning Joao Carvalho. Kimberly Boyce has earned a reputation as a lyrical, intimate songwriter, in the singer/songwriter tradition, but with *Rise Above*, she has revealed a sophisticated, smooth jazz sound that is comparable to Sade, Joni Mitchell, Marc Jordan or Diana Krall. She has graced the stage of many of Canada's small club venues and has appeared at Folk and Music Festivals across the country. Kimberly's songs have been compared to Alice Munro stories...personal and intimate and yet stories that we have all lived. It has been called buoyant, deeply satisfying to the ear and heart. Mysterious, enigmatic, soulful, beautiful, haunting. These are all words that have been associated with Kimberly's music. Samples of her music can be heard at: [kimberlyboyce.com/discography](http://kimberlyboyce.com/discography) or [www.cdbaby.com/cd/kimberlyboyce](http://www.cdbaby.com/cd/kimberlyboyce)





# NEW RELEASES

## From Western Alumni

Visit [alumnigazette.ca](http://alumnigazette.ca) to read summaries of each new release.

- 1) **BOLIVIA (SECOND EDITION)** - by Dr. Ivar M. Mendez, MD'86, PhD'94
- 2) **THE SACRED FIRE** - by Leon 'Bob' McNarry, BSc'49, MSc'50
- 3) **BRECCIA** - poetry by Irene Golas, MLS'83
- 4) **ENVIRONMENTAL ISSUES FOR THE TWENTY-FIRST CENTURY AND THEIR IMPACT ON HUMAN HEALTH** - Richard B. Philp, PhD'64
- 5) **HALF MYTHS & QUARTER LEGENDS** - poetry by R.L. Raymond, BA'94, MA'95
- 6) **ENTITY** - by Joanne Elder, BSc'84, MSc'86
- 7) **WINTER – FOURTH BOOK IN FOUR SEASONS SERIES** - by Emily-Jane Hills Orford, BA'78
- 8) **1972: THE SUMMIT SERIES...STATS, LIES & VIDEOTAPE, THE UNTOLD STORY** - by Richard J. Bendell, BA'88
- 9) **FRUGAL LAWYER, FLASHY LAWYER** - by Donald Desaulniers, LLB'71
- 10) **PILOTED TO SERVE** - by sisters Maureen Chung, BSc'72 and Deborah Chung
- 11) **BECOMING A MULTICULTURAL EDUCATOR** - by William A. Howe, BEd'77, and Penelope L. Lisi
- 12) **WHOLE LIFE SUSTAINABILITY** - Ian Ellingham, MBA'79 and William Fawcett
- 13) **BASEBALL'S CREATION MYTH** - by Brian 'Chip' Martin, BA'74
- 14) **A CAPPELLA ARRANGING** - by Dylan Bell, BEd'97, and Deke Sharon
- 15) **ON SIX CONTINENTS** - by James K. Bartleman, BA'63, LLD'02



## VOICE OF ALUMNI WITH ROBERT COLLINS, BA'77

# HELP WANTED

**D**o you remember when this title was used to advertise Employment Opportunities? Well, today, the debate about how much focus that a university should place on preparation for

specific careers is even more prevalent as concerns with youth unemployment, anticipated skills shortages and priorities for scarce funds increase.

Wherever you stand on this continuum (and Western founders wisely positioned it as Veritas et Utilitas, Truth AND Usefulness, rather than either/or), I believe it is incumbent upon us all to extend a helping hand to fellow alumni and students as they explore, navigate and advance on their career paths.

So, what are some ways that we can all provide meaningful help?

Accept a call from a student or alumni and share your insights and link them to people and opportunities. This is a common expectation of alumni from major US universities (including the one with the single word motto, Veritas!) Experience their enthusiasm and energy!

Give an Information Interview so that a keen career seeker can pose their questions and experience your work setting and sector. Please consider giving a tour and providing referrals to your network. Explore your shared "purple and proud" experiences.

**WHEREVER YOU STAND ON THIS CONTINUUM, I BELIEVE IT IS INCUMBENT UPON US ALL TO EXTEND A HELPING HAND TO FELLOW ALUMNI AND STUDENTS AS THEY EXPLORE, NAVIGATE AND ADVANCE ON THEIR CAREER PATHS.**

Become a mentor or host a work experience so that your enterprise is developing its talent pipeline and building its brand in an increasingly competitive marketplace. Opening doors is mutually fulfilling!

Alert Western to Career Opportunities through a faculty based contact or [westerncareercentral.ca](http://westerncareercentral.ca). Western has a wonderfully broad base of talent for you to draw upon and these contacts provide a great opportunity for job searchers to find you.

Attend a Career Day /Job Fair or Networking Event so that your profile and connections continue to build and realistic expectations are shared meaningfully.

With over 260,000 alumni in over 150 countries, we have the potential to collectively enhance the value of Western's total educational experience and its contributions to the workplaces of today and tomorrow ... as well as provide that all-important "helping hand." ■

*Robert Collins is president of Western's Alumni Association.*



Alumni Western's Discover the World program offers travel opportunities for Western alumni and friends.

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



### Fall 2013

Provence, Dordogne, Tuscany, China



### Spring 2014

Holland & Belgium, Trans Pacific, Loire Valley Cycling



### Winter 2014

Tahiti, Galapagos, Peru, India, Burma



### Summer 2014

Iceland - Greenland, Southeast Alaska, Adriatic Sea

To view all upcoming trips, visit [alumni.uwo.ca/travel](http://alumni.uwo.ca/travel).

Contact us to receive a copy of our catalogue or to be added to our mailing list.

**Susan Henderson**

**Tel:** 519.661.2111 or 1.800.258.6896 ext. 85871

**Email:** [discovertheworld@uwo.ca](mailto:discovertheworld@uwo.ca)



**Q & A WITH ROBERT COLLINS ON FUTURE OF ALUMNI ASSOCIATION**

[alumnigazette.ca](http://alumnigazette.ca)



## ALUMNI EVENTS

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

### FEATURED EVENTS

**JUNE 6** – Author reception with Cathy Marie Buchanan BSc'86, MBA'88 – Niagara-on-the-Lake, Ont.

**JUNE 12** – Reception with David Wood, HBA'97, MBA'12, of Western's Ivey Business School – Guelph, Ont.

**JUNE 16** – Alumni Day at African Lion Safari – Hamilton, Ont.

**JULY 1** – Canada Day International at Trafalgar Square – London, Eng.

**JULY** – Alumni Post-show Reception with Alan Thicke, BA'67, Dancing with the Pros - Niagara Falls, Ont.

**AUG. 28** – New York Yankees at Toronto Blue Jays – Toronto, Ont.

**SEPT. 27** – Western Mustang Band 75th anniversary – Delta Armories, London Ont. Visit [westernmustangband.com](http://westernmustangband.com) for details



Alumni Western hosted Last Lecture 2013 on March 18<sup>th</sup> featuring a keynote by Harley Pasternak, BA'97. Pictured at the event are the 2013 Last Lecture Planning Committee members; Kuhashini Sivanesarajah (BHSc '15), Trisha Beausaert (BA'11), Preyantha Navaratnarajah (BMSc'13) and Kerri-Lyn Chong (BHSc'13).

Find us on Facebook





## "I give to Western so students will have the same opportunity I had."

Carolina Torres, BACS'05  
Senior Credit Officer, RBC Capital Markets

As a student, Carolina received a Western scholarship that provided meaningful opportunities to learn and grow. Since graduating, she has been making a monthly gift so other students have the same support.

Join Carolina by giving to The Western Fund at [westernconnect.ca/wagpledge](http://westernconnect.ca/wagpledge)

Contact Annual Giving at 1-800-423-9631 or visit [extraordinary.westernu.ca](http://extraordinary.westernu.ca)

Be Extraordinary.  
The Campaign for Western





# Support Student-Athletes

## Your donation transforms students' lives

A winning team requires the collaborative efforts and resources of many people – coaches, players and supportive alumni.

Your gift to the Adopt A Mustang program ensures our athletes can train at an elite level and bring their personal best to the team.

Donate online: *It's convenient and safe*  
**[westernconnect.ca/adopt](http://westernconnect.ca/adopt)**



### Ways you can donate:

**1. Web:** [westernconnect.ca/adopt](http://westernconnect.ca/adopt)    **2. Phone:** 1.800.423.9631 or 519.661.4200    **3. Fax:** 519.661.3884    **4. Mail:** Complete and mail this form

Please direct my gift to: ☐ Specific sport \_\_\_\_\_ ☐ Adopt A Mustang general \_\_\_\_\_

I want to support the Adopt A Mustang program through a one-time donation of: ☐ \$1,000 ☐ \$500 ☐ Other \$ \_\_\_\_\_

I want to support the Adopt A Mustang program through a monthly donation of: ☐ \$85 ☐ \$45 ☐ Other \$ \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Postal Code \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Graduating year \_\_\_\_\_

☐ My cheque (payable to Western University) is enclosed

☐ Please charge my donation to my credit card

☐ Visa ☐ MasterCard ☐ American Express

(Note: monthly credit card payments are taken on the 10th of the month)

Card # \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ Expiry \_\_\_\_ / \_\_\_\_

Name on card (printed) \_\_\_\_\_

### Please return this form with your donation.

Western University Annual Giving, Westminster Hall, Suite 110, London, ON N6A 3K7. A tax receipt will be issued for all donations (Donation code 000000231RNCALIPMAY2013).

For further information, please contact Annual Giving at 1.800.423.9631 or 519.661.4200.

Your contribution will be receipted under Charitable Registration (BN) #10816 2587 RR0001. Western respects your privacy. Personal information you provide will be updated on our database and used to provide you with a receipt for your gift or pledge, to communicate with you about events & activities, alumni programs & services, and fundraising. At any time you have the right to request that your personal information cease to be used. For more information or to make a request, please go to [advser.uwo.ca/privacystatement.htm](http://advser.uwo.ca/privacystatement.htm), or contact Advancement Services at 519.661.4176, 1.800.420.7519, by fax at 519.661.4182 or by email at [advser@uwo.ca](mailto:advser@uwo.ca)

# ALUMNI NOTES AND ANNOUNCEMENTS

## 1950s

**Dr. James G. Goodwin, BA'52, MD'57**, was one of 20 recipients out of 95 nominees to receive the 2012 Senior Achievement Award, presented by Lieutenant Governor of Ontario, the Honourable David C. Onley, at Queen's Park in Oct. 2012.

**M. Kathryn (Appleby) Ham, BA'53**, has had juvenile onset diabetes for 76 years (diagnosed at the age of 8). She received a medal in April 2013 from the Joslin Clinic in Boston for having had diabetes for 75 years. Exercise (curling and aerobics), nutrition and a positive attitude contribute to her still being around. Best wishes to UWO.

**J. Graeme Goebelle, BA'59 (Huron)**, was recently named as Citizen of the Year by Georgetown for more than 45 years of volunteer work in the community. Goebelle received a Canada 125 Medal in 1993, the Queen's Jubilee Medal in 2003 and was named to the Halton Business Hall of Fame; these awards recognized both his volunteer and professional work. Goebelle received the Citizen of the Year Award at the awards dinner held March 26 at the Georgetown Lions Club Hall.

## 1960s

The research and teaching career in respiratory physiology of **Jerome A. Dempsey, BA'61, PhD**, Professor of Preventive Medicine at University of Wisconsin-Madison, Medical School has recently been recognized with the Christie Memorial Lecture Award (Can. Thoracic Society), the Bayliss-Starling Prize Lecture (British Physiol Society), the Megunyah Distinguished Visiting Fellowship (Univ of Melbourne, Aust), and the Bodil-Schmidt Nielsen Distinguished Mentor and Scientist Award (American Physiol Society). Dempsey and his Wisconsin colleagues in the John Rankin Laboratory have supervised the research training of 68 pre- and post-doctoral fellows since 1968, 16 of which are fellow Canadians and include several graduates of Western.

**'63 UWO REUNION** - Thursday, September 26, 2013 for Western Women. Lunch - Food, Fellowship, Fun at the Mississauga Golf Club, Mississauga, Ont. For graduates of '62, '63, '64, however, all women who are

associated with Western are welcome to attend. More information contact **Marion (Robertson) Davis BA'63** at mariondavis18@gmail.com

**R. John Gibson, BSc'64, MSc'65**, was awarded a Queen Elizabeth II Diamond Jubilee medal on February 7 in St. John's, Newfoundland for his contributions to environmental work related to freshwaters and having the conception for the Fluvarium, a stream tank and building for exhibiting stream ecology.

**Graham W.S. Scott, BA'65, LLB'66**, was elected Chair of the Institute for Research on Public Policy, headquartered in Montreal, in 2012. The IRPP created in 1972, seeks to improve public policy in Canada by generating research, providing insight and sparking debate on current and emerging policy issues facing Canadians and their governments. Graham was also awarded the Queen's Diamond Jubilee medal.

**James Weaver, BA'67 (Music)**, and his wife Sandra Weaver sold their Belle Air Music locations to Long & McQuade and continue to work at the company's new store on Fanshawe Park Rd.

**Chrys. Dmytruk, MBA'68**, recently donated his collection of ancient maps of Ukraine and Eastern Europe to the University of Alberta Library's map collection.

**Cecil Rorabeck, MD'68, DS'09**, has been appointed a president of The Royal College of Physicians and Surgeons of Canada effective February 2013.

**Dr. David W. Scheifele, MD'69**, was appointed an Officer of the Order of Canada, January 1, 2013, for contributions to the prevention of infections in children.

## 1970s

On February 6, 2013, 41 members of the Canadian sport community were honoured with receipt of Queen Elizabeth II Diamond Jubilee medals for their contribution to Canadian sport. Nominated by the Canadian Olympic Committee, **Dr. Michael F. (Mike) Murphy, BA'70, DipEd'73, MEd'77, PhD'95**, was one of the recipients. His award recognizes his outstanding and enduring commitment to the sport



Cecil Rorabeck (1960s)

of rowing. In 2009, he became the President for the third time of Rowing Canada (he actually served as president or past president of the organization for 22 of the past 28 years). He also is a former chair of the Sport Alliance of Ontario and the current chair of the national high performance centre for rowing at Western University.

**Fran (Cohoe) Tymchysen, BSc'71**, and **Dick Tymchysen, HBA'71**, retired to Fort Erie in 2009. Dick recently passed away from pancreatic cancer on March 23. Fran continues to reside in Fort Erie following Dick's wishes that she "live the life you love and love the life you live."

Last November **Doug Clark, BA'72** (Sociology & Computer Science), was awarded the Queen Elizabeth II Diamond Jubilee medal for his volunteer work with Habitat for Humanity. He also did his BComm degree at University of Windsor - '74. Doug obtained his CA designation in 1977.

**Mary Crump, BA'73**, is a new business owner of RITE Careers assisting individuals with career transition.

After many years in the business world, **Kevin William McNeil, BA'74, MBA'76**, has decided to step down from his leadership post as President and CEO of Gore Mutual Insurance Company. Kevin intends to do more volunteer work

and to travel. Happy 65<sup>th</sup> in March and Happy Retirement from your staff at Gore Mutual in Cambridge.

**Bill Weaver, BA'75**, has been named Agriculturist of the Year for Chatham Kent. He and his wife, **Suellen, BA'74**, operate a 200-acre farm in the former Chatham Township.

**Jon J. Allen, LLB'76**, has been appointed as Canadian Ambassador to the Kingdom of Spain.

**Robert G. Browne, BA'76**, has been chosen to serve as the President of Liberty Silver Corp. He is currently also the CEO of the company located in Toronto.

After retiring as the senior Museum Advisor for the Ontario Ministry of Culture, **John C. Carter, BEd'77**, was appointed as a Research Associate, History and Classics Programme, School of Humanities, University of Tasmania. He also received the Agnes Macphail Award for community volunteerism in East York, and the Cruikshank Gold Medal for performing with distinction on behalf of the Ontario Historical Society.

**Frank Di Giorgio, MBA'78**, has been named a Budget Chief for City of Toronto.



**Eleanor Westwood (1980s)**

**Douglas Hart, BA'78** (Economics), is pleased to announce the 25th anniversary of Hart & Associates Management Consultants Ltd. His firm provides business planning, marketing, economic development, program evaluation and M & A services for clients in the manufacturing, technology, food, government, financial services and other sectors in Canada and the U.S.

**Robert E. Pierce, BA'78** (Economics), has been appointed as Chairman of the Royal Ontario Museum Foundation Board of Directors.

**Linda J. Herron, BA'78, LLB'81**, was awarded a Queen Elizabeth II Diamond Jubilee Medal on October 19, 2012, acknowledging her contribution to the community.

## 1980s

**Terry Graff, BEd'82**, named director/CEO and chief curator at the Beaverbrook Art Gallery in Fredericton, N.B. on Feb. 1, is touring 75 masterworks from the gallery internationally, which allows for more space to exhibit contemporary art. Masterworks begin with Lucas Cranach the Elder's *Lucretia* (1530) and end with the gallery's signature painting *Santiago El Grande* (1957) by Salvador Dali.

**Dr. John Larson, MSc'83** (Geology), has been appointed to the board of directors of Nevada Exploration.

**William R. Middleton, BA'83, LLB'86**, has been appointed President and CEO of Times Three Wireless.

**Catherine Karakatsanis, BESC'83, MESc'91**, has been appointed COO of Morrison Hershfield Group Inc., an employee-owned firm providing integrated multidisciplinary engineering

and related expertise.

**Paul Seed, BA'84** (Economics), is a President and CEO of StarTech.com, London-based company that was named amongst the Best 50 Small and Medium Employers in Canada.

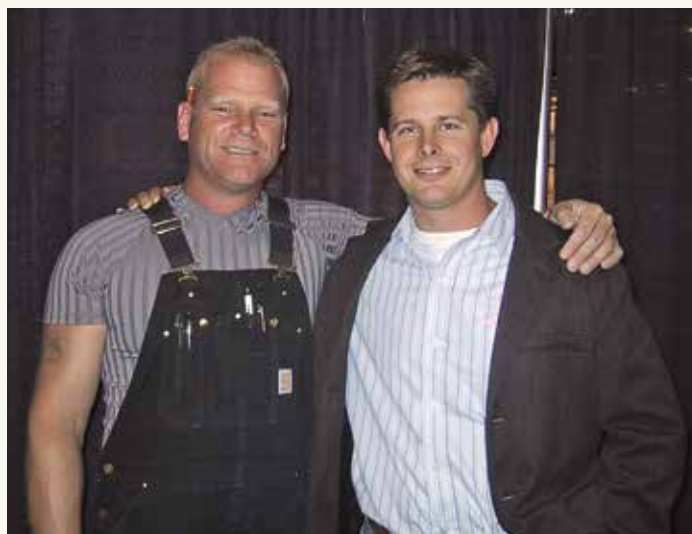
**Marianne Harrison, BA'85**, has been appointed to senior executive vice-president and general manager, Canadian division, of Manulife Financial.

**Russell Andrew Bruch, HBA'85, EMBA'10**, has been promoted to Senior Vice-President and Chief Information Officer at the Ontario Teachers' Pension Plan. He joined Teachers' in 1991.

**M. Patrice Lindsay, BScN'86**, (RN, PhD), was awarded a Queen Elizabeth II Diamond Jubilee Medal by the government of Canada and the Canadian Nurses Association for her national and international work on implementing high quality evidence-based stroke care practices and making significant efforts to improve health services and patient outcomes for people who have experienced stroke, and their families.

Now a Consultant at Edev Real Estate Advisors Inc., **Mark Allan Chapman, BA'87** (Economics), was previously the founder and President of Zero Carbon Inc., a consulting company formed to design and develop LEED office buildings providing private equity returns.

**Timothy David Marcella, BA'87** (King's), has been recently recognized with a meritorious service medal for his time in Afghanistan.



**Mike Holmes (left) and Neil Hetherington (1990s)**

The Bangladesh Statistical Association (BSA) recognized the world-class scientific contributions and global professional leadership of Australia-based Bangladeshi scientist Professor **Shahjahan Khan, MSc'87**, by awarding him the prestigious QM Hossain Gold Medal in an international statistics conference held in the Senate Building of Dhaka University in December 2012. He is the youngest among all the recipients of the Gold Medals and first to receive from Australia. It may be noted that he is the only Professor of Statistics of Bangladesh origin in Australia.

**Eleanor Westwood, BA'89**, has been awarded the prestigious Queen Elizabeth II Diamond Jubilee Medal. Pictured in photo: Eleanor Westwood accepts her Queen Elizabeth II Diamond Jubilee award from Steve Horvath, President and Chief Executive Officer, the Canadian Centre for Occupational Health and Safety.

**Geoffrey Cann, MBA'89**, has a new role: National Director, Oil and Gas for Deloitte Touche, Tohmatsu, Australia. He will be based in Brisbane Queensland, and focusing on the coal seam gas, shale gas, off shore and LNG projects in the region.

Enablance Technologies Inc., of Ottawa, a leading supplier of optical components and subsystems for telecommunication access, metro and long-haul markets and enterprise and other applications, has appointed **Louis De Jong, BA'89** (Economics), as a director.



**Paul Seed (1980s)**

**Johanna Vanderheyden, BA'89** (Physical Education), was awarded the Queen Elizabeth II Diamond Jubilee Medal.

## 1990s

**Ben Cecil, BA'90, MA'95, PhD'99**, has been appointed Associate Vice-President, Academic, at Fanshawe College effective March 4, 2013. He was formerly the Dean of Environment, Media and Technology at Niagara College where he has served since 2008. Ben welcomes his return to London with his family.

**Donald Cameron, MBA'91**, has been appointed a director of Safebrain Systems Inc., a company that manufactures sensors that athletes wear on their helmets to help determine if they may have been hit hard enough to have a Traumatic Brain Injury (TBI).

**Craig Hamilton, BA'92**, has been awarded the 2012 Sales Representative of the Year Award by the Canadian Gift & Tableware Association (CGTA). Craig has been involved in the industry for over 19 years, and is proud to receive the industry's highest honour.

The Hamilton Chamber of Commerce named **Tim Potocic, BA'92**, its Distinguished Citizen of the Year for his dedication to both the annual *Supercrawl* festival and to the revitalization of downtown Hamilton as a whole at the Hamilton Community Awards Dinner, which took place in January.

**Cameron Green, BSc'93**, is the Director of Communications at Strad Energy Service in Calgary. He was previously a Director with Bell Canada. He also holds an MBA from the University of Ottawa.

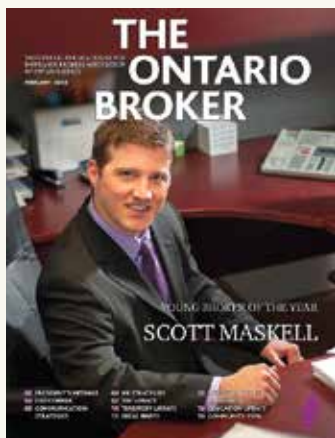


Irene Kim (2000s)

**Justice Christopher Mainella, MA'93** has been appointed a Judge of Her Majesty's Court of Queen's Bench for Manitoba, Trial Division, in Winnipeg, Manitoba. Christopher practised law as a crown prosecutor in Manitoba and as counsel for the Minister of Justice in Ottawa, Ontario for 18 years. At the time of his appointment he was General Counsel with the Public Prosecution Service of Canada.

**Deanna Wolf, MLIS'94**, has just taken up the role of Fundraising Manager (Trusts & Foundations) at the University of Stirling in Scotland.

Habitat for Humanity - New York City is extremely pleased to welcome **Neil Hetherington, BA'95, EMBA'13**, as its new Chief Executive Officer, effective February 2013. Hetherington served as the CEO of Habitat for Humanity Toronto for the past 12 years, and brings deep experience in all facets of leading and successfully growing the number of low-income working families who help themselves become first-time homeowners and improve the communities in which they live.



Scott Maskell (2000s)

**Jason Leung, BSc'95**, is the first Canadian lawyer named by the National Asian Pacific Bar Association (NAPABA) as one of their "Best Lawyers Under 40." This award is given annually to lawyers of Asian descent who have attained prominence in their respective legal endeavours, and who have exhibited steadfast commitment to community and public service, particularly in the Asian Pacific American community. He is an intellectual property lawyer at Ridout & Maybee LLP's Toronto office.

**David Hanick, BA'96** (Sociology), has been appointed VP Corporate Development and General Counsel for Starlight Investment Ltd

**Christopher Kape, BA'96**, joined Statesman Capital Corporation as a partner. Statesman is a non-bank private equity lender focused primarily on residential, commercial and land development financing in British Columbia and Alberta. In addition, Chris retains his 12-year tenure as President of JAMCO Capital Partners, a merchant bank and advisory services firm that assists start-ups and small businesses with capital and other resource needs. He has been living in Vancouver for nine years with his wife, Stacey, and three kids, Justin (12), Abbey (10) and Matthew (7). Chris would love to hear from his Delaware (4S '92) or other Western friends that he has lost touch with over the years. Reach him via Facebook.

## 2000s

**Mark Maynard Sheard, BA'00**, is Partner at Aussie X, a school sports program focused on Australia Football, Cricket and Netball. It was recently featured on CBC's Dragons Den, where Jim offered \$150K for 50% of Aussie X.

**Jason Peetsma, BA'01**, has been promoted to President and Managing Director for Odgers Interim Canada.

**Scott Maskell, BA'03** (Political Science), was chosen as Young Broker of the Year by the Insurance Brokers of Ontario. (Photo of Scott on cover of The Ontario Broker, Feb. 2013 issue).

**Chun Yu Alex Fong, EMBA'04**, has joined the board of directors of Global Key Investment Ltd.

**Kadie Ward, BA'05, MA'07**, Director of Marketing and Communication with the London Economic Development Committee, has been named a top "40 Under 40" winner in economic development. The first of its kind, the awards program recognizes emerging talent in the economic

development profession. Winners were selected from a pool of more than 150 candidates based on their exceptional contributions to the economic development industry by Development Counsellors International (DCI), a New York-based firm that specializes in economic development marketing.

**Bride Irene Kim, LLB'06**, (Editor-at-Large of The Gentleel) and her groom Kevin chose the regal Windsor Arms Hotel in Toronto, Ontario as the venue for their intimate wedding on August 25, 2012. Irene's vision was to complement the venue with an 'English garden' theme. Photography by *Melissa Sung Photography*. Irene's classic 'Hayley' wedding gown also features a five-flower headpiece from Vera Wang, Toronto.

**Michael Macaluso, BA'08**, has been appointed as COO for CARSTRAR Automotive Canada Inc.

## IN MEMORIAM

**Anne Pearson, BA'30**, on Dec. 19, 2012, in Strathroy, Ont.

**Catherine C. James, BA'35**, on Jan. 21, 2013, in Port Stanley, Ont.

**Harold Walter Bettger, BA'36**, on Nov. 30, 2012, in Goderich, Ont.

**Stanley R. Robinson, BA'36**, on June 1, 2012, in Strathroy, Ont.

**Catherine (Slivinski) Willis, BA'41 (Brescia)**, on Oct. 2, 2010, in London, Ont.

**Marion Christine Campbell, BA'42**, on Oct. 22, 2012, in Dutton, Ont.

**Rev. Charles David Henderson, BA'42**, on Jan. 19, 2013, in London, Ont.

**Barbara Horne, BA'42**, on Dec. 5, 2012, in London, Ont.

**Robert F.K. Anthony, HBA'42**, on Jan. 11, 2013, in Toronto, Ont.

**Hilda E. Doidge, BA'43**, on Jan. 12, 2013, in London, Ont.

**Dr. H. Robert Morgan, MD'43**, on Dec. 25, 2012, in Hamilton, Ont.

**Thomas Borrowman, BA'45**, on Dec. 30, 2012, in London, Ont.

**Ada Catherine Moore, BA'45**, on Jan. 3, 2013, in Toronto, Ont.

**Dr. Gordon Ross, MD'45**, on Jan. 20, 2013, in North Bay, Ont.

**Thomas G. Lutton, HBA'47**, on Dec. 17, 2012, in Guelph, Ont.

**Robert Arthur 'Art' Bradford, MA'47**, on Jan. 7 2013, in Orillia, Ont.

**Robert G. Braund, BA'48**, on Jan. 5, 2013, in Fernandina Beach, Fla.

**Mary Macpherson Williams, BA'49**, on Jan. 2, 2013, in Louisville, CO.

**Kenneth M. Chrysler, HBA'49**, on June 1, 2012, in Salt Lake City, UT.

**Beryl M. Hutchison, BA'49 (Brescia)**, on Dec. 28, 2012, in Weston, Ont.

**Harold L. Grant, MSc'49**, on Nov. 28, 2012, in Victoria, B.C.

**Beverley L. Nixon, BA'49**, on Jan. 7, 2013, in Pickering, Ont.

**Harvey A. Richardson, BSc'49**, on Jan. 3, 2013, in Brantford, Ont.

**Mary Rowat, BA'49**, on Jan. 4, 2013, in Peterborough, Ont.

**Barbara Elizabeth Willett, BA'49**, on May 14, 2012, in Vancouver, B.C.

**Dr. Charles Banting Wall, BSc'49, MD'53**, on Oct. 15, 2012, in North Bay, Ont.

**Dr. James Courtland White, BA'49, MD'53**, on July 15, 2012, in Brantford, Ont.

**Charles H. Dalton, BA'50**, on Jan. 12, 2013 in London, Ont.

**William W. Gale, BA'50**, on Sept. 8, 2012, in Victoria, B.C.

**Margaret Elizabeth Haines, BA'51**, on April 18, 2012, in Burlington, Ont.

**Mary M. Matthews, BA'51 (Brescia)**, on Jan. 12, 2013, in London, Ont.

**Donald H. Pawson, DplBus'51**, on Jan. 28, 2013, in Mississauga, Ont.

**Kristina Suokaite, BA'51 (Brescia)**, on July 17, 2011, in Chatham, Ont.

**Dr. Donald W.H. Hevenor, MD'51**, on Jan. 18, 2013, in Tilsonburg, Ont.

**Donald H. Blanchard, HBA'52**, on Dec. 15, 2012, in London, Ont.

**Yvonne Peterson, BScN'53**, on Feb. 10, 2013, in London, Ont.

**Patricia M. Pietersma, BScN'54**, on Jan. 30, 2013, in London, Ont.

**Virginia Ann Mracek, BA'55**, on Jan. 28, 2013, in San Diego, CA.

**Justice Hugh David Logan, BA'56**, on Jan. 15, 2013, in Lindsay, Ont.

**Barbara R. Hyatt, BA'56**, on Feb. 3, 2013, in London, Ont.

**Robert E. Waller, BA'57**, on Feb. 8, 2013, in Inglewood, Ont.

**Patricia (Paterson) Harlock, BA'59**, on Oct. 5, 2012, in Toronto, Ont.

**Shirley Gladwell, BA'60**, on Nov. 29, 2012, in London, Ont.

**Dr. William G. Jamieson, MD'60**, on Dec. 17, 2012, in London, Ont.

**Robert D. McIntyre, BA'60**, on Nov. 30, 2012, in Brampton, Ont.

**William R. Wilson, BA'60**, (BEd, MEd, U of T) on Jan. 21, 2013, in Welland, Ont.

**Bruno Scinto, BA'61 (King's)**, on Dec. 31, 2012, in Willowdale, Ont.

**Dominic M. De Maio, HBA'61**, on Jan. 5, 2013, in Ft. Meyers, Fla.

**William Gilbert Earl Kaskell, BA'61**, on Jan. 6, 2013, in London, Ont.

**Gordon Stewart, MBA'61**, on Sept. 25, 2011, in Winnipeg, Man.

**Janet A. (Fleming) Pare, DplNurs'62**, on Jan. 12, 2013, in Fredericton, N.B.

**Patricia L. Foulkes, DplNurs'62**, on Feb. 11, 2013, in Smiths Falls, Ont.

**Colin G. Davidson, MBA'62**, on Jan. 24, 2013, in Willowdale, Ont.

**Wolfgang R. Ritter, BA'62**, on Nov. 29, 2012, in London, Ont.

**Thomas Glenn Hurst, BA'63**, on March 29, 2012, in Cobourg, Ont.

**Allan Brash, MBA'63**, on Dec. 31, 2012, in Mississauga, Ont.

**Robert Lloyd, MBA'63**, on Dec. 23, 2011, in Calgary, Alta.

**Ronald C. Hughes, BA'64**, on Jan. 19, 2013, in Markham, Ont.

**Alan F. Peirce, MBA'65**, on Jan. 25, 2013, in Calgary, Alta.

**Joseph A. Post, BESC'65**, on Oct. 15, 2012, in Kanata, Ont.

**Robert Willis, BA'65**, on Oct. 29, 2011, in Naples, Italy.

**Dr. William P. Hayman, MD'65**, on Dec. 15, 2012, in London, Ont.

**Gertrude A. Ferguson, BA'67**, on Feb. 8, 2013, in Peterborough, Ont.

**Sybil Carla De Brusk, BA'69**, on Aug. 22, 2012, in Thunder Bay, Ont.

**Gary F. Hanke, BA'69**, on Feb. 9, 2013, in London, Ont.

**William A. Grant, BA'71**, on Dec. 7, 2012, in Calgary, Alta.

**James Leslie Van Wyck, LLB'71**, on Sept. 8, 2011, in London, Ont.

**Gary K. Kerhoulas, BA'71, DplEd'72**, on Nov. 29, 2012, in London, Ont.

**Robert F. Kellough, BA'71**, on Jan. 18, 2013, in Owen Sound, Ont.

**C. Richard (Dick) Tymchysen, HBA'71**, Mar. 23, 2013, in Fort Erie, Ont.

**Carole J. Aziz, BSW'72 (King's)**, on Dec. 29, 2012, in London, Ont.

**Mary E. Gulbinowicz, BA'72 (King's)**, on Dec. 5, 2012, in Toronto, Ont.

**John W. Spivey, BA'72**, on Dec. 3, 2012, in Ingersoll, Ont.

**Elizabeth "Lizzy" Anne McLeod, BA'72, DplEd'73**, on Feb. 12, 2013, in London, Ont.

**Sherleen A. (Williams) Smithson, DplEd'73**, on Dec. 16, 2012, in Ottawa, Ont.

**Dr. David H. Gilbert, BSc'73, DDS'77**, on Feb. 11, 2013, in Tilbury, Ont.

**Deborah Lee Des Rivieres, BA'73, MLS'77, MBA'82**, on Oct. 20, 2012, in London, Ont.

**Robert C. Wartman, BA'74**, on Dec. 14, 2012, in Mississauga, Ont.

**Edward W. Rudd, BA'74**, on Dec. 24, 2012, in London, Ont.

**Christopher L. Brodner, MLS'75**, on Nov. 1, 2012, in in Calgary, Alta.

**John Doan, MSc'75**, on Dec. 2, 2012, in St. Thomas, Ont.

**Richard M. Doherty, BA'75, MEd'79**, on Jan. 17, 2013, in Stratford, Ont.

**Gerald Getty, PhD'75**, on Jan. 12, 1975, in Chatham, Ont.

**Dr. James Roth, MD'75**, on Feb. 1, 2013, in London, Ont.

**Clifford D. Summers, DplEd'75**, on Nov. 24, 2012, in Sault Ste Marie, Ont.

**William S. Lukas, BA'75, BEd'76**, on Dec. 13, 2012, in London, Ont.

**Lynne A. Leonard, BA'75, BEd'76**, on Jan. 12, 2013, in Sarnia, Ont.

**Ruth Isabel Linton, BA'75**, on Nov. 9, 2010, in Collingwood, Ont.

**Catherine Elizabeth (Vincent) Linderoots, BSc'75**, on Dec. 23, 2012, in London, Ont.

**John C. Robertson, Dpl'75**, on Dec. 4, 2012, in Tilbury, Ont.

**Lawrence S. Gee, BA'75**, on Dec. 5, 2012, in Richmond Hill, Ont.

**Desmond W. Harris, MLS'75**, on Jan. 8, 2012, in North Vancouver, B.C.

**Keith S. Sambell, BA'76**, on Feb. 10, 2013, in Blenheim, Ont.

**E. Jane Willis, BA'76, BEd'77**, on Dec. 1, 2012, in Richmond Hill, Ont.

**Audrey Grace Webb, BA'77**, on Nov. 8, 2012, in Walkerton, Ont.

**Peter G. Odell, BSc'77**, on Jan. 2, 2013, in Mississauga, Ont.

**Alexandria 'Sandy' Klatt, BA'79**, on June 15, 2012, in Pembroke, Ont.

**Douglas A. Oltsher, BA'79**, on Feb. 2, 2013, in Ingersoll, Ont.

**Ruth Hellyer, BA'79 (King's)**, on August 31, 2011, in Lion's Head, Ont.

**Gary Robert Killen, BA'79, BEd'80**, on Jan. 18, 2013, in Toronto, Ont.

**Julia Mary Beck, MA'80**, on Dec. 18, 2012, in London, Ont.

**William J.D. Harkness, BA'80**, on Jan. 24, 2013, in London, Ont.

**Dr. Natasha M. Koziol, BSc'80**, on Jan. 14, 2013, in London, Ont.

**Rev. John T. Costello, BA'81**, on Dec. 6, 2012, in Windsor, Ont.

**Alfred D. White, BA'81**, on Feb. 10, 2013, in Strathroy, Ont.

**Laurie L. Consaul, BSc'83**, on Dec. 18, 2012, in Kemptville, Ont.

**Laurence Elders, BA'84**, on Jan. 13, 2013, in London, Ont.

**Andrew W. Philip, BA'85**, on Feb. 17, 2013, in Markham, Ont.

**Patricia R. Sarsfield, MA'86**, on Jan. 18, 2013, in Victoria, B.C.

**Flora C. Manuel, BSc'87**, on Dec. 4, 2012, in London, Ont.

**Dr. Lisa J.A. Van Schie, MD'89**, on Apr. 10, 2010, in Kamloops, B.C.

**Cynthia Carol Kopp Diebold, BEd'89**, on Nov. 27, 2012, in Ayr, Ont.

**David J. Boland, BA'90**, on Nov. 30, 2012, in Toronto, Ont.

**Dr. Sylvia Olga Fedoruk, DSc'90**, on Sept. 26, 2012, in Saskatoon, Sask.

**Steven Charles Glover, MBA'90**, on Dec. 24, 2012, in Victoria, B.C.

**Irene J. Bouris, BA'81, BScN'90**, on Feb. 7, 2013, in Sparta, Ont.

**Edith L.A. Gerrior, BSc'92**, on Jan. 24, 2013, in Toronto, Ont.

**Audrey Jane Fenwick, BA'93**, on Jan. 19, 2013, in London, Ont.

**Mary Nagle, MSc'97**, on Dec. 16, 2011, in Georgetown, Ont.

**Wendy Margaret Kielly, CrthHthEd'02, BA'07**, on Oct. 30, 2012, in Owen Sound, Ont.

**Tuesday L. Sutherland, BScN'06, CrtnrPr'08**, on Jan. 29, 2013, in Forest, Ont.

**Correction:** Our sincere apologies for publishing an incorrect notice last issue. It was Dr. Rainer E.G. Ludwig's father who had passed away, not Dr. Ludwig, MD'66, who is alive and well with a successful family practice in Vancouver.

**PLEASE NOTE:** Gazetteer notices, like all portions of the print magazine, appear in an online version of Alumni Gazette and the contents may turn up during a web search. Publicly available personal information may be collected for the purpose of updating alumni records as well as for the purpose of recognizing outstanding achievement or distinguished service by alumni in University publications. Western respects your privacy. At any time you have the right to request that your personal information cease to be used to recognize outstanding achievement or distinguished service in University publications. For more information or to make a request about the kinds of contact you would like to receive, please contact the Operations Administrator, Advancement Services, 519-661-4176 or 1-800-420-7519, fax 519-661-4182, e-mail advser@uwo.ca.

# REMEMBERING: BRENDA MACEACHERN, MLIS'87

BY EMILY-JANE HILLS ORFORD,  
BA'78

"Do you know what you should do?" That question, accompanied by an irresistible sparkle in the eye, an enthusiastic smile and sometimes a slight giggle, is a vibrant way to start anyone's day, especially if it is followed by an interesting suggestion. "You should write about..."

Those words have sparked my creative juices for the past 30 years and will continue to do so for many years to come. The question belongs to a voice that I can still hear today, encouraging me to go beyond, to think beyond the parameters and to revel in a new idea, a new way of looking at things. It is a question that a mentor asks when helping a young creative mind seek excellence. It is a question that requests consideration, but makes no demands.

Brenda MacEachern was the mentor, my mentor, who frequently challenged me to elaborate on her brilliant idea of the day. And, her ideas were always brilliant. I entered the Visual Arts Department in 1974, four years after Brenda took over the Slide Library (now known as the Richard and



Beryl Ivey Visual Resources Library) as its curator. Already the collection of a mere 28,000 slides had grown substantially and, as curator, Brenda was adding more slides, re-cataloguing the collection and creating her own system of image cataloguing, a system that would be duplicated in other slide libraries across the country. I joined the 'workforce'

of Brenda's student assistants in 1976 and helped mount thousands of slides. We worked and we talked and we made friends, Brenda forever being our mentor, always full of ingenious ideas and endless enthusiasm that was quite infectious.

When I graduated from Western and moved on to obtain my Masters degree and then

started writing and publishing books, Brenda was still there, cheering me on. I took every opportunity I could to drop in for a visit over the years and we certainly kept in touch through correspondence. That question would always pop up again, "Do you know what you should do?" and I would enthusiastically pursue the gem of an idea that Brenda had presented. I was pleased to hear that she had published her own book, a family story, *Nicholas Vivian Kent – An Ontario Family Saga*, in 2004. I was even more pleased to hear that, in 2007, Western had recognized her contribution of 40 years of dedication and enthusiasm, awarding Brenda with the Western Award of Excellence. Her contribution to Western University is the Richard and Beryl Ivey Visual Resources Library with its over 150,000 images, that has been ranked by the Visual Resources Association as one of the top 10 visual-resource facilities in all of North America, the only one in Canada to make this list. Her contribution to the community, particularly the art community, is the wealth of brilliant and creative minds that she has inspired and mentored over the years. Brenda will be sadly missed by us all.

**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](http://alumnigazette.ca). Submissions can be sent to [wag.editor@uwo.ca](mailto: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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**DEADLINE FOR INCLUSION IN THE FALL 2013 ISSUE IS JULY 1.**



# THE FINAL SAY WITH PAUL WELLS, BA'89

## MEASURING VALUE OF UNIVERSITY CONTINGENCY

BY PAUL WELLS, BA'89

**T**utoring my favourite nine-year-old, I was surprised at how much trouble he was having with fractions. This is a smart kid with a good number sense, but he was flummoxed as he tried to grasp the applications of halves, quarters and eighths. I went through the stages of tutor grief — denial, anger, bargaining — before I began to realize what the problem was.

Fractions represent a huge advance over everything a child has learned up to then, because they represent a relation, not an absolute. No wonder it's a big moment. No wonder so many have to sweat to earn it.

For the first years of your life, a number is what it is. What's the value of 7? The question is so direct it's almost a trick. The value of 7 is 7. You multiply it by 8 and you get 56, every time. But then what is the value of  $1/3$ ? The only honest answer is, "It depends." One-third of a fish is different from one-third of the distance to Montreal, and both are different again from one-third of the cash in my wallet.

But of course all share an element of "thirdness," and it's precisely the notion's adaptability that makes it so powerful. Fractions lead you by a short road to algebra and to a Pandora's box of tools for finding

the value of unknown quantities. A few years ago I spent a month at Perimeter Institute in Waterloo, trying to understand the work of the physicists there. Most of it went right over my head, but once in a while I'd see some genius write symbols above and below a division line, cross it with symbols in a neighbouring fraction, simplify and solve, and I would realize that I was watching another application of tools that became available to that genius, as they became available to me, when we moved as children past the absoluteness of whole numbers to the contingency of relation and proportion.

At some point in almost every field you move, not without struggle, from the absolute to the contingent. In the first books you read — I'm talking little kids here — a bird is just a bird. Eventually you graduate to metaphor, and now a bird can be a stand-in for hope or freedom or death. In law you move past different readings of a statute to competing notions of the good or just. In music, harmonies become richer, relations among notes more open to interpretation, until the very notion of harmony becomes something a composer can retain or reject according to taste and need. And then you listen to Bach's St. Matthew Passion and you wonder whether any of this change can be said to represent progress.

If there's a place in modern society where the notions of relation, proportion and contingency are most frequently encountered and applied, it's the university. In fact that's a serviceable definition of the word. I can go to all sorts of places to learn something useful. At a university I spend at least some of my time struggling with the very meaning of utility. Of course this struggle is often indistinguishable from wanking. Few places are easier to mock for their pretentiousness. (Why are campus politics so vicious? Because, Henry Kissinger said, the stakes are so low.) But at universities people are at least a little likelier, on average, to question their assumptions, to be prepared to defend or discard them, than in the rest of the world. That's the hope, anyway.

So it's disappointing, while unsurprising, that these bastions of relativism — a sometimes-pejorative word that universities should more often wear with pride — have spent so much time marketing themselves as purveyors of sure value. This is the "jobs-for-tomorrow" marketing line I've decried at some length in previous columns. It has contributed, inevitably, to some of the

## ...WHILE I WISH EVERYONE LUCK IN THE JOB MARKET, I HOPE WE'RE NOT GOING TO UNIVERSITIES FOR JOB TRAINING.

pressure on universities that we're seeing now — cuts to operating budgets in Alberta and Quebec, a national and rather one-dimensional "debate" about how there are "too many BAs, not enough welders" for the available jobs.

I read one surreal column in the Huffington Post from an historian with an MA — earned in Germany — who was upset that she had not been able to find work as an historian in Canada. First of all, all the evidence suggests her job prospects as a Master's graduate are, statistically, much better than if she'd stopped at a BA (as I did) and much better still than if she'd received a technical education. Secondly, while I wish everyone luck in the job market, I hope we're not going to universities for job training. The ones in the humanities, especially, should be going for life training, civilization training, whatever you might call it, and they should be flexible when they leave about how they apply knowledge that is valuable precisely because it can be broadly applied.

This is a hard case to make, but since the notion of a university as absolute value is both misleading and destructive over the long term, the notion of a university as contingent value is worth making. In a world of constant, assured surprise, a university education offers the best preparation for surprises. I once suggested to a group of Western alumni that an accurate marketing slogan aimed at high-school students choosing a university should be something like "Western: You Have No Idea What You're Getting Yourself Into." That may help explain why I didn't make a career in marketing, but it strikes me as an honest and accurate glimpse at the real merit of higher education. And since in this world none of us really knows what we're getting into, it may even catch on. ▣

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



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