BY ILANA SIMON  
For The Bulletin

The University of Manitoba announced a $500,000 gift from the Canadian Chiropractic Research Foundation (CCRF) to establish the CCRF Professorship in Spine Biomechanics and Human Neurophysiology at the School of Medical Rehabilitation.

The CCRF’s gift was made in partnership with the Manitoba Chiropractors’ Association and the Province of Manitoba. Manitoba Health provided $170,000 in support toward the establishment of the five-year professorship.

The professorship will advance research related to client interventions in the areas of spinal manipulation and pain management such as neck pain, back pain and degenerative disc disease.

U of M President and Vice-Chancellor David Barnard acknowledged the CCRF gift as innovative. “This CCRF professorship illustrates how the chiropractic profession is nurturing a research culture with medical rehabilitation practitioners that will inform quality, evidence-based care,” he said.

Chiropractor Steven Passmore, named professor in Spine Biomechanics and Human Neurophysiology, will complement the research and activities already taking place in the School of Medical Rehabilitation and add capacity for research collaboration.

“Bringing different perspectives from a practice point of view will be very useful and mutually beneficial,” says Emily Etcheverry, professor and director of the School of Medical Rehabilitation. “This partnership allows the 6,000 chiropractors who will rely on evidence generated through this research to improve the quality of care they give to patients,” says Allan Gotlib, executive vice-president of the CCRF. “Ultimately, the Manitoban in the health care system will benefit most.”

New transcript credits co-curricular activities

BY MARIJANNE MAYS WIEBE  
The Bulletin

This fall, the University of Manitoba is putting in place a co-curricular record (CCR) to provide formal recognition of students’ co-curricular activities.

The CCR is a university-certified record of U of M approved and facilitated activities that support student development in venues that are not for academic credit. The CCR will be received by students alongside the academic transcript, as a clear statement of involvement in activities that support holistic student development.

Susan Gottheil, vice-provost (students), notes the many benefits of a co-curricular transcript or record. “Students can access the co-curricular record at any point in time and may find it particularly useful when submitting graduate or professional school applications, applying for scholarships, or for constructing job resumes,” she said.

continued on page 2
In the News

Fueling up

CTV Winnipeg Free Press, September 30, 2010

Biosystems engineering professor David Levin and microbiology professor Richard Sparling are working on a $10.5-million Genome Canada grant to find ways to produce biofuels such as ethanol or hydrogen from discarded paper coffee cups from Tim Hortons’. (Starbucks’s cups are inferior for such purposes. “Tim Hortons’ sell tens of thousands of cups of coffee every day, and they fill up the garbage bins. So if we can collect those and turn them into a value-added product, then we avoid clogging up the landfill and make a useful product,” Levin said. “And within a couple of days, the bacteria basically turned the cup into mush and they produce fuel and gas.”

More money, more health

CBC, CTVCJOB

September 30, 2010

The income gap in Manitoba is widening and researchers in the Faculty of Medicine have found that wealthier people are also healthier. The study Grouping Gaps in Health and Health Care in Manitoba, found an income gap in average household incomes in the province has more than doubled for both rural and urban communities in the last 20 years. Those in the poorest 20 per cent of the population are more likely to die a premature death, have a pregnant teen and contract tuberculosis, researchers found. “Large gaps in serious health issues demand attention whether they are growing over time or not, and they require appropriate health programs and policies,” said lead researcher Patricia Miners. “Policy makers and planners can use this information to develop targeted programs aimed at narrowing these health gaps, in addition to universal ones.”

New journal created

Winnipeg Free Press

October 2, 2010

The Faculty of Law has created Canada’s first peer-reviewed journal specializing in human rights issues. “It’s a no-brainer to do this,” Donn Short, the editor-in-chief of the Canadian Journal of Human Rights, said. The journal is now preparing its first issue for publication in the spring of 2011. While university law journals examining human rights issues are common in the United States and United Kingdom, he said, “nobody has done this in Canada, which is very, very surprising.” Short said. “It’s just sitting there, waiting for someone to do it.”

Product recalls

Winnipeg Free Press, The National (CBC), Global National, City TV

October 1, 2010

Hari Bapuji, assistant professor in the Asper School of Business, studies product recalls and he spoke to media about Fisher-Price’s recall of tricycles. Bapuji, who was recently awarded a grant from the Social Sciences and Humanities Research Council of Canada for to study such matters and he also recently wrote a column for the Winnipeg Free Press about the increasing number of products made in North America that are being recalled. He proposes that the rising number of recalls could also be due to the changing focus of product safety efforts in recent years.

Headlines

“Counting our chicken, livestock farms,” Winnipeg Free Press, October 1, 2010, article about the provincial registry created for livestock and poultry farms to deal with livestock and health in Manitoba, four create an emergency operations centre at the U of M to deal with potential emergencies involving poultry and livestock production.

“New U of M professor will specialize in spine,” Winnipeg Free Press, September 30, 2010, article about a $500,000 donation from the Canadian Chiropractic Research Foundation to establish a professorship in Spine Biomechanics and Human Neurophysiology at the U of M’s School of Medical Rehabilitation.

Red carpet treatment for alumni at inaugural Law homecoming

Alumni are greeted on the red carpet at the Faculty of Law inaugural homecoming event.

According to acting dean of Robson Hall Faculty of Law Lorna Turnbull, the inaugural Homecoming 2010 event on Friday, September 24, was a resounding success.

“We had the opportunity to welcome Alumni who graduated during the ‘40s to the ‘90s and in the 2000s,” she said. Alumni travelled from Calgary, St. Catherine’s, Victoria, Thompson and Brandon. They walked a red carpet, enjoyed tours led by students, live music by students of the Faculty of Music, and were provided with complimentary photo gifts. Alumni reminiscenced while viewing yearbooks which were on display, while student volunteers took on the role of "reporter,” interviewing many alumni and video-recording interviews.

Co-curricular record, con’t.

By listing the activities that students engage in on-campus and outlining the skills students acquire through out-of-class learning, the co-curricular transcript or record (CCR) acknowledges the ways in which students participate and contributes to their overall development, according to Gottheil, students are also more likely to be academically successful when they are engaged in, and connected with, the activities on campus.

The principles of the co-curricular record were passed by Senate in June. The policy was put in place with the rationale that “apart from a student’s academic learning, experiences in campus programs that are of a developmental nature are considered desirable as part of the university experience, and as such, warrant recognition.” Areas of recognition that will be recognized on the CCR include governance, leadership, service learning, awards and participation and volunteerism. Previous student participation in governance activities was recognized on a student’s transcript in accordance with the Policy on Student Recognition for Committee Participation (as approved by Senate in 1979). These, and other activities which were formerly included on the Transcript Annex, will now be recognized in the CCR.

Jenna Tessler is a U of M student who was one of the first students to volunteer for the co-curricular record. According to Tessler, students who were involved in the university community beyond the academic level, she sees the co-curricular record as a positive addition to the university transcript. “I think it will encourage other students to be more involved in outside of the classroom learning opportunities which is an important part of student development,” she says.

Next steps, according to Gottheil, are to hone the criteria for the activities that will be included in the co-curricular record. After the criteria has been set there will be a communication process to inform students and other university community members about the co-curricular record, its criteria and its benefits, and to encourage students to apply to have their qualifying activities included in their co-curricular record.
First Marion Vaisey-Genser lecture, Human Ecology

The first distinguished lecturer in the Marion Vaisey-Genser Memorial Lecture series will be Howard R. Moscovitz, a renowned experimental psychologist in the field of psychophysics and an inventor of world-class market research techniques.

Moscovitz received a PhD in experimental psychology from Harvard University and a Bachelor of Arts from McGill University, as well as president of Moscovitz Jacob Inc., which he founded in 1981. He has written and edited 16 books and over 300 articles and serves on the editorial board of major journals. He guest lectures at leading business and law schools.

This year’s lecture will be “Sequencing the Genome of the Consumer Mind: Application to Food and Drink.”

The Inaugural Marion Vaisey-Genser Lecture takes place Wednesday, October 13, at 7:15 p.m. at the Richardson Centre for Functional Foods and Nutraceuticals.

Does wealth equal health? Study finds associated gaps growing for Manitobans

BY JACk RACH
For The Bulletin

New research from the University of Manitoba shows the gap in average household income in the province has more than doubled for both rural and urban communities in the last 20 years. Researchers from the Manitoba Centre for Health Policy (MCHP), a research unit in the Faculty of Human Ecology, found this growing gap in income was accompanied in many cases by profound and growing gaps in health.

Patricia Martens is the director of MCHP and lead researcher of the study. She says health differences are not due solely to people’s lifestyles but result from living and other social conditions.

“It has long been recognized that health outcomes vary according to social factors such as income, life expectancy is shorter and illness levels are higher for those with lower socioeconomic status.”

In 1986 the average wealthiest rural household in the province earned over $21,000 more than the poorest households in rural Manitoba. Twenty years later the difference was $47,000. The gap is even wider in Winnipeg and Brandon where on average, the wealthiest urban households earned $114,000, while the poorest households made about $34,000.

MCHP researchers looked at the distribution of disease, death and the use of preventive healthcare across income groups in Manitoba. Premature death (before age 75) is often used as an overall indicator of health. Whereas most income groups improved on this indicator, there was little improvement found in the lowest income group.

Their rates of premature death stayed the same, widening a pre-existing gap for both rural and urban populations where one-third of premature deaths in Winnipeg and Brandon came from the poorest 20 per cent of the population.

The report found levels of inequality for a number of indicators using data from the entire population. For example, the greatest difference occurred for tuberculosis in rural Manitoba where 58 per cent of all hospitalizations were for tuberculosis in the lowest income category.

In 1986 the poorest 20 per cent of the population earned 20 per cent of those hospitalized for tuberculosis would be from that lowest income category.

“Large gaps in serious health issues demand attention whether they are growing over time or not, and they require appropriate health programs and policies. Policy makers and planners can use this information to develop targeted programs aimed at narrowing these health gaps, in addition to universal ones,” said Patricia Martens.

The study found mixed results for child health. Somewhat good news is that there were fewer teen pregnancies in nearly all income groups. However, the gap for teen pregnancy was large to begin with and it widened for both rural and urban communities. About 45 per cent of pregnant teens came from the poorest Manitobans.

Over the period of the study high school graduation rates increased across all income groups. However, the gap in educational outcomes varies according to social factors.

When graduation rates for the poorest 20 per cent were below 70 per cent and for those in the highest income category.

This year’s Conference theme was “20 Years After Meech Lake: The Accord and Its Legacy.” This major meeting and discussion offered delegates and audience members an opportunity to reflect upon the evolution of Canadian democracy in the two decades since the failure of one of the most comprehensive and controversial rounds of constitutional negotiation in our country’s history.

To this day, the accord remains both a symbol of Canadian political compromise, and a lightning rod for discontent with the exclusion of certain political groups — including women, Aboriginal peoples, visible minorities and other traditionally marginalized citizens.

This conference aimed to unite participants in the negotiations and events surrounding the accord with academic experts in the field and members of the general public in order to assess its lasting impact on Canadian democracy.

In addition to presenters from educational institutions across Canada, the symposium list of invited speakers this year had many distinguished guests, including the Honourable Grant Devine, the Honourable Gary Filmon, Elijah Harper, Jim Horsman and the Honourable Howard Pawley. Participation was open to all political scientists, policy scholars, graduate students and others with an interest in political studies.

The Prairie Political Science Association’s aim is to hold annual meetings and regular conferences that help to bridge the gap between academia and the broader community. The knowledge developed at the conference enables citizens of Canada, and residents of Winnipeg and Manitoba, to better understand the political world around them.
CHOOSING CHANGE
BY ROSLYN HOWARD
For The Bulletin

Surprising facts about change
A number of recent best-selling books have used storytelling to suggest new frameworks to think about people’s behaviour. Many of you will have read books by Malcolm Gladwell, Steven D. Levitt and Stephen J. Dubner, and Daniel Pink.

Chip and Dan Heath are other authors to consider. Their latest book Switch: How to Change Things when Change is Hard (Random House Canada, 2010) is an interesting read. They identify what they call “three surprises about change.”

1. What looks like a people problem is often a situation problem. We often assume that peoples’ will or skill or lack thereof is the major determinant of behaviour, whereas the environment may be the primary influencer. The Heaths tell of a study of moviegoers eating popcorn, stale popcorn at that, where overwhelmingly, regardless of other variables, those with bigger buckets are more popcorn. Other authors have indicated that we eat more from bigger plates, or demonstrate poor productivity with poor workplace supports (even if knowledge and skill levels are high), etc. So we need to focus on the supports in the environment as well as on the individual when thinking about change.

2. What looks like laziness is often exhaustion. You may have noticed that your heart and mind may not always give you the same message! Devices like an alarm clock that you have to reset again and again would have no users otherwise. 35,000 units of “Clicky” at $50 each, were sold in its first two years on the market. The Heaths use the concepts of the “elephant” (emotion and instinct) and the “rider” (reason and logic) to describe this internal debate. When we are changing our habits of thinking and behaviour, we use a lot of rider, requiring self-control. They give examples of self-control as an exhaustible resource and how people can run themselves out of it. So we have to keep change expectations of ourselves and others reasonable.

3. What looks like resistance is often a lack of clarity. We have many choices in how we invest our time and energy. The more we are clear about what to do, the less we tire our rider. The Canadian Library Association’s marketing initiative that had great impact has focused on purchasing behaviour, e.g. buying 1% milk, rather than consuming behaviour, e.g. eating healthier. We need to identify the key behaviours, and when appropriate, clarify the next steps in effective change, what the Heaths call “shaping rather than consuming behaviour, e.g. eating purchasing behaviour, e.g. buying 1% milk, rider.”

The book has lots of other interesting stories and practical suggestions. For more information, go to http://www.heathbrothers.com.

Rosalyn Howard is director of learning & development services and sometimes likes being effective change, what the Heaths call “shaping rather than consuming behaviour, e.g. eating purchasing behaviour, e.g. buying 1% milk, rider.”

The South African human rights activist served from 1996 to 2003 as coordinator of public hearings of the South African TRC in the Western Cape. In this role, she facilitated private encounters between perpetrators of gross human rights violations and their victims, video footage of which was included in her presentation. In her talk, Gobodo-Madikizela suggested that the TRC in South Africa was a process that allowed for “journeys of forgiveness that sometimes seem impossible to make.”

The TRC, for the first time, made forgiveness an acceptable or thinkable possibility, “against notions of the unforgivable, or even the un-apologizable, the idea of ‘radical evil’ that testimonial practices and acts,” the Heaths explain.

Through the TRC process, said Gobodo-Madikizela, crimes against humanity were given a social context. The testimonial practices and acts, which both victims and perpetrators were given the opportunity to reclaim their humanity; they were given the possibility of a moral imagination and of human connection,” in order “to break cycles of violence,” she said.

The TRC in South Africa is the first time in history that a court-like body was established by a government to deal with human rights violations to gather evidence and work towards reconciliation and national healing, rather than only prosecuting individuals for their crimes. Perpetrators who gave full disclosure of their involvement in crimes against humanity during apartheid in South Africa from 1948 and 1994 were granted amnesty and victims and witnesses were also invited to give statements about their experiences.

Gobodo-Madikizela suggested that the TRC process “broadens commonly-accepted models of justice,” through hearing the stories and statements from perpetrators, witnesses and victims. The TRC model also hastens the “healing of the fractures in a nation by unearthing, acknowledging and recording a brutal past,” she said.

“The TRC made forgiveness an acceptable or thinkable possibility,” Gobodo-Madikizela described herself as an engaged global citizen. In 2000, she was featured in the award-winning documentary Long Night’s Journey into Day, which chronicles post-Apartheid hearings at a brothel before the TRC. Her first book A Human Being Died That Night: A Story of Forgiveness (2003) earned her the Alan Paton Award in 2004 and the Christopher Award for non-fiction in 2004. She is co-author of Narrating our Healing: Perspectives on Healing Trauma (2007) and co-editor of Memory, Narrative and Forgiveness: Perspectives on the Unfinished Journeys of the Past (2009).

The lecture was introduced with a welcome from Sean Byrne, director of the Arthur V. Mauro Centre for Peace and Justice at the U of M, by singer Noma Sibanda and guitarist Darryl Reilly, who performed a musical tribute to Gobodo-Madikizela by songwriter Noma Sibanda and guitarist Darryl Reilly, who performed a musical tribute to Gobodo-Madikizela by songwriter Noma Sibanda and guitarist Darryl Reilly, who performed a musical tribute to Gobodo-Madikizela by writer Noma Sibanda.

You don’t have to be an athlete...

At some point in our lives, we all experience pain or injury to our muscles, bones and joints — whether a recent sports, an untimely accident, or even causes unknown. Certified athletic therapists understand that on some level, we’re all athletes and most of us engage in structured exercise or just recreational activities like walking the dog. All athletic activities require some form of movement; thus all activity requires the use of our muscles, bones and joints.

Athletic therapy is a profession dedicated to the prevention, immediate care and rehabilitation of musculoskeletal injuries, that is, injuries to your muscles, bones and joints. Prevention and care of these injuries includes self-management, postural evaluation, proper warm up and cool down before activity, conditioning programs, supportive taping, injury assessments, manual (hands on) therapy and modalities (therapy equipment).

When injuries do occur, the key to successful recovery involves proper and immediate care and rehabilitation, followed by early therapeutic care. The objective is always the same: to safely return to regular activity in the shortest possible timeframe. The team of experts at the on-campus Bison Athletic Therapy Centre are equipped with the training and knowledge to get you back in motion and feeling good again.

- Tracey Nyczai, C.A.T.(C), Director of the Bison Athletic Therapy Clinic
Briefs

93% of Second Career students have graduated, survey finds: In a survey of students in Ontario's Second Career program, 93% of respondents have graduated, and more than 60% have found work within an average of three months. 86% of students reported being satisfied or very satisfied with the province's retraining program. The survey shows that the average Second Career participant is about 40 years old, with an almost equal proportion of men and women enrolled in school. Since June 2008, the program has helped nearly 36,000 laid-off workers.

- Ontario News Release

NB faculty concerned over PSE plans for province: The Federation of New Brunswick Faculty Associations (FNFBFA) is concerned that the province's political parties “are not taking seriously the future of universities for the province in a knowledge-based economy, or the importance of consulting the faculty on the front lines delivering university education.” As of September 15, the federation has received no response from any party on questions posed to them about the future of PSE. The FNFBFA raises concerns over the Liberals' and the Conservatives' respective PSE-related platforms, in that there are no dollar numbers attached to the multi-year funding arrangements, and no clear direction is provided on how primary research will be supported.

- FNFBFA News

More students seeking mental health services at Loyalty College: Just two weeks into the new school year, staff at Loyalty College's mental health clinics are dealing with a spike in the number of students seeking advice about relationships, anxiety and depression, substance abuse, and more serious mental health related concerns. Most students seen by staff are recent high school graduates and have never lived away from home, students who are at higher risk of making mistakes during the early parts of the term. There has also been a change in the demographics of students seeking help, fueled by an influx of Second Career students and injured workers who have been out of school for several years.

- Belleville Intelligencer

From Academica’s Top Ten newsletter, Academica Group

Mary Kerr.
St. John's alum elected to RSC

Mary Kerr (U of Manitoba, BFA 66) was elected as a fellow of the Royal Society of Canada this fall in the Division of Humanities. She is the first graduate designer to be elected into the society. Kerr is a professor in the Fine Arts Faculty at the University of Victoria. "Terrifically exciting," is how Kerr describes it, “Set design and costume are often seen as frivolous rather than scholastic, but this recognizes it as an art form and a science.”

- "I was knocked over to find myself in the company of people like my beloved teacher Northrop Frye, Mavor Moore, Trudeau and Robertson Davies," she said.

Scholarly saleability: Open Access forum

In the Internet age, should academic publications be free?

THE BIG ISSUES NIPPING AT THE HEELS of the wider publishing industry will be addressed in an upcoming U of M forum on open access in academic publishing. The morning-long event, “Open Access at the University of Manitoba: What Researchers Need to Know” is coordinated by U of M librarians Lisa O’Hara and Jan Horner and takes place Monday, October 18 as part of the 4th International Open Access Week, which runs from October 18 to 24.

With the increasing availability of free material on the Internet, models of academic publishing, along with those of the rest of the publishing industry, are shifting in response.

In the university context, proponents of the open access model are asking questions about the obligations of a publicly funded institution such as the university to ensure public access to funded academic scholarship, and access the article. This visibility benefits the university as well as the researchers themselves,” they say.

Horner and O’Hara note that academics and researchers can individually participate in open access by utilizing the U of M libraries technology called “Mspace,” a repository which currently publishes electronic versions of theses and dissertations by U of M graduate students, along with research voluntarily added by other U of M scholars such as faculty.

Of course there is trepidation about open access as well, in large part due to the continuously and quickly evolving nature of the Internet, information technologies, global copyright issues and social attitudes towards information.

But open access seems to be the way academic publishing is heading, say Horner and O’Hara. The role of U of M libraries, in addition to maintaining Mspace, is to increase awareness around the issue of open access.

Forum: Open Access at the University of Manitoba: What Researchers Need to Know

Monday, October 18th from 9:00 a.m. to 12:00 p.m. in the Cross Common Room in St. John's College.

> Information and registration at: http://www.umana.ca/libraries/units/health/archives/openaccess.html

What is SPARC?

SPARC (the Scholarly Publishing and Academic Resources Coalition), is an international alliance of academic and research libraries working to correct imbalances in the scholarly publishing system. Developed by the Association of Research Libraries, SPARC has become a catalyst for change. Its pragmatic focus is to stimulate the emergence of new scholarly communication models that expand the dissemination of scholarly research and reduce financial pressures on libraries. Leading academic organizations have endorsed SPARC.

International Open Access Week is organized by SPARC. For more information, go to http://www.openaccessweek.org

Librarians Lisa O’Hara and Jan Horner, U of M Libraries, are co-organizers of the forum on open access.

BY MARIJANNE MAWS WEBE

The Bulletin

THE BULLETIN PAGE 5
2010 Ethics Research Fellowships

The Centre for Professional and Applied Ethics invites applications for Research Fellowships for the 2011-2012 academic year from University of Manitoba faculty members holding tenured or probationary appointments. The Centre is housed within the Department of Philosophy and has a mandate to promote interdisciplinary research on applied ethics in all areas of practical and professional life. Funding for these Research Fellowships is provided by the Mary Catherine Cartwright Endowment of the Department of Philosophy and the Imperial Oil Ethics Endowment Fund.

Successful applicants will be appointed as Research Associates of the Centre and will be granted release time stipends for 3 hours of teaching or the equivalent. Alternatively, the applicant may choose to apply for financial support of up to $5,000. In that case, a draft budget will be required, detailing how the grant money would be spent. Recipients will be required to present their research findings at a public seminar/lecture sponsored by the Centre. A final written report describing the outcome of the research must be submitted within two months of the end of the term of the fellowship.

Two Research Fellowships are available. One is open to all University of Manitoba faculty members, and the Centre wishes to encourage applications from researchers in all areas of inquiry. The other is open only to members of the Faculty of Arts.

The Executive Committee of the Centre will act as the selection committee. Prospective applicants are encouraged to visit the Centre’s web site for further information, including the correct application procedure: umanitoba.ca/faculties/arts/departments/philosophy/ethics/2154.htm

You may also wish to contact the Director for additional assistance.

Applications, and all supporting material, must be submitted not later than December 15th, 2010, to:

Professor Arthur Schafer, Director
Centre for Professional and Applied Ethics
University College, University of Manitoba
220 Dysart Road, Winnipeg, MB, R3T 2M8
Phone: (204)474-9107; Fax: (204)261-0021
Email: schafer@cc.umanitoba.ca

Bison hockey action.

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 new business organizations: incorporation, partnership, sole proprietorship and non-profit.

Call 474-9949

*Students do not give legal advice

BookStore

Great Prices! for U of M Staff

25 - 50% off* Art Supplies October 4th - 30th

Adidas CSH Design Standard**
Student Licence with media
$239.95* Retail Value: $499.95

Microsoft Office 2010 Professional Plus**
Media only
$20.00* Retail Value: $668.00

Adobe Acrobat 9.0 Pro**
Student Licence with media
$89.95* Retail Value: $569.95

*Only qualified educational users may purchase. See Computers on Campus for eligibility rules. Prices and offers subject to change without notice.

Computers on Campus 474-7000
11 season begins now!

BY CHRIS ZUK 
For The Bulletin

On-ice action begins: men’s hockey
The Manitoba Bisons men’s hockey team will have several players return from last season’s squad that advanced to the 2010 CIS National Championship, their first Nationals visit since 2004-05. On the 23 person lineup for this season, 18 players, 72 per cent, return from the 2009-10 season; the veteran team is led by 2009-10 CIS Goal tender of the Year Steve Christie. Christie returns for his fifth and final season after being the second ranked goalie in the conference and starting in all six playoff games and 27 of the 28 conference games.

Along with Christie, the Bisons are led by the team’s top scorer Mike Hellyer, Jared Walker, Ian Duval, Blair Macalay, Tyler Dittmer. On the blue line, Chad Erb, Brandon Lockerby and Travis Mealy all come back for the new season as well.

Head coach Mike Sirant returns his 15th season with Manitoba, and has filled the departures on the blueline with several players with NHL experience. Last season, Manitoba finished third in Canada West and went on to earn a berth into the CIS Nationals. On the road, Manitoba won the conference semi-final series by a 2-1 margin at Saskatchewan. It marked the first time that Saskatchewan lost a Canada West semi-final series by a 2-1 margin at home.

The Bisons fell short of their desired goal of a National Championship after a thrilling, come-from-behind win over the road, Manitoba won the conference semi-final series by a 2-1 margin at Saskatchewan. It marked the first time that Saskatchewan lost a Canada West semi-final series by a 2-1 margin at home.

The Bisons fell short of their desired goal of a National Championship after being the second ranked goalie in the conference and starting in all six playoff games and 27 of the 28 conference games.

The new Bison continues to impress as he is coming off a spectacular spring 2010 where she was selected as the Best Defenceman in the World Women’s Under-18 Championship. It was Canada’s first-ever women’s hockey under-18 gold medal and the 5’6” defenceman contributed as the second leading scorer with 13 points from two goals and 11 assists and also was number one in the Championship in plus/minus rating with a +15 in the five games.

Bison men open their regular season Friday, October at 8:00 p.m. against Regina; Bison women open their regular season this Friday at 4:00 p.m. against Alberta.

Women’s hockey notes
As Manitoba Bisons women’s hockey rookie defenceman Brigitte Lacquette settles into her role as a university player, she has been invited as one of 64 players to Canada’s National Women’s Hockey Team evaluation camp, which ran from September 22-26 at Father David Bauer Olympic Arena and Norma Bush Arena in Calgary.

Lacquette, 17, was also chosen earlier this season to play for Team Canada’s Women’s Under-22 roster for a three game series versus the United States Women’s Under-22 Select Team from August 18-21 in Toronto.

The new Bison continues to impress as she is coming off a spectacular spring 2010 where she was selected as the Best Defenceman in the Women’s Under-18 Championship. It was Canada’s first-ever women’s hockey under-18 gold medal and the 5’6” defenceman contributed as the second leading scorer with 13 points from two goals and 11 assists and also was number one in the Championship in plus/minus rating with a +15 in the five games.

Bison men open their regular season Friday, October at 8:00 p.m. against Regina; Bison women open their regular season this Friday at 4:00 p.m. against Alberta.

For more information on upcoming Bison games, go to http://umanitoba.ca/faculties/kinrec/bsal/bisons/index.php?page=upcoming

Bisons/index.php?page=upcoming

Undergraduate Poster Competition
Showcasing STUDENT Research

More than 55 student researchers will be showcasing their projects at the annual Undergraduate Student Research Poster Competition that is sponsored by the University of Manitoba, Office of the Vice-President (Research).

This will be a great opportunity for the university community, industry and the general public to see the relevance, value and outstanding caliber of research being conducted by the next generation of University of Manitoba researchers and scholars.

Prizes of $500 and $250 will be awarded to the top two posters in each of the five categories: applied sciences, natural sciences, health sciences, social sciences/humanities and creative works.

Friday, November 5, 2010
1:00 to 4:30 pm
Rooms 210 - 224 University Centre
University of Manitoba, Fort Garry Campus

All are welcome, and admission is free. Awards will be presented at 4:00 pm.
For more information, contact Shellee Johannesson
Phone: 204-474-7952
Email: johanne2@cc.umanitoba.ca
www.umanitoba.ca/Research/592.htm

Sequencing the genome of the CUSTOMER mind: Application to Food & Drink
Howard R. Moskovitz Ph.D
President
Moskovitz Jacobs Inc.
New York, USA

Dr. Moskovitz is the recipient of many major awards including the 2010 Sigma Xi Chubb Award for innovation across the fields of science for creating science of MIND GENOMICS. His latest book, co-authored with Alex Golman, Selling Blue Elephants has received many accolades including:

Professor Stephen Kosslyn, Chair of Psychology Department, Harvard University: This book vividly illustrates the value of a truly scientific approach to understanding what consumers really want. It is deeply rooted in psychology as in the science of marketing. They really deliver the goods.

Wednesday, October 13, 2010
Richardson Centre for Functional Foods & Nutraceuticals
Smart Park
University of Manitoba

Reception at 7:15 p.m.
Lecture at 8:00 p.m.

Everyone Welcome

The Marion Vaisey-Genser Memorial Lecture
Faculty of Human Ecology

Sequencing the genome of the CUSTOMER mind: Application to Food & Drink
Howard R. Moskovitz Ph.D
President
Moskovitz Jacobs Inc.
New York, USA

Dr. Moskovitz is the recipient of many major awards including the 2010 Sigma XI Chubb Award for innovation across the fields of science for creating science of MIND GENOMICS. His latest book, co-authored with Alex Golman, Selling Blue Elephants has received many accolades including:

Professor Stephen Kosslyn, Chair of Psychology Department, Harvard University: This book vividly illustrates the value of a truly scientific approach to understanding what consumers really want. It is deeply rooted in psychology as in the science of marketing. They really deliver the goods.

Wednesday, October 13, 2010
Richardson Centre for Functional Foods & Nutraceuticals
Smart Park
University of Manitoba

Reception at 7:15 p.m.
Lecture at 8:00 p.m.

Everyone Welcome

The Marion Vaisey-Genser Memorial Lecture
Faculty of Human Ecology

Sequencing the genome of the CUSTOMER mind: Application to Food & Drink
Howard R. Moskovitz Ph.D
President
Moskovitz Jacobs Inc.
New York, USA

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Broadway Dental

www.broadwaydental.ca

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• Check out our website, contact Dr. Greg Bradley.
• Home of the Medicine Cat Tigers, the team has won two Memorial Cups, five WHL Championships and seven Division Titles.
Coffee or tea? I’m a coffee fiend. I take it black, made with freshly ground beans. I have the same philosophy as Tim Horton’s: after 20 minutes, it’s not fresh. I also like herbal tea at night.

Walking into Judy Wilson’s office is like walking into a photo album that is also a carnival. You sense the high energy right off, and in addition to the tiny sign that declares, “Life is short, break the rules,” dozens of photos decorate the area around her desk, only in part because she has a background as a professional photographer. In her work in marketing and communications, Wilson does everything from creating brochures to contributing articles to business publications such as Marketplace Magazine and organizing high-school recruitment events with student volunteers, to maintaining the Asper website and other marketing activities. She says her days sometimes feel full of 20-second soundbytes. But “marketing is in [her] blood,” she says; she comes from a family of fourth-generation business owners of Wilson Furniture. What she loves most about her work at the U of M, though, is the “energy, passion, drive and professionalism” of the students she works with, which she calls “the greatest ambassadors for the program and for the university.”

- Mariianne Mays Wiebe

Judy Wilson, director of marketing and communications, Asper School of Business.

Name one thing that not too many people may know about you. I play hockey and have done so for about 35 years, regardless of where I have been living in Canada. Also, I am an Aggie from this university, which really helped develop the deep respect that I have for farmers and for the land.

What is your idea of fun? Kayaking, biking, photographing nectar-feeding bats at night and a day trip to the lake, particularly at the lake. And laser tag! The first time I did it, at a birthday party, I wasn’t keen on it, but after one game I was hooked.

Hidden talent: Connecting people together. Because my brain is totally wired for marketing I am constantly assessing things and trying to figure out how to make 1+1 equal to 3.

Do you have a childhood memory that’s stayed with you? My summers as a kid at Mattlock, on Lake Winnipeg, where I now own a cottage.

I am constantly assessing things and trying to figure out how to make 1+1 equal to 3.

We have one of those piers, a rickety structure that extends about 100 feet across the water, my favourite place. Many of my memories are from there; we learned to fish, swim, canoe, cannonball and waterski from our pier and my memories of my grandparents are tied to sitting out there on those hot July days when all you could do to stay cool was submerge yourself in the water up to your neck!

Recently memorable book you have read: Our book club at the lake read The Book of Negroes and one of the gal talked about her recent trip to Ghana to visit a friend who was working there. They toured areas that were in the book, so it was amazing to see pictures and hear their personal stories.

A film you love: Shrek. I love the humour, especially when Donkey is jumping up and down on the chair saying to Shrek, “And tomorrow I’m making waffles!” I have no clue why, but I found that line hilarious.

Favourite place visited: Turks and Caicos, on a family vacation; my parents took 38 (not a typo!) of us after we closed our family business. We did a day long snorkelling tour and ended up on an uninhabited island as sun was starting to set, and I saw my son about 200 yards out, skipping though shallow water looking for sand dollars. That, to me, was the memory of that trip.

Your motto: Be the change.

A word you really like: “Community.” It means so much to me, from raising my children in the same place I was raised with supportive family, friends and neighbours, to what we can do as a collective. It means energy and strength and feels like what we need more of to heal the planet.

Anything else you’d like people to know about Judy Wilson? If I could do one thing I would like people to slow down and see the world differently. Take time to see the beauty. Look at the leaves on campus this fall, the changing light from season to season, and during the day. This may explain why I love photography — it gives me the opportunity to help people see nature in a different light.

Sacred space matters: book launched

BY SEAN MOORE

The Bulletin

Aboriginal Issues Press, a publisher of refereed books dealing with Aboriginal topics, launched its latest book on September 21, Contemplating Sacred Spaces: From the Tangible to the Conceptual.

The collection of articles written by University of Manitoba students delves into topics ranging from a church in the Czech Republic made out of human bones to traditional ceremonies held in Birds Hill Provincial Park. Each article deals with issues of sacred space: why are spaces sacred and why does the environment matter to people?

The book is available in the U of M bookstore for $15.

Above: Aboriginal Issues Press logo.

Student groups storm UCentre

Student group and other displays in University Centre.

Last weekend University Centre was filled with students and student groups looking to interest passers-by in joining. Included in the hubbub was this brave anachronism Inc., a “living history” organization that’s not an official student group.

Photo by Mariianne Mays Wiebe

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> For information on student groups, go to http://umuo.ca/student-groups-úmeros-menu-8

The Native Studies Colloquium, exploring the Futures of Aboriginal peoples, past and present

All colloquia take place in Aboriginal House boardroom unless otherwise noted.

Friday, Oct. 15, 12:30 a.m. to 2:30 p.m.
“Governing Through Repair: Historical Injuries and Indigenous Peoples in Canada” by Andrew Wilmot, associate professor, sociology.

Wednesday, Oct. 20, 3:30 p.m. to 4:30 p.m.
Tomson Highway on Native Literature. 307 Tier Bldg.

The Tomson Highway Cabaret

Hosted by extraordinary Patrick Cano

Featuring 12 new songs from the writer’s newest show
With music and lyrics by Mr. Highway and Highway on grand piano

SATURDAY, OCTOBER 23, 2010
Matinee performance: 2:00 p.m. / Evening performance: 8:00 p.m
University of Manitoba Fort Garry Campus
Eva Clare Hall - 65 Dafoe Road
Tickets $20; reserve at 480-4618. Further info contact: ccwoc@ cc.umanitoba.ca

THE TOMSON HIGHWAY CABARET

Photo by Mariianne Mays Wiebe

Student group and other displays in University Centre.

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End of Life Care: Where are the ethical lines?

PROFESSOR WAYNE SUMNER
University Professor of Philosophy, University of Toronto

- Assisted Deaths: A study in ethics and law (publication forthcoming)
- The Hateful and the Obscene: Studies in the Limits of Free Expression (University of Toronto Press)
- Welfare, Happiness and Ethics (Oxford University Press)
- The Moral Foundation of Rights (Oxford University Press)
- Abortion and Moral Theory (Oxford University Press)

Friday, 22nd October
12:30 – 1:30
University College, Concourse Lounge.
Everyone welcome

Department of Psychology Colloquium

JOHN P. ZUBEK MEMORIAL LECTURE

An Attributional Analysis of Reactions to Poverty: The Political Ideology of the Giver and the Perceived Morality of the Receiver

BERNARD WEINER
University of California, Los Angeles

This talk examines the perceived causes of and reactions to poverty, as well as their taxonomic properties. Political ideology and causal beliefs are examined in detail and appear to be guided by automatic processes that extend to attitudes and to reactions to achievement failure, abortion and rape. Policy implications of this view are also considered.

Friday, October 22
3:00 – 4:30 pm
200 A & B Robson Hall
Wine and cheese to follow
P408 Duff Roblin
Everyone welcome

Merit Award Recipients for 2009
THE UNIVERSITY OF MANITOBA

The Collective Agreement between the University of Manitoba and the University of Manitoba Faculty Association includes provision for merit awards, granted to Members to recognize outstanding achievement in a given calendar year. The amount of each award is $3,000. The two joint University/UMFA committees responsible for administering the merit awards made their decisions in May. Below is a list of recipients:

SOCIAL SCIENCES, HUMANITIES AND FINE ARTS

Teaching:
- Dr. Sergio Carvalho, Department of Marketing, L. H. Asper School of Business
- Dr. Parshotam Dua, Department of Business Administration, L. H. Asper School of Business
- Dr. William Kerr, Department of English, Film and Theatre, Faculty of Arts
- Dr. David Watt, Department of English, Film and Theatre, Faculty of Arts

Service:
- Dr. Ed Bruning, Department of Marketing, L. H. Asper School of Business
- Dr. Rick Linden, Department of Sociology, Faculty of Arts
- Dr. Krista Uggerey, Department of Business Administration, L. H. Asper School of Business

Research, scholarly work and other creative activities:
- Prof. Allen Harrington, Marcel A. Desaulniers Faculty of Music
- Dr. Janis Mignone, Department of Family Social Sciences, Faculty of Human Ecology
- Dr. Serina Sinclair, Department of English, Film and Theatre, Faculty of Arts
- Dr. Jaquie Voraault, Department of Psychology, Faculty of Arts

Any combination of teaching, service, research, scholarly work and other creative activities:
- Dr. Tina Chen, Department of History, Faculty of Arts
- Dr. Judy Chipperfield, Department of Psychology, Faculty of Arts
- Dr. Rosina Adaku, Department of Human Nutritional Sciences, Faculty of Human Ecology
- Dr. Jennifer MacIvor, Faculty of Kinesiology and Recreation Management

LIFE SCIENCES, NATURAL SCIENCES AND ENGINEERING

Teaching:
- Dr. Philip Hulit, Department of Chemistry, Faculty of Science
- Dr. Gary Martinez, Department of Plant Science, Faculty of Agricultural and Food Sciences
- Dr. Scott Omiston, Department of Mechanical and Manufacturing Engineering, Faculty of Engineering
- Dr. George Zhanel, Department of Medical Microbiology, Faculty of Medicine

Service:
- Dr. Judith Anderson, Department of Biological Sciences, Faculty of Science
- Dr. James Blain, Department of Civil Engineering, Faculty of Engineering
- Dr. Shirley Thomson, Natural Resources Institute, Clayton H. Riddell Faculty of Environment, Earth, & Resources

Research, scholarly work and other creative activities:
- Dr. Andre Halyo, Department of Physiology, Faculty of Medicine
- Dr. Frank Hawthorne, Department of Geological Sciences, Clayton H. Riddell Faculty of Environment, Earth, & Resources
- Dr. Eleon Hossain, Department of Electrical and Computer Engineering, Faculty of Engineering
- Dr. C. Martin Nyachoti, Department of Animal Science, Faculty of Agricultural and Food Sciences

Any combination of teaching, service, research, scholarly work and other creative activities:
- Dr. Susan Arnfield, Department of Food Science, Faculty of Agricultural and Food Sciences
- Dr. Dilantha Fernando, Department of Plant Science, Faculty of Agricultural and Food Sciences
- Dr. Michael Freund, Department of Chemistry, Faculty of Science
- Dr. Myoungh Soh, Department of Human Nutritional Sciences, Faculty of Human Ecology

LIFE SCIENCES, NATURAL SCIENCES AND ENGINEERING
FORT GARRY + BANNATYNE CAMPUSES

UPCOMING FORUMS, CONFERENCES, SYMPOSIAS

FREUD AFTER DERRIDA
October 6 to 9
With keynote speakers David Farrell Krell, Alberto Pérez-Gómez, Samuel Weber, David Iwills, Sarah Wood
The conference engages Freud’s work as a continuing thread in sophisticated research and discussion across disciplines and particularly, as it opens through and after Derrida.” Website for information and registration:

http://www.umanitoba.ca/publications/mosaic/events/freud/

U OF M LIBRARIES OPEN ACCESS FORUM
Monday, Oct. 18 | 9 a.m. – 12 p.m.
In the Cross Common Room, St. John’s College.
Chair for Globalization and Cultural Studies, Louise Ingrey, director of libraries, Dylan Brydon, Canada Research Chair for Globalization and Cultural Studies, Diguio yap, VP research, Kevin Seifert, Education and Michael Geist. Ends 12 p.m. Discussion with Karen Adams, director of College. Michael Geist, Canada Research Chair for Globalization and Cultural Studies and Alberto Pérez-Gómez, Samuel Weber, David Iwills, Sarah Wood.

FACULTY OF ARTS
Department of Native Studies
Position: Full-time tenue-track appointment at the Assistant Professor level
Deadline: July 1, 2011
Deadline: November 15, 2010
Position Number: 11655
For Information:
Dr. Renate Eigenbrod, Chair, Native Studies Search Advisory Committee, Faculty of Arts, University of Manitoba, 204 Isibister Building, Winnipeg, MB R3T 2N2, tel. (204) 747-0762, fax (204) 747-0757, e-mail eigenbrod@cc.umanitoba.ca

THE UNIVERSITY OF MANITOBA LIBRARIES
Liaison Librarian
Position: Liaison Librarian at a General/Assistant Librarian rank
Start date: January 01, 2011
Deadline: October 6, 2010
Position Number: AZA744
For Information:
Ms. Karen Adams, Director of Library Services, The University of Manitoba Libraries, Winnipeg, MB, R3T 2N2, e-mail Karen_Adams@umanitoba.ca

FACULTY OF DENTISTRY
Department of Preventive Dental Sciences
Position: Tenure-track position at the rank of Assistant Professor in the general area of Antennas
Start date: January 1, 2011
Deadline: November 30th, 2010
Position Number: 11668
For Information: searchem@ee.umanitoba.ca (preferred method) or send by mail to the Department Head, Dept. of Electrical and Computer Eng., E2-390 EITC, 75 Chancellor Circle, Winnipeg, MB, R3T 5V6, Canada

ST. PAUL’S COLLEGE EVENTS

UPCOMING MUSIC EVENTS
All music events take place in Eva Clare Hall unless otherwise indicated

Academic Job Opportunities

A full listing of employment opportunities at the University of Manitoba can be found at umanitoba.ca. U of M encourages applications from qualified women and men, including members of visible minorities, Aboriginal peoples, and persons with disabilities. All qualified candidates are encouraged to apply; however Canadian and permanent residents will be given priority. Please include the position number when applying for openings at the university.

For more information visit: www.umanitoba.ca/stpauls
Bringing Research to LIFE

Upcoming events

Health Canada Clinical Trial Inspections
- The Local Experience -

This educational event will profile local research team experience with the Health Canada Clinical Trial Inspection process.

Wednesday, Oct. 27, 2010
1 p.m.

Frederic Gaspard Theatre (formerly Theatre A)
Bannatyne Campus

There will be audio-visual connections with St. Boniface Hospital (NG002) and the Fort Garry Campus (Richardson Centre for Functional Foods and Nutraceuticals).

FREE ADMISSION
EVERYONE WELCOME

Register at
www.lsam.ca/calendar_details.cfm?id=381
Registration closes
Oct. 22, 2010

Bringing Research to Life Speaker Series

Healthy Aging: Making the World More Age-Friendly

Dr. Verena Menec
(Director, Centre on Aging and Canada Research Chair in Healthy Aging)

Wednesday, Nov. 3, 2010
7 p.m.

Robert B. Schultz
Lecture Theatre

St. John’s College
Fort Garry Campus

FREE ADMISSION
EVERYONE WELCOME

BY KATIE CHALMERS-BROOKS

Which gene mutations are linked to cancer? And does having a serious physical condition put you at a greater risk of dying by suicide?

Two University of Manitoba researchers determined to answer these questions now have the financial means to push forth with their investigations: they are among the 2010 award recipients of the Dr. Paul H.T. Thorlakson Foundation Fund.

Prof. James Bolton (psychology) and Prof. Kirk McManus (biochemistry and medical genetics) wrote the two top-ranked proposals for their individual projects. Ten faculty members will share seven awards totaling more than $192,000. Eight students from the B.Sc. medicine program—exploring topics as varied as H1N1 and the driving skills of seniors—will share an additional $40,000.

McManus’s research seeks to identify the genetic origins of cancer in order to develop more advanced therapies. Many genes that are mutated in tumors bring about increases in chromosome numbers, which distinguishes normal cells from cancer cells. If scientists can identify the specific genes involved in specific types of cancers, they can better target and attack those enemy cells, explains McManus. “The long-term goal is to look for conditions which will allow the specific targeting of cells containing an abnormal genotype or cancer mutation,” he says.

McManus will spend the next year further investigating a particular gene involved with colorectal cancer. He will "knock out" the gene RNF20 from mice and see how that affects tumor growth.

“IT’s the foundation for which a number of future goals can be realized, depending on what occurs in the mouse,” McManus says.

Bolton will look at health information of the entire population of Manitoba from 1995 to 2007 to find out whether having a physical illness puts someone at greater risk of killing themselves, regardless of whether they have an underlying mental disorder.

“It’s never been done before in this degree of completeness,” Bolton says.

He’ll examine anonymous medical information housed at the Manitoba Centre for Health Policy data repository. This database records all diagnoses—of both physical and mental conditions—made at every doctor’s appointment or hospital visit, and links to vital statistics like suicide. “Manitoba has this state-of-the-art database that really is one of the most advanced databases in the world,” Bolton says.

He will look at physical disorders like cardiovascular disease, hypertension, chronic obstructive pulmonary disease, inflammatory bowel disease, diabetes, cancer, multiple sclerosis, and asthma. He anticipates mental disorders accounting for some increased risk of suicide but not all, and that any link to suicide will differ depending on the physical condition.

“These findings stand to have a major impact on clinical medicine,” says Bolton, noting doctors could better gauge suicide risk in their patients. “Ideally, findings from my study will help prevent suicides in the future.”

The $3.3 million Dr. Paul H.T. Thorlakson Foundation Fund was established in 1994. The fund supports new researchers as well as established scientists who are embarking on research projects in new territory. Beginning next year, the fund will provide a $5,000 travel award for students or speakers to attend the Canadian National Medical Student Research Symposium, hosted by the Faculty of Medicine.

Research Now a Reality
Projects set to launch for Thorlakson Fund recipients

BY KATIE CHALMERS-BROOKS

Ten faculty members will receive funding awards:

James Bolton and Gregory Finlayson
Silvia Cardona
Donna Martin and Roberta Woodgate
Kirk McManus
Zahra Moussavi and Karen Ethans
Malcolm Xing
Steven Whyard

Eight students will receive funding awards:

Alicia Barnard    James Bras
Lisa Freeman    Brett Houston
Kailun Jiang    Lynda Kong
Mark Lipson    Elaine Liu

By James Finlayson

Published by Research Communications and Marketing
Office of the Vice-President (Research)
Comments, submissions and event listings
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Phone: (204) 474-7300    Fax: (204) 261-0325

umanitoba.ca/research
Lessons in looking

Walking on campus one fall morning, you may happen to see a group of students sitting in a large semi-circle around a bushy tree, staring intently into its branches. In their hands are sketchbooks and pencils, and they are accompanied by their instructor. And you may wonder what they are doing, and how it relates to the course they are taking.

Calvin Yarush is an instructor who teaches a Visual Literacy course in environmental design in the Faculty of Architecture and takes his students outside in fall to draw. He notes that the intention of the course is to introduce students to “various modes of description of form and space, be it in analogue or digital means or combination.”

The program includes components of freehand and technical drawing by hand, as well as digital media. The course both “introduces students to freehand drawing as a thinking or analytical tool, and provides them with the opportunity to actually study form in drawing,” he says.

Because the course is offered through the environmental design program, it draws on subjects within both built and natural environments. Moving students away from the classroom to engage with the environment in some way, as in this exercise, becomes enriching beyond the technical lessons being covered, he adds.

He says, “the study of organic material provides opportunities to explore the quality and variety of line, shape, and contour with an amount of freedom that is difficult to achieve in a conventional studio setting.”

Forest for the commemorative trees

Grace Nickel, assistant professor in ceramics at the U of M School of Art, has been awarded the commission for “Donors’ Forest,” her artwork submission to the national competition for the Cancer Donors’ Memorial Centre’s Sacred “Donors’ Forest,” mimicking the Y-shaped forked, porcelain tree sits at the centre of my tradition of the commemorative tree. A tall, diversity of cultural communities.

War Dead, and has sections devoted to a great Memorial Cemetery, the Canadian Veterans and

In 2008. Beechwood Cemetery is home to the Memorial Centre, which opened at the cemetery Ottawa. She created the commemorative piece for Beechwood National Cemetery of Canada in submission to the national competition for the commission for “Donors’ Forest,” her artwork

The U of M School of Art, has been awarded the

Grace Nickel, assistant professor in ceramics at the U of M School of Art, has been awarded the commission for “Donors’ Forest,” her artwork submission to the national competition for the Cancer Donors’ Memorial Centre’s Sacred Space. The inscriptions on the trees’ surface commemorate the soldiers, poets, politicians and the cultural diversity of the Canadians buried at the Beechwood Cemetery. Images of monuments in the cemetery have been transferred onto the tree. I included a poem by Archibald Lampman, a quote from the epitaph of Tommy Douglas: “Courage my friends, ’tis not too late to make a better world,” excerpts from John McCrae’s In Flanders Fields, in English and French, and an image of the entrance marker to the Chinese section of the cemetery. I also embedded leaves and other plant matter collected on the cemetery grounds into the porcelain surface. The organic matter burns off in the kiln-firing, but its impressions remain.

“Donors’ Forest” pays homage to the giving spirit of the donors, while at the same time remembering the brave spirits of those who have gone before us.

Be the story

STORYTELLING CIRCLE WITH IGNATIUS MABASA

Wednesdays until Nov. 18

2:30 - 3:30 p.m.

Ignatius Mabasa, fall Writer/Storyteller-in-Residence, leads a storytelling circle. Don’t miss your chance to learn from a master storyteller. Sign up at ccwoc@cc.umanitoba.ca or phone 480-1065. In Haney Reading Room, 627 Fletcher Argue.

Brand Storm at U of M

Dialogue between branding researchers, consultants

On Friday, October 1, Brand Storm took place in the Drake Centre at the Asper School of Business. The Asper School hosted the research event to bring branding researchers and branding consultants together in one room for a day to share their research, their consulting experience and their insights in the burgeoning field of branding and brand management.

This first-of-its-kind full-day event included presentations and opportunities for networking and comparing notes and ideas. Brand Storm featured academic and business presentations covering topics from brand soul to brand expression, from brand strategy to brand implementation and from the global branding to small business branding.

The distinguished speaker for the event was Amitava Chattopadhyay, The L’Oréal Chaired Professor in marketing, innovation and creativity, Institut Européen d’Administration des Affaires (European Institute for Business Administration, now known simply as INSEAD).

In addition, there were presentations by three branding researchers from the University of Manitoba and three branding consultants from Blacksheep Strategy Inc., Cocoon Branding and 6P marketing.

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