The Bulletin
University of Manitoba

Liberal leader visits campus

SEAN MOORE
The Bulletin

Federal Liberal leader Michael Ignatieff brought his cross-Canada tour to the University of Manitoba, voicing his commitment to education and research as priorities for the nation’s successful future.

About 350 students, faculty and staff gathered in the foyer of the Asper Building on January 14 to hear Mr. Ignatieff speak and learn about his vision for the country.

Ignatieff is travelling across Canada, visiting major universities and discussing politics, climate change, education, the economy and a number of other issues he believes are crucial to the future of Canada.

Immediately after walking on stage he took off his sport coat and looking overlooking from the staircase and surrounding the stage on all sides and around at the mostly student audience he spoke and learned about his vision for the country.

Ignatieff is travelling across Canada, visiting major universities and discussing politics, climate change, education, the economy and a number of other issues he believes are crucial to the future of Canada.

In closing he noted that research in Canada, unlike most other countries, is done primarily in universities and not by the private sector. “If that’s the case, you’re in the engine room of the economy and we need to put gas in the tank, or a biofuel in the tank.”

Students at the event said while Mr. Ignatieff was a compelling speaker, they would have liked to have heard more details and concrete ideas in his speech.

“This is your country. You have a responsibility to get involved,” he said. “For God’s sake get involved. For heaven’s sake, get involved. That’s what a responsibility to get involved,” he said about politics.

In closing he noted that research in Canada, unlike most other countries, is done primarily in universities and not by the private sector. “If that’s the case, you’re in the engine room of the economy and we need to put gas in the tank, or a biofuel in the tank.”

Students at the event said while Mr. Ignatieff was a compelling speaker, they would have liked to have heard more details and concrete ideas in his speech.

“His answers were non-binding. Politicians don’t give binding answers. But I’m hopeful that in the future the Liberals do pony up the funding,” fourth-year political science student Angus Bridgman said. “It was a little frustrating it grew into such a large event because if it was smaller we may have gotten more truthful answers instead of him pandering to the larger crowd, which is inevitable in these events.”

One university. Many futures.

Manitoba is short on tall-grass prairie

SEAN MOORE
The Bulletin

Historically, Manitoba supported one-third of the world’s tall-grass prairie ecosystem. It now has less than 1 per cent of the tall-grass prairie it once had, and the remnants are small, threatened patches that can’t be completely revived but can be protected from further deterioration, a new study says.

In a paper published in this month’s Biological Conservation, Nicola Koper, an assistant professor in the Natural Resource Institute, studied the extent of tall-grass prairie ecosystems in Manitoba, comparing present data to studies done in the 1980s.

“We’re not talking about losing a species, we’re talking about losing an entire ecosystem,” Koper said. “The importance of that is actually hard to comprehend. We will never know what it is we lost because it’s so destroyed already. What we have left is fragments of what, historically, would have been there.”

Prairies are the most endangered terrestrial ecosystem in the world and they are the least protected; northern tall-grass prairies are the most endangered type of prairie, having lost more than 97.5 per cent of their historical extent world-wide.

Manitoba, which contains almost all of Canada’s tall-grass prairie, has lost more of this rare feature than any other state or province.

The 1980s survey revealed gloomy prospects for species dependent on this ecosystem of up to 8-foot-tall grass, and since then, Koper found, conditions have deteriorated. A further 37 per cent of prairies were lost since the late 1980s.

Prairie quality also declined. Koper found that 21 hectares (ha) seems to be a threshold of sorts: patches smaller than that either disappeared or decayed to an unrevivable state, but those larger than 21 ha grew in size, although not necessarily in quality, since many alien species now seem to thrive in them.

The larger patches, the study notes, may have increased in size because of restorative treatments...
In The News

Want to see our etchings? Winnipeg Free Press January 8, 2010

After receiving a generous donation the University of Manitoba art gallery has been able to put together a new exhibition, The Grand Western Canadian Screen Collection; The Bill Lobchuk Donation. The current exhibition at Gallery One One. In the Fitzgerald Building on the Fort Garry campus, runs through March 6. It consists of 26 works by well-known Canadian artists from the 95 images that Lobchuk, a prominent local artist and printmaker, donated. Among the artists represented in the show are Judith Alissop, Louis Bako, Jackson Beardy, Joe Fafard, Ted Howorth and Tony Tatscona.

Foul Balls

Edmonton Sun, Winnipeg Sun, Ottawa Sun, London Free Press January 6, 2010

David Deutscher, a law professor at the University of Manitoba, is quoted in a story on Eric Tillman, the Saskatchewan Roughriders general manger who pleaded guilty to a summary charge of sexual assault. “It is a sentence,” said Deutscher. “There’s been a finding that he committed the offence.”

Thin Blue Line Can Have a Better Eye in the Big Blue Sky

Winnipeg Free Press January 6, 2010

Drawing reference to the editorial transportation expert Barry Prentice from the Transport Institute wrote days prior, the article extols the arguments put forth by Prentice on why the police should covet an airship and not a helicopter. A high-tech airship, Prentice says, could provide the same or better service at less cost by providing more effective and continuous aerial surveillance than a helicopter, which he described as old technology. The helicopter operated by the police service – the Colibri EC 120B – would cost about $3.5 million, plus another $1.3 million a year to operate. By comparison, a small or mid-sized blimp might cost $3 million, and the annual operating costs would be lower, Prentice said.

Logistical problems for aid workers in Haiti

National Post January 14, 2010

Ron McLachlin, an operations management expert and associate professor of supply chain management at the University of Manitoba, was quoted heavily in a recent article about the logistical problems being experienced by aid workers in Haiti. McLachlin said that although supply chains can run smoothly, agencies “very quickly run across this problem of matching supply and demand,” and figuring out “who needs what, where, and whether or not the supplies they have match up.” He adds that even if food, tents and medical supplies make it into Port-au-Prince, often the supply chain breaks down near the goal line. “One of the big problems they eventually have is what is called the last-mile problem. You can imagine, if you’re showing up with a truck full of high-energy biscuits for people who haven’t eaten in some time, what can happen.”

Headlines:

“How a Vancouver upstart won rights to ‘greenest mine in America’”, Globe and Mail, December 11, 2009, article about Formation Metals Inc, a junior Vancouver company who’s CEO, Mari-Ann Green, is a University of Manitoba alumnus who steered her company into winning the rights to a cobalt mine in Idaho.

“Event aims to inspire young females,” CTV Winnipeg, January 16, 2010, featured the “Kid-Netic Energy Girls” club, which is aimed at inspiring girls from grades four to seven to pursue careers in science and engineering.

The University of Manitoba is launching its new podcast, Campus Cast. The podcast will be available on iTunes and in the U of M News Blog (http://umanitoba.ca/news/blog/). The University of Manitoba is seeking an Associate Director (Medical) for the J.A. Hildes Northern Medical Unit. Reporting to the Director, the Associate Director is both administrative and academic in nature. Principle duties include recruitment and retention of health professional staff and program development in response to existing and projected needs. The successful applicant should have experience in the provision and coordination of health services and programs. Candidates must hold an M.D. Degree and be eligible for registration with the College of Physicians and Surgeons of Manitoba, preferably with postgraduate training in family medicine.

Tall-grass prairie

continued from page 1

brught about by conservation groups. Therein lies the hope. “However, it remains of great concern that most remnant tall-grass prairies in Manitoba fall below the critical threshold of 21 ha, and are therefore at risk,” the study says.

If you were thinking of seeing this ecosystem before it declines even more, Oak Hammock Marsh has a tall-grass prairie habitat, and the Tall Grass Prairie Preserve in southern Manitoba protects the largest patches of tall-grass prairie left in the province. You’ll see and hear the most songbirds in the spring, Koper said, while grasses are tallest and most impressive in the summer.

The University of Manitoba

The Centre on Aging Presents a Public Lecture

Is Canada Ready for an Aging Population?

The Honourable Sharon Carstairs, P.C.
Chair, Special Senate Committee on Aging

In 2006 a Special Senate Committee on Aging was appointed to examine and report upon the implications of an aging society in Canada. Serious gaps for older Canadians were identified. The Committee concluded that Canada should be doing more to assist its aging population and brought forth 32 recommendations within five frameworks.

Thursday, February 4

12:00 - 1:30 p.m.

Theatre A

730 William Ave.

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University of Manitoba
Winnipeg, MB R3T 2N2
Phone: (204) 474 8111
Fax: (204) 474 7631

Events
The Bulletin publishes notifications of events taking place at the University of Manitoba or events that are of particular interest to the university community. There is no charge for running notices in the events column.

Send events notices to:
bulletin@umanitoba.ca

Advertising Policy

With the exception of advertisements from the University of Manitoba, ads carried in The Bulletin do not imply recommendation by the university for the product or service. The Bulletin will not knowingly publish any advertisement which is illegal, misleading or offensive to its readers. The Bulletin will also reject any advertisement which violates the university’s internal policies, equity/human rights or code of conduct.

The Bulletin can be viewed online at umanitoba.ca/bulletin

http://.umanitoba.ca/employment

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The Bulletin welcomes submissions from members of the university community. Submissions can include letters to the editor, columns, news briefs and story or photo suggestions. Material in The Bulletin may be reprinted or broadcast, excepting materials for which The Bulletin does not hold exclusive copyright.

The Bulletin is the newspaper of record for the University of Manitoba. It is published by the Public Affairs department every second Thursday of the month and monthly in December, July and August. The Bulletin welcomes submissions from members of the university community. Submissions can include letters to the editor, columns, news briefs and story or photo suggestions. Material in The Bulletin may be reprinted or broadcast, excepting materials for which The Bulletin does not hold exclusive copyright.
Events Listing
University of Manitoba

Bannatyne Campus
and St. Boniface General Hospital and Research Centre

Medical rounds are typically targeted directly involved in the medical field.

FRIDAY, JANUARY 22
“A Novel Mechanism of Insulin-induced Skeletal Muscle Vasodilation and Role of Hepatic Insulin Sensitizing Substance”: Zhi Ming, Ph.D., Room 229A, Education Building, 9:00am, Friday, January 22.

Academic Half Day - Part 2: J. L. 397, Dr. Nestor Cisneros, Pediatric Allergy, 1:30pm, January 27.

Academic Half Day - Part 3: J. L. 397, Dr. Murray Katzeman, Pediatric Intensive Care, 2:30pm, January 27.

THURSDAY, JANUARY 28
Pediatric Grand Rounds: Steven Feldgaier, PhD, C.Psych, Director, Triple B - Positive Parenting Program, Healthy Child Manitoba, Theatre A, Basic Medical Sciences Building, 8:00am, January 28.

Pediatric Research Rounds: Room 500, Boardroom, John Buhler Research Centre, 12:00pm, January 28.

FRIDAY, JANUARY 29
Pediatric Nephrology Rounds: Dr. Robin Erickson & Dr. Alison Dart, Room J397A, 12:00pm, January 29.

WEDNESDAY, JANUARY 27
Academic Half Day - Part 1: Dr. Estelle Simons, Pediatric Allergy Anaphylaxis in Infants, Children and Teens, J. L. 397, 12:30pm, January 27.

Tuesday, January 26
St. Boniface Newborn Rounds, AG002-1, 11:00am, January 26.

Academic Nephrology Rounds, CH181/83, 3:00pm, January 26.

FRIDAY, JANUARY 22
Colloquium in the Department of Physics and Astronomy: Dr. Boyd McMillan, University of Manitoba, “Dose Verification of Radiation Treatments in Cancer Patients”, 3:30 pm, 330 Allen Building.

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Colloquium in the Department of Psychology: Kelley Main, Marketing Department, Asper School of Business, “Surprisingly Suspicious: The Sinister Attribution Error in Consumer Behaviors”, 3:10pm, 107 Drake Centre, Friday, January 22.

Colloquium in the Department of Physics and Astronomy: Dr. Boyd McMillan, University of Manitoba, “Dose Verification of Radiation Treatments in Cancer Patients”, 3:30 pm, 330 Allen Building.

MONDAY, JANUARY 25
UMIH New Faculty Colloquium Series: Public Talk, “The Future of (the) Race: Science Fiction and the Politics of Form,” by Dr. Hee-Jung Serenity Jo (English, Film, and Theatre), 409 Tier, 2:30pm, January 25.

FRIDAY, JANUARY 29
It’s a small (and even smaller) world: “Progs, their parasites and the environment”, Dr. Jan Kaprininkin, Department of Biology, Brandon University, 3:00pm, 527 Builer Building, January 29.

Colloquium in the Department of Physics and Astronomy: Dr. Gap Soo Chang, University of Saskatchewan, “Looking Beyond Silicon: Spin-based Information Storage and Processing”, 3:30 pm, 330 Allen Building, Friday, January 29.

ECE Department Seminar, Dr. Mirek Pawlak, Department of Electrical and Computer Engineering, E3-262, EITC (Senate Chamber Room), 2:00pm, January 29

THURSDAY, FEBRUARY 4
Canada’s Aging Population: Seizing the Opportunity, Theatre A, 730 William Avenue, 12:00pm, Thursday, February 4.

FRIDAY, FEBRUARY 5
Colloquium in the Department of Physics and Astronomy: Dr. Tyler Foster, Brandon University, “The Structure and Dynamics of the Milky Way Galaxy: the Evolving Picture”, 3:30 pm, 330 Allen Building, Friday, February 5.

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The Diabetes Foundation of Manitoba
Dr. John A. Moorhouse Fellowship Award Announcement
The University of Manitoba received $500,000 from the Diabetes Foundation of Manitoba to establish the Diabetes Foundation of Manitoba John A. Moorhouse Fellowship. The Diabetes Foundation of Manitoba was established in 1984 by Dr. John A. Moorhouse to further research in the field of Diabetes. The Foundation continues to exist to carry out its mission and is funded by ongoing bequests and donations.

The Diabetes Foundation of Manitoba John A. Moorhouse Fellowship will be used to support new academic faculty members in the Faculty of Medicine, University of Manitoba, for research in endocrinology, and in particular diabetes research, with the goal of finding a cure and improving the healthcare of those suffering from diabetes and diseases related to diabetes. A portion of the award may be used by the awardee to support a graduate student conducting research in endocrinology, and in particular diabetes research.

The term of the award will be no greater than three years, at a value of $25,000 per year.

Full guidelines and application forms can be obtained by visiting: http://umanitoba.ca/faculties/medicine/research/other_funding.html.

Complete application packages must be submitted by February 26, 2010 to:

Dr. K. Coombs, Associate Dean (Research)
Faculty of Medicine, University of Manitoba
Room A108 Chown Building
753 McDermot Avenue
Winnipeg, MB R3E 0T6

Events
• The Bulletin publishes events involving the university community at no cost.
• The deadline for the February 4 Bulletin is January 27 at 4:30 p.m.
• E-mail events to bulletin@umanitoba.ca

ELIZABETH DAFOE LIBRARY GRADUATE STUDENT LECTURES
The Elizabeth Dafoe Graduate Student lectures are open to all graduate students in faculties served by the library: Arts, Nursing, Education, Social Work, Environment, Human Ecology and Kinesiology and Recreation Management. The talks take place on Fridays from 12:30 to 1:30 in the Icelandic Collection seminar room on the third floor of the library. All are welcome to attend.

January 22 – Sheila Simonson – English, Film and Theatre
Paper Chase: Scripting Jack the Ripper
January 29 – Roniele Cordero – Agricultural and Food Sciences
Resistance of Meat Starter Cultures to Antibiotics used in Animal Foods
February 5 – Helen Friesen – Education
Post Secondary Education in a Culturally Diverse Environment

Fort Garry Campus

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ECE Department Seminar, Dr. Mirek Pawlak, Department of Electrical and Computer Engineering, E3-262, EITC (Senate Chamber Room), 2:00pm, January 29

THURSDAY, FEBRUARY 4
“A Developmental Approach to Sport Participation and Performance”, Jean Côté, School of Kinesiology and Health Studies, Queen’s University, Conference Room A (Room 238), Investor’s Group Athletic Centre, 11:30am, Thursday, February 4.

“Is Canada Ready for an Aging Population? Canada’s Aging Population: Seizing the Opportunity”, The Honourable Sharon Carstairs, Chair of the Special Senate Committee on Aging, Frederic Gaspard Theatre (Theatre A) Bannatyne campus, 12:00 – 1:30 p.m., Thursday, February 4

FRIDAY, FEBRUARY 5
Colloquium in the Department of Physics and Astronomy: Dr. Tyler Foster, Brandon University, “The Structure and Dynamics of the Milky Way Galaxy: the Evolving Picture”, 3:30 pm, 330 Allen Building, Friday, February 5.

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University of Manitoba
Setting health and lifestyle goals

DAVID SCHMEICHEL

For most of us, the collective calendar flip known as New Year’s Day sets in motion a behavior pattern that goes something like this: 1) Make wildly unattainable New Year’s resolution. 2) Fail miserably at upholding said resolution. 3) Shrug shoulders, give up, and repeat again next year.

That’s why in 2010, you’d be better off resolving to break the cycle of failure, by instead setting health and lifestyle goals that are actually within reach.

“Sometimes you set yourself up for failure right from the start,” says Ulla Liljegren, Coordinator of Fitness and Lifestyle Services for the University of Manitoba’s Bison Recreation Services. “Setting up some positive lifestyle changes and giving yourself room to have a few relapses is better than making a bombproof, New Year’s resolution that will eventually fall apart.”

Not surprisingly, January is one of the busiest times of the year for Liljegren and her Rec Services colleagues, who say that staff and community members showing up for fitness classes in droves. But it only takes a few weeks for those numbers to plunge drastically, as by other factors — among them loss of enthusiasm, hectic schedules, and a constant allure of Beer-and-Wing Night — make it likely that your New Year’s resolution will fall into disrepair.

To increase your chances at success, Liljegren suggests starting with a plan — one that involves smaller, sustainable goals and room for the inevitable backslide. Outline your fitness needs, weigh the pros and cons of various activities, and — once you’ve decided on a strategy that best addresses your situation — make yourself a promise to stick with it.

“If you just talk about it, it’s easier to dismiss,” she explains. “It’s also wise to think about potential obstacles (laziness, lack of time, the constant allure of Beer-and-Wing Night) well in advance, and to map out strategies for confronting them. Success often comes easier if you involve a friend or loved one in your plan (that way you’re obligated to someone other than yourself), and if you focus on the positive — rather than the negative — aspects of exercise.

“Don’t make such a chore out of going and doing something — try to focus more on the way you feel afterward,” she says. “And since the very act of getting to the gym often constitutes a “chore” for many, Bison Rec Services continues to make things as convenient as possible for patrons, offering a staggering array of fitness facilities and services — all within walking distance of your desk.”

Membership rates are available to staff and their spouses (see www.bisonactiveliving.ca for more info), and payroll deduction (for membership, locker and towel service) is available as well. To make this process as easy as possible, Liljegren recommends that you conduct a full fitness assessment or set up a workout regime that’s tailor-made to your lifestyle and goals.

Need further guidance? Why not make an appointment with one of Rec Services’ fitness consultants, who can conduct a full fitness assessment or set up a workout regime that’s tailor-made to your lifestyle and goals. Just don’t expect changes to take place overnight. Liljegren suggests it’ll take at least three weeks to settle into a new pattern — after which point, you’ve got a much better chance of attaining the desired results.

“If you stay committed to your plan for three weeks steadily, you’re more likely to stay with it for a longer time,” she explains. “That three week window is your make-or-break time.”

Robert Kennedy, the newest writer/storyteller-in-residence

CHERYL ARNOLD

It took a five-year-old boy and a mother’s courage to crack the shell that encased Roberta Kennedy, the newest writer/storyteller-in-residence at the University of Manitoba’s Centre for Creative Writing and Oral Culture (CCWOC). Kennedy, whose Haida name Kwii-Gel-i-Wans means “Big Precious Loved Child”, grew up in Haida Gwaii — “The Land of the Good People”, (formerly called the Queen Charlotte Islands) in British Columbia.

She and her cousin were the only two Haida in her kindergarten class at a nearby Armed Forces School and they endured years of cruel teasing and taunting from fellow students. “I believed what they said... all the stereotypes that exist of my people,” she explains. “To save myself from further shame I climbed into a shell of silence where I stayed my whole life — that is until my son started school,” she said.

To spare him the same plight, Kennedy took her son in one hand and her button robe, a traditional ceremonial robe, in the other and walked into the boy’s classroom. Shyly she gathered the other youngsters around her and told them how long it took her great-grandmother to make the robe and how honored she was to receive it at her high school graduation.

“All the students in the class looked at him and told him ‘You are so lucky!’ I noticed my son sitting a little taller,” she explained.

It was at that moment that Kennedy became determined to debunk stereotypes that had shattered her self-image. She decided to share her history, her culture, her stories, songs and dances with the world. For the past 16 years she has traveled across Canada performing traditional Haida stories. She is a storyteller, a drummer, a singer, a writer and an educator who has performed in over 300 locations.

Now she is at CCWOC. She will visit classes, mentor writers and storytellers and give several public presentations. In addition she will continue writing. The project she is currently completing is called “Raven Before the Beginning of Time to the Present Day.”

CCWOC was created to provide a space for scholars, students and visiting artists to collaborate, create works of verbal art and study the relationship between oral and written culture. You are invited to join CCWOC in welcoming Roberta Kennedy at 2:30 p.m. on Thursday, January 21, in the Student Lounge of Aboriginal House, 45 Curry Place on the U of M’s Fort Garry Campus. The event will include an exclusive performance by Roberta Kennedy, as well as a reading by Visiting Fellow Ngapingwoodjem James Sinclair.

This event and the reception to follow are free and open to the public — all are welcome! For further information, please contact Jess Woolford at ccwoc@cc.umanitoba.ca or 480-1065.

Meet Dr. Emily Etcheverry.

A: I also support other areas but I am keen about supporting the School of Medical Rehabilitation, Emily Etcheverry is committed to education and research that helps prepare rehabilitation professionals to help those with chronic illness or disability to enjoy full participation in society.

Q: Why do you give to the U of M?

A: I think that the U of M is a really important part of the community overall and it represents new ideas and the growth of ideas. It’s great to be part of that.

Q: You’ve been at the University of Manitoba for 33 years. What makes you proud of this institution?

A: I think that the U of M is a really important part of the community overall and it represents new ideas and the growth of ideas. It’s great to be part of that.

Q: You’re a community leader and you’re an educator who has performed in over 300 locations. Now you are at CCWOC. What makes this a meaningful project for you?

A: It’s also wise to think about potential obstacles (laziness, lack of time, the constant allure of Beer-and-Wing Night) well in advance, and to map out strategies for confronting them. Success often comes easier if you involve a friend or loved one in your plan (that way you’re obligated to someone other than yourself), and if you focus on the positive — rather than the negative — aspects of exercise.

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“With glowing heart”
Faculty of Social Work instructor bears Olympic torch and spirit

CANDACE PENNER
for The Bulletin

On January 8, 2010, a sessional instructor and PhD student at the University of Manitoba had the distinction of becoming an Olympic Torchbearer on the flame’s trek across the province.

Oleksandr (Sasha) Kondrashov, a landed immigrant from Lviv, Ukraine who has taught with the Faculty of Social Work since 2005, wrote an essay which was chosen by the Canadian Olympic Committee from the nearly one million applicants. In it, Kondrashov compared his teaching and learning experiences with the University to the Olympic principles: as a lifelong journey which is continuously shared with others along the way. “The goal”, he wrote, “is not to win but to take part.” Kondrashov said he felt privileged to receive his flame from an Aboriginal flarekeeper just outside of Portage la Prairie, describing the experience as “exhilarating – with the fire reaching from earth to sky.” As the two handed off the torch to one another, “thank-yous” were exchanged in Cree, Ojibway, English and Ukrainian.

Despite the frigid cold, with the temperature dipping to -28°C on the morning of his relay, Kondrashov notes: “I felt instant warmth throughout my whole body as I held my arm high and proud to carry the flame.” During his 300 metre run, he remembers using the unique moment to think about the “amazing responsibility and privilege” he was experiencing, and mentally reviewed the ideals behind the Olympic spirit. Before passing off the flame to high school student Brendan Ashcroft, Kondrashov spotted a young child sitting in the cold and momentarily stopped to share the torch with him, providing a photographic opportunity for a lifelong memento.

Kondrashov expressed gratitude to Canada and the University of Manitoba for this once-in-a-lifetime experience, and says if it weren’t for his opportunity to study social work and teach courses with the Faculty, he wouldn’t have had this chance. With his torch as a keepsake, he plans to bring it to each of his classes to show to his students and share the torchbearing experience with them. “I believe this torch can become a working motive for students, to remind us that everyone can make a change and that everyone can learn from each other.”

Live Olympic: Not to win but to take part

By Sasha Kondrashov

I believe the guiding principle of the Olympic Games “Not to win but to take part” shapes my view on how I live the spirit of the Olympic Games everyday.

We live on one planet and all of us need to take part in preserving and not gaining (winning) from its numerous resources. I am a social work educator and in teaching I explain to students that only together we can achieve the better world, without injustice, inequality and indifference. However, in order to achieve such a world we need to start with ourselves and answer the question: “How can I take part in preserving our planet?” As an educator, I have a privileged role to model for my students the ways on how we can make our world a better place to live. The first thing is to live according to values which promote human rights and active social participation: respect, honesty, peace, and sustainability. However, this is not enough. It is important to put these values into practice. In my teaching, I model those values through class discussion and participation.

I know that I am successful in my teaching if my students continue practicing those values in their future and teach others that we live on the Earth “not to win but to take part” in making our best for everyone.

The Dechene-May (Indigenous Languages of Rupert’s Land) Collection

The Dechene-May Collection is comprised of close to four metres (or about 3,100 individual items) of a wide variety of publications and audio recordings related to the Indigenous languages of Rupert’s Land (Western Canada), including Cree, Dene, Inuit, and Dakota. Dating from the 1960s to the 1980s, many of these were originally produced for language instruction in the classroom by schools, although items related to religious worship are also represented. Some publications such as children’s colouring books were written or illustrated by the students themselves. The Dechene-May Collection is part of an important effort of First Nations people to reclaim their languages, and may contain the only existing copy of some publications. The collection was transferred to the Archives & Special Collections in 2003.

Brian Hubner, Associate University Archivist
A report by the Manitoba Centre for Health Policy shows that pharmaceutical use is on the rise in the province

**JACK RACH**

In 2004, Manitoba spent roughly $1.9 million on prescription drugs through the Pharmacare program. Building on prescription drugs cost the province over $2.3 million which is an increase of 18% over five years. A new report from researchers at the Manitoba Centre for Health Policy (MCHP) found that pharmaceutical use is on the rise in Manitoba, but use of pharmaceuticals was influenced by the Pharmacare listing and evidence-based research.

"This report describes how at a population level, the use of prescription drugs has increased dramatically in Manitoba over the ten year study period," says Dr. Colette Raymond, researcher at MCHP and Clinical Pharmacist with the Winnipeg Regional Health Authority. "Across ten of the eleven different drug categories, representing very commonly prescribed medications, we saw large increases in use. We only saw a drop in prescription rates for antibiotics."

The focus of this report by MCHP covers several different drug classes over a 10-year period starting in 1995. The data gathered from this study can be used to inform policymakers and help them improve the cost-effectiveness of drug coverage under Pharmacare - the provincial income-based drug insurance program.

Under the provincial program there are three categories of reimbursement for pharmaceuticals and one of the key findings in this research shows drug use in Manitoba is influenced by the Pharmacare listing. This is a natural conclusion where generally; the easier patients can be reimbursed for a prescription the more likely a doctor will prescribe that drug.

Dr. Anita Kozyrskyj, is another lead researcher with this project. She is currently the Research Chair in Pediatrics at the University of Alberta. "The report demonstrated that the policies in place at Manitoba Pharmacare are effective in influencing the utilization of prescription drugs in the province," says Dr. Kozyrskyj. "Following the formulation of LABA-corticosteroid combination inhalers such as Advair, used to prevent symptoms in asthma and chronic obstructive lung disease, Advair and similar inhalers replaced single agent corticosteroids in adults."

In addition to changes in the Pharmacare listing, the research project also found that prescription rates are influenced by warnings from Health Canada and by the results of early publicized trials of drugs. "Following evidence-based research or warnings from Health Canada, we observed changes in prescribing," says Dr. Raymond. "This suggests that the research or warnings had an impact on prescription rates in Manitoba."

**CALL FOR NOMINATIONS**

The Dr. and Mrs. Ralph Campbell Award (for particularly meritorious service in outreach activities)

To mark the end of the term of Dr. Ralph Campbell as President of the University of Manitoba, his colleagues and friends established a trust fund to support the Dr. and Mrs. Ralph Campbell Outreach Award for meritorious service in outreach activities. The award is referred to as The Campbell Award.

The Campbell Award shall normally be presented at the University’s Spring Convocation to a staff member of the University of Manitoba. The value of the award will be that determined from time to time by the Board of Governors. In each of the past years, the award has been $1,000. If, in the judgment of the committee of selection there are two candidates of equal merit, the committee may recommend that the Campbell Award be divided between the two candidates.

Nominations for the Campbell Award will be accepted from staff members of the University, alumni and members of the community.

No recipient of a Campbell Award is eligible to receive it a second time until the tenth year after the first receipt of the award.

The Presidential Advisory Committee on University Outreach will continue to act as the selection committee for the Campbell Award and to advise the President of the most appropriate recipients for this year. The committee will bear in mind the diversity of faculties, schools and administrative units within the University and will attempt to give due recognition to all areas over a period of time.

Nomination forms can be found on umanitoba.ca/admin/vp_academic/awards_honours.html and submitted to Dr. Karen R. Grant, Vice-Provost (Academic Affairs), Chair of the Selection Committee, by Monday, March 1, 2010. The nomination forms must be accompanied by three letters of support, including at least one letter from outside the University.

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**Academic Job Opportunities**

**FACULTY OF ENGINEERING**

**Department of Mechanical and Manufacturing Engineering**

Northern Sentinel Instructor / Instructor II / Instructor I, Thermofluids and Energy Systems

- **Start date:** July 1, 2010
- **Position number:** 08077
- **Appl. deadline:** March 15, 2010
- **For information:** Dr. David Kuhn, Chair, Thermofluids Instructor Search Committee, Department of Mechanical and Manufacturing Engineering, University of Manitoba, E2-327D EITC, 75 Chancellor’s Circle, nabhess@cc.umanitoba.ca

**FACULTY OF SCIENCE**

**Department of Statistics**

Assistant Professor

- **Start date:** July 1, 2010
- **Position number:** 07474
- **Appl. deadline:** February 26, 2010
- **For information:** Dr. John F. Brewster, Chair, Search Committee, Department of Statistics, The University of Manitoba, Winnipeg, Manitoba, Canada, R3T 2N2, Tel: 204-474-8172, Fax: 204-474-7621, stats_dept@umanitoba.ca.

**FACULTY OF SOCIAL WORK**

**Northern Sentinel Work Program, Thompson, MB**

Position: Assistant Professor

- **Start date:** July 1, 2010
- **Position number:** 10710
- **Appl. deadline:** February 26, 2010
- **For information:** Dr. Sharon Taylor-Henley, Chair, Recruitment & Hiring Committee, Faculty of Social Work, University of Manitoba, 521 Tier Building, Winnipeg, MB, R3T 2N2, Tel: (204) 474-6669, thanley@cc.umanitoba.ca, nswp@cc.umanitoba.ca or icswp@umanitoba.ca.

**Inner City Social Work Program**

Position: Assistant Professor

- **Start date:** July 1, 2010
- **Position number:** 10709
- **Appl. deadline:** February 26, 2010
- **For information:** Dr. Sharon Taylor-Henley, Chair, Recruitment & Hiring Committee, Faculty of Social Work, University of Manitoba, 521 Tier Building, Winnipeg, MB, R3T 2N2, Tel: (204) 474-6669, thanley@cc.umanitoba.ca, nswp@cc.umanitoba.ca or icswp@umanitoba.ca.

**FACULTY OF MEDICINE**

**Department of Clinical Health Psychology**

Position: Rural Clinical Psychologist

- **Start date:** March 1, 2010
- **Position number:** 107934
- **Appl. deadline:** February 14, 2010
- **For information:** Dr. Bob McIlwraith, Department of Clinical Health Psychology.

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**FACULTY OF LAW**

**Department of Chemistry**

Position: Head

- **Start date:** July 1, 2010 for 5 year term
- **Position number:** 10848
- **Appl. deadline:** February 4, 2010
- **For information:** Dr. Roy M. Roshko, Acting Dean, Faculty of Science, University of Manitoba, 250 MacBain Hall, Winnipeg, MB, R3T 2N2, roshko@cc.umanitoba.ca.

**FACULTIES OF HUMAN ECOLOGY & SCIENCE**

**Department of Human Nutritional Sciences**

- **Position:** Assistant Professor
- **Department:** Faculty of Commerce & Economics
- **Faculties of Human Ecology & Science
- **Position number:** 10938
- **Appl. deadline:** February 10, 2010
- **For information:** Dr. Robert C. Sawery, Dean, Faculty of Law, University of Manitoba, Winnipeg, MB, R3T 2N2, rcsawy@umanitoba.ca.

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**Starting a business? Don’t know where to turn?**

Get free information® from the L. Kerry Vickar Business Law Clinic at the Faculty of Law

The clinic is designed for entrepreneurs who require information® regarding business organizations: incorporation, partnership, sole proprietorship and joint-stock.

**Call 474-9949**

**Wievall breakfast graduate in October 2009**

*Students do not give legal advice*
Tug-o-War for Talent

Professor provides companies with new approach for recruiting workers

“Each generation is shaped by formative events that happened in their teenage years.”

~ Krista Uggerslev

BY KATIE CHALMERS-BROOKS

Donald Trump may not have a shortage of candidates vying for a position with his firm on TV’s guilty pleasure The Apprentice - but most companies face a far different reality.

Skilled workers are in short supply and demand will only rise as baby boomers continue to retire. More than ever, companies need to be strategic about their plan of attack for recruiting employees. Krista Uggerslev, a staffing and management development professor in the Asper School of Business, has a secret weapon for employers battling in this “war for talent.”

She suggests they tailor their approach to the potential employee, and more specifically, keep in mind the generation to which that individual belongs. To better understand someone’s perspective - what they think is important in a job and in life - a recruitment officer should consider what was going on in the world when that individual was a teenager.

“Each generation is shaped by formative events that happened in their teenage years,” says Uggerslev, who was the presenter featured earlier this week for the Office of the Vice-President (Research) Bringing Research to Life Speaker Series. “We wake up during those teenage years: we open our eyes for the very first time and take a snapshot of what’s going on in the world around us. And that ends up shaping who we are, as well as who we work with.”

That world is very different depending on the era, as are the resulting values and beliefs each generation holds. Having a good work-life balance may be important to one generation; another may equate success with a prestigious title. An older person closer to retirement might think it’s more important to work for a company that’s environmentally conscious.

There are always exceptions but some general assumptions can be made about each generation, says Uggerslev, who has a PhD in industrial and organizational psychology. Looking at these differences provides insight into how to best recruit a particular individual. It also sheds light on the mindset of older people who might be doing the hiring and why their recruitment efforts, while well-intentioned, may miss the mark with younger generations.

Traditionalists, age 64-plus, were teens in the 1940s-50s and watched as factories shifted from making war goods to consumer products. People were moving to the suburbs, building nice homes and buying nice cars. This generation likes to keep things simple, says Uggerslev, and don’t grasp the concept of a glass ceiling. They also grew up with the Internet and assume an organization will “be wired,” adds Uggerslev.

The idea of tapping into people’s teenage experience to better understand them is similar to a technique marketing researchers have been using for some time, she notes. For example, the soundtrack in a car commercial targeted at baby boomers will typically be a rock ‘n roll song this generation listened to as adolescents. “That is a very purposeful attempt to bring them back to the happy times and thoughts they had when they were driving their first cars. It’s the same kind of thing that we’re looking at doing within talent management,” she says. “It’s figuring out what they value.”

What’s All the Fuss About Phosphorus?

with Don Flaten

Soil Science

Wednesday, February 24, 2010
7:00 PM
Room 290
Education Building

For more information check out: http://umanitoba.ca/research/britl.html

Café Scientifique

Keeping your Ticker Happy:
Strategies for heart health

Thursday, February 25, 2010
7:00 PM
McNally Robinson, Grant Park, 1120 Grant Avenue

For more information check out: http://umanitoba.ca/research/cafe_scientifique.html

RSVP to lindsay_fagundes@umanitoba.ca

Keeping your Ticker Happy:
Strategies for heart health

Thursday, February 25, 2010
7:00 PM
McNally Robinson, Grant Park, 1120 Grant Avenue
Donor Recognition Series puts the spotlight on art donations

A beginner's guide to catching caribou

Resource Optimization: Team Member Profile

The University of Manitoba has undertaken two resource optimization projects (entitled ROSE and OARs) aimed at finding ways to improve service, reduce costs, eliminate duplication, share resources, leverage technology and apply best practices. In the coming months, the Bulletin will feature interviews with faculty and support staff involved with the projects.

Brandy Usick, Rules and Regulations Team Member

What does Optimizing Academic Resources (OARs) mean to you? When the ROSE project was announced, I was pleased to hear that that a second team is forming in the Faculty of Science. Students are contributing regular blogs as part of the U of M Student Blog. You can read their stories and get a glimpse of student life at itsmyfuture.ca.

A beginner’s guide to catching caribou

Corey Blaikie is one of nine University of Manitoba students who are contributing to catching caribou as part of the U of M’s Caribou Campaign. You can read their stories and get a glimpse of student life at itsmyfuture.ca. 2009 was an interesting year, to be sure. Although it was borkened by university, my experiences went well beyond classes and lectures. Most notably, my co-op placement with Manitoba Conservation over the summer months provided me with many valuable lessons that I will carry forward indefinitely.

I was hired in May of 2009 as an assistant parks planner, which essentially meant I would be dabbling in an “assistant parks planner”, which indefinitely.

I was pleased to hear that a second team is forming in the Faculty of Science. Students are contributing regular blogs as part of the U of M Student Blog. You can read their stories and get a glimpse of student life at itsmyfuture.ca.

That opening weekend, however, was one that runs until February 12. Donated by artist-printmaker Bill Lobchuk, who founded the Screen Shop, the collection features 95 prints from a “who’s who” of Canadian artists who all printed their works at the Grand Western Canadian Screen Shop.

The Frank Mikuska Donation show is on from March 1 to April 1 and features paintings and prints by the innovative Winnipeg artist Frank Mikuska. The Anna and Lyle Silverman Donation exhibit, donated by Winnipeg art collectors Anna and Lyle Silverman, features prints by Winston Leathers, Alex Colville and Christopher Pratt, and many other artists, and runs from May 17 to June 18.

Resource Optimization: Team Member Profile

Brandy Usick, Rules and Regulations Team Member

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