BY SEAN MOORE
The Bulletin
The federal government has renewed major funding for two University of Manitoba professors, both of them pioneers in their field. Physics and astronomy professor Tapash Chakraborty, whose research involves the miniaturization of electronics, and pathology professor Marc Del Bigio, who investigates brain disorders, have been renewed as Tier 1 Canada Research Chairs (CRCs).

The designation, which is accompanied by $1.4 million over seven years, is awarded to research leaders in natural sciences and engineering, health sciences, or social sciences and humanities. Tony Clement, Minister of Industry, recently announced in Toronto $275.6 million for 310 new or renewed CRCs at universities across the country. The program aims to recruit or retain in Canada the world’s most accomplished and promising researchers.

“I applaud the ongoing achievements of Dr. Chakraborty and Dr. Del Bigio,” said Digvir Jayas, vice-president (research) at the U of M. “These are exceptional members of our faculty who have contributed a great deal to advancements in their field and we are proud of their accomplishments.”

Tapash Chakraborty, CRC in Nanoscale Physics, is a leader in nanoscience, a rapidly growing field given the relentless drive for the miniaturization of electronics. He explores the physical properties of systems on a scale of a few nanometres (one nanometre equals one billionth of a metre). He is a top researcher in the rapidly developing field of graphene, a single layer of carbon atoms that is poised to replace today’s silicon microelectronics. His focus is broad and includes novel electronic and magnetic properties of DNA molecules, quantum dots, and spin transport in semiconductors — an important step in developing spintronic devices. Spintronics is an emerging field of technology in which the spin of electrons is exploited.

Marc Del Bigio, CRC in Developmental Neuropathology, has for years been recognized as one of the world’s leading authorities on hydrocephalus, which is a common neurological disorder characterized by the expansion of fluid-filled cavities in the centre of the brain. He has been involved in testing drugs to treat this disorder, and hopes these drugs will soon be brought to the level of clinical testing. He is also a recognized expert on hemorrhagic stroke, which involves bleeding into the brain. Both hydrocephalus and hemorrhagic stroke are complications of premature birth. His research is directed at understanding how and why injury and disease have different effects on the immature brain in comparison to the adult brain. His work will ultimately lead to new therapies for brain disorders including stroke, head injury, and hydrocephalus in both children and adults.
In the News

Prof sounds alarm over Manitoba’s payroll jobs

November 26, 2010

Winnipeg Free Press

Economists said there could be as many as 500 jobs in jeopardy in the province. The Bulletin has been hearing on a consumer protection law that could fundamentally change how dangerous products are recalled from the marketplace. If passed, the new act would require manufacturers and distributors to prove products are safe. It would also allow the government to order the recall of dangerous products. The current consumer safety net is the 40-year-old Hazardous Products Act, which gives the government only limited consumer protection powers. Under the current legislation, the government must convince the manufacturer to voluntarily recall unsafe products. “We need to approach product safety a little more proactively and more broadly,” said Bapuji in an interview with CBC News. “We are not going to get this benefit of legislation unless we reform Health Canada and give more resources to them.”

Breathing easier as asthma rates drop

November 18, 2010

Canadian Press, Guelph Mercury, Waterloo Regional Record

Pediatric allergist Allan Becker provided context to a recent Statistics Canada report. Asthma cases have dropped among two- to seven-year-olds to their lowest level in more than a decade. “There are two things that I think are probably going on. One is that we may actually be seeing a real plateau in asthma prevalence, and that’s entirely possible,” he said. “And secondly that there is that diagnostic perception that we see all the time that asthma is a phenomenon.” The percentage of kids with asthma fell from 11 per cent to 10 per cent from 1994 to 2001, but by last year, had fallen to 10 per cent. Becker noted that greater efforts are being made to avoid triggers and use medications appropriately. But he said there’s still severe morbidity among children who are “cheating” their emergency rooms, and it’s unacceptable that there are about 300 deaths a year in Canada from asthma.

Global Thinker

December, 2010

Foreign Policy

Distinguished Professor Vaclav Smil, environment and geography, is number 49 on the list of The Foreign Policy magazine’s top 100 global thinkers. He was awarded the spot “for keeping the West honest about its plight.” The brilliant Czech-born Vaclav Smil has led a 30-year career of interdisciplinary contrarianism, writing hundreds of scientific articles and dozens of books attacking sacred cows of Western economic and geopolitical thought. This year alone, he published four books and took on carbon sequestration and peak oil, Thomas Friedman’s “phenomenal books.”

Stapleton receives honorary doctorate

John J. Stapleton, principal of Saint Mark’s College and president of Corpus Christi College in Vancouver, has received the honorary Doctor of Sacred Letters degree from the University of St. Paul’s, the Catholic college at the University of Toronto. The degree was conferred on Saturday, November 20, at Regis College’s Thirty-Fourth Convocation.

The Bulletin does not imply responsibility for the opinions of its contributors. The Bulletin welcomes submissions from members of the University community. Submissions can include letters to the editor, columns, news briefs and story and photo suggestions.

The Bulletin does not hold exclusive rights to the process by which cocoons are made, being constructed at first through a wrapping of a flexible fiber that, as some insects, becomes hard and translucent, similar to what will be built with this project.

Warming Huts: An Art + Architecture Exposition on Ice was launched last year to allow users of the Assiniboine Credit Union Trail to engage with different pieces of art and architecture. In 2009/10, four temporary or semi-permanent huts were placed on the Assiniboine River between The Forks and the Osborne Street bridge. An estimated 450,000 skaters used the trail during the six weeks the skating trail was open in 2010.

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.
Initiative moves into third and final phase

At its November 16 meeting, the Board of Governors approved a recommendation to engage Pricewaterhouse Cooper's consulting arm, in conjunction with another six firms, to assist in the Implementation Phase of the Resource Optimization and Service Enhancement (ROSE) Initiative, the third and final stage of the process. PwC will provide project management support for the early stages of Phase 3, after which the university will transition to in-house project management.

In October 2009, ROSE was the university-wide review of both administrative and academic support services designed to reduce costs and enhance service to the University of Manitoba. It has thus far saved the university close to $2 million. Once the implementation is completed, ROSE is expected to generate between $8 and $15 per annum in savings and $10 to 12 million in increased revenue. Especially if not more, important are the significant service enhancements associated with these changes which undoubtedly will translate into increased enrolment, and more satisfied users and employees. This inclusive and accessible participatory review was premised on fairness and equality, and designed to realize cost savings and efficiencies, enhance quality of service, to advance shared responsibility and to promote more accountability and transparency.

Phase 1 of ROSE was the assessment and identification of opportunities for potential savings and service enhancements, based on information received through over 150 interviews, town hall meetings and the many excellent suggestions posted on the university website.

After extensive review, a number of these initiatives were selected for inclusion in Phase 2, the Design and Validation Phase, which took place over a five-month period from March until July, 2010, and was comprised of “as is” and “to be” components. Various administrative units and members of staff participated in collaborative workshops facilitated by Pricewaterhouse Coopers. The aim of the workshops was to review and analyze current structures, services and resources for potential ways in which they could be more efficient. As a follow up to the “as is” exercises, “to be” designs consisting of implementation plans and benefits cases were presented to the steering committees.

Initiatives implemented or currently underway include:

- Bannatyne deskside service pilots (started July 21, 2010 and running until December 31, 2010), an initiative to provide centralized IT support to administrative users in the faculties of Science, Arts and Education; and
- cutting paper costs through e-paystub program, e-phone book and e-monthly reports; and
- renegotiation of supply-chain contracts for office supplies ($250,000 savings per year) and scientific equipment; and
- contracting out of catering and conference services – an estimated cost of at least $200,000 annually; and
- tighter control and visibility of overtime issues through monitoring, reducing overtime costs by more than 8%.

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Additional planned ROSE initiatives to be included in the implementation stage are:
- in finance, ongoing budget maintenance including changes to the budgeting process to drive further reductions;
- in supply-chain management, the implementation of on-line travel booked to enforce consistency and lowest available fares and rates, and contracting Xerox to undertake an assessment of printing requirements in order to develop a print management strategy (a potential savings of $1.8 million);
- in student support services, implementation of Customer Relationship Management (CRM) software for student recruitment and service to students, and implementation of centralized classroom timetabling for more efficient use of classroom resources;
- in human resources, implementation of an online employee self-service module and an online employee applicant process; and
- in research services, implementation of Info Ed portal to enable enhanced processes for contract administration.

Further details on these and other initiatives will be made available on the ROSE website, in The Bulletin and on the website homepage.

OUTSTANDING WORKPLACE INITIATIVE
What takes a workplace from good to great to outstanding?

BY ROSALYN HOWARD AND STAN ALAMADAS
For The Bulletin

When someone asks you about your employment, and you say you work at the University of Manitoba, how do you describe it as a place to work? What do you value in a workplace? What creates not only a good workplace, but an excellent one? What do you believe sets a workplace apart as outstanding?

Prevailing as an outstanding employer is one of the four priorities outlined in the University of Manitoba’s Strategic Plan, and the Outstanding Workplace Initiative has been developed to build on the many strengths of the university as a great place to work. In this article, we want to highlight some of the benefits enjoyed by employees of the University of Manitoba.

The learning rich environment offers and supports opportunities for life-long learning and growth, both shared and individual. These include:
- tuition reimbursement and support for job-related conference fees;
- many no-cost professional development programs;
- the U of M Employees Scholarship, which can qualify spouses or dependent children of employees for a reimbursement of a significant portion of U of M tuition fees.
- the many campus events (including semi-annual retiree receptions) and the ability to stay in touch, with up-to-date information on the U of M and its activities.

Pension and benefits friendly. The U of M:
- provides reimbursement percentages for covered dental services, including 80 per cent of basic coverage;
- offers a $500 health care spending account;
- offers life insurance equal to annual salary, and accidental death and dismemberment coverage;
- pays 50 per cent of supplementary health benefits and long term disability equal to 60 per cent of monthly earnings;
- offers options for reduced appointments, for flexible work arrangements for a phased-in retirement, plus a hybrid pension plan in which employees receive the greater of the “defined benefit” or “defined contribution” calculation.

Extended vacation time. New support staff members start with three weeks of vacation time, with an increase to four weeks after five years, five weeks after 12 years and six weeks of vacation time. Manitoba and enjoy 27 days of vacation time, including the winter shut-down. And everyone appreciates the winter shut-down!

Family-friendly policies. Employees enjoy U of M top-up maternity and parent leave for 13 weeks at 100 per cent of salary and 18 weeks at 95 per cent. They are also able to take advantage of a daycare centre that is

Eureka project expansion completed

BY CHRIS RUTKOWSKI
The Bulletin

The Eureka project in the University of Manitoba’s Smartpark business incubator technology centre has completed a major expansion, increasing its capacity for businesses needing an extra boost.

The expansion, part of the federal government’s Knowledge Infrastructure Program (KIP) contribution, a pool of more than $32 million for seven redevelopment projects at the U of M. The Eureka project, named after the province of Manitoba, I would like to congratulate the Eureka Project on this expansion, "said Innovation, Energy and Mines Minister Dave Chomiak. "The province's continuing support for business incubation programs includes a commitment of $250,000 this year in support of the project's contribution to technology commercialization in Manitoba."

The expansion has increased the Eureka project’s capacity and allows it to reduce dependency on government funding. Its physical space has increased to 10,000 square feet, and the capacity to house companies at the centre has doubled.

The Eureka project was launched as an operating division of Smartpark in January 2007 with the mandate to accelerate successful product commercialization. The incubator provided strategic planning and access to management resources for creators of intellectual property who had little to no management experience. In its first year of operation the project filled its available space and maintained a waiting list. Five companies have since graduated and more than 125 full-time highly-qualified positions were created by incubator client companies and Eureka project graduates.

The expanded space can accommodate 15 to 20 client companies and is expected to be full by 2011.
The uses and abuses of history

BY MARGARET GROOME
For The Bulletin

The major snowfall of the season didn’t prevent more than 250 people from coming to hear Margaret MacMillan deliver the W. L. Morton Distinguished Lecture on Monday evening, November 22, in the Great Hall of University College.

MacMillan: ‘Persons at every level of society, from world leaders to the general public, can — indeed, must — learn from history.’

MacMillan spoke on her chosen topic, “Handle With Care: History’s Uses and Abuses.” It quickly became clear that MacMillan is a passionate advocate for the idea that persons at every level of society, from world leaders to the general public, can — indeed, must — learn from history.

The Oxford history professor and scholar offered a wide-ranging set of examples in support of her argument. In the most telling of these she recounted the history of British involvement in the Middle East at the turn of the twentieth century and how Prime Minister Tony Blair needed to heed the lessons of this history before he decided that Britain would join the U.S. in invading Iraq in 2003. MacMillan also provided some cautionary tales of how various figures and governments have altered historical accounts to serve their own purposes and construct national myths. Following her lecture MacMillan

Right to dignity: Conference

BY SEAN MOORE
The Bulletin

Two University of Manitoba professors, Karen Busby and Arthur Schafer, spoke to scholars from around the world about human rights at the seventh annual Pierre Elliot Trudeau Foundation conference held in Winnipeg from November 18 to 21.

Busby, a law professor, is the director of the U of M’s Centre for Human Rights Research and Schafer, a philosophy professor, is the director of the university’s Centre for Professional and Applied Ethics.

The conference covered a variety of topics, such as the Charter, the feminist

Home to strangers: Conference

The Faculty of Social Work at the University of Manitoba recently presented “Strangers in New Homes” 2010 Conference: Creating ‘home’ away from ‘home.’

Canada is one of the top ten receiving countries of foreign populations, with over one million people immigrating to Canada between 2001 and 2006 and over 11,000 relocating to Manitoba annually.

The conference brought together researchers, academics, graduate students, NGOs and government representatives from across North America and the world to help gain relevant insights and knowledge into current immigrant issues around the world.

This year’s theme, ‘Creating home away from home: Channeling the
New First Nations Post-secondary Institution to launch next fall:
The First Nations Education Council has announced the creation of a
collegiate studies centre, an important component in the
foundating of the First Nations Post-secondary Institution. Scheduled
to launch in Odanak, Quebec in September 2011, the First Nations
Post-secondary Institution will be accompanied by preparatory sessions
for collegiate students to facilitate transition from high school to post-
through partnerships with Dawson College and Cégep de l’Abitibi-
Témiscamingue, the school will provide a unique bilingual program,
namely the First Nations Social Sciences program, accredited by the
Quebec government and leading to a Diploma of Collegial Studies.
-First Nations Education Council
News Release

Research more valued than teaching among university professors, report finds: A study commissioned by the Higher Education Quality Council of Ontario found that more than 70 per cent of university professors surveyed believe research has a bigger payoff than teaching in enhancing reputation, respect of peers, and access to funds. While nearly 60 per cent of respondents say teaching is important or very important to their professional practice, fewer (51 per cent) believe that teaching is important or very important to their institution in judging their accomplishments.
-UofGuleph News Release

Pearson to sell courses aimed at preparing profs to teach online: Pearson Learning Solutions has announced a plan to sell courses designed to prepare professors to teach online, starting January 2011. The move is part of the company’s strategy to expand beyond publishing into other segments of the e-learning industry.
-Inside Higher Ed

NSERC summit focuses on increasing women’s participation in
science, engineering: NSERC recently hosted a summit that
brought leaders from academia and the private sector together
with policy makers and students to identify best practices and develop
innovative solutions for attracting and retaining women in careers in
science and engineering. A report presented at the summit
summarizes reasons for the under-
representation of women in science and engineering. Possible measures
to increase the presence of the number of women enrolled in science and engineering include mentoring programs, diversity strategies, role models, exposure to professional engineering experiences, and providing a better understanding of what engineers do.
-NSERC Events

From Academica’s Top Ten newsletter, Academica Group

U of M still leads Western Canada with most Rhodes scholars:

By Chris Rutkowski

The Bulletin

Two University of Manitoba students are recipients of Rhodes Scholarships for 2011. Melissa Bailey and Jody Reimer continue the excellent record for University of Manitoba students winning Rhodes Scholarships, bringing the total to 95 students, more than any other university in Western Canada.
The Rhodes Scholarships are the most prestigious awards of their kind in Canada. The University of Manitoba’s Bailey and Reimer are the only Rhodes Scholarship recipients from our province; a medical student from Calgary is the only other recipient from the Prairies.

“My congratulations to these outstanding students on their remarkable achievements,” says David Barnard, president of the University of Manitoba. “I am glad the learning environment here at the University of Manitoba has helped them to pursue their dreams and opened doors to future opportunities.”

Bailey, a grad of École secondaire Kelvin High School in Winnipeg, is in her last year of a Bachelor of Science Honours Degree in genetics and seems to have the “science gene.” In grade three, she won the divisional title for a science experiment on molecular structure. Last year, she was a summer intern at the Max-Planck Institute of Immunobiology in Freiburg, Germany, and earned an NSERC Undergraduate Summer Research Award for a study on overexpression of a molecule.

In contrast, Steinbach resident Reimer is completing her Bachelor of Arts at the University of Manitoba, including transfer credits from exchange courses she took in both France and Finland. She attended Steinbach Regional Secondary School. A math major with a minor in

religion, she has received scholarships for highest standing in Arts as well as numerous awards for her math studies. She notes her passions for travel, cycling and language studies enhanced her learning experience and gave her additional incentive to pursue higher education. She notes: “While cycling through Finland this past summer, my companions and I discussed theoretical physics.”

Last year, while on a five-month trip to India with the Ten Thousand Villages Program, Reimer taught mathematics to impoverished girls in an informal school in Kolkata. She appreciated her own, privileged educational opportunities and felt, “I owe it both to myself and to society not to waste that.” She intends to pursue interdisciplinary research projects, “applying mathematical models to aid in

solving problems in the biological and ecological sciences.”

Bailey notes that “science has inspired me beyond the lab.” She has participated in numerous volunteer opportunities as a peer tutor, co-operative education advocate. In addition, she is a member of the Momentum Aerial and Acrobatic Troupe, has attended a circus school and has hung suspended in the air doing breathtaking routines at events such as the Nyard for Life Pink and White Ball.

Bailey’s commitment to the community is evident from activities including organizing a dance program for inner city youth at Rosseau House, and hands-on science workshops in Manitoba schools. Oh, and she also finds time to teach wall climbing, play soccer and Ultimate Frisbee.

U of M students shine at Mayya Awards:

By Peter Pompart and Marianne May Webe

For The Bulletin

What do University of Manitoba students Lindsay Bristow (extended education program), Nadia Green (Nursing) and Diana Basy (School of Art) have in common with students from the Aboriginal Business Education Partners (ABEP) program at the Asper School of Business, Lenny McKay, Josee Lepine, Matthew Cook-Continos and Desiree Pachkowski?

All were recent award recipients at the 2010 Manitoba Aboriginal Youth Achievement Awards.

Held on November 19 at the Victoria Inn, the Mayya awards ceremony brings together Manitoba’s most promising Aboriginal youth leaders for an evening to celebrate their many accomplishments.

“in light of the fact that only sixteen nominees from across the province were selected to receive the awards, it is a major accomplishment for four ABEP students numbered amongst such prestigious leaders,” said Wanda Wattune, director of ABEP. “While we celebrate the accomplishments of our award recipients, we are mindful that their impressive accomplishments are but only a fraction of the many incredible activities in which all ABEP students are involved.”

The ABEP students received awards in the following categories: Academic (senior), Nelita Lepine (3rd year Management); Academic (senior), Matthew Cook-Continos; Business/Entrepreneurship, Lenny McKay; and Community/ Voluntarism (senior), Desiree Pachkowski.

Nadia Green of the Faculty of Nursing received her award in the category of Health (south), and Diana (Dey) Basy won in the category of Artistic (visual).

Lindsay Bristow is another U of M student who received an award, this one for Personal Achievement in the junior category. An access student in the extended education program at the U of M completing a B.A. (honours) in psychology, Bristow has worked as an Aboriginal Student Ambassador at U of M since September of 2009. Her role is to assist the Aboriginal
Staff whose reach extends around the world

BY CHRIS RUTKOWSKI
The Bulletin

Thirteen staff members of the University of Manitoba were recognized for their outstanding community involvement with Outreach Awards at a special reception on Monday, November 29.

Receiving recognition for their outstanding outreach work around the world were:

- Annemiek Farenhorst, Laura Sims, David Lobl, and Martin Entz, Faculty of Agricultural and Food Sciences. These researchers were nominated for their extensive outreach activities associated with the project on Community-Based Pest Management in Central American Agriculture. This Canadian International Development Agency (CIDA) project is designed to enhance food security and to promote environmentally sound agricultural practices.

- Karen Busby, Faculty of Law. Busby organized “Unfinished Business: Human Rights Issues in the 21st Century,” a research program in the Faculty of Law that provides oral health care to a large population of individuals in the City of Winnipeg, in remote Manitoba communities including Churchill, Lynn Lake and Norway House.

- Lai Chun Yee, Faculty of Nursing. Yee was nominated for her work with Habitat for Humanity’s Women’s Build Program in Winnipeg. For the past six years, Yee has spent at least a week of her annual vacation time to work on building projects in various neighbourhoods, including Transcona, the Maples, St. Vital and Elmwood. Yee became a crew leader three years ago. As a committed Habitat volunteer, Yee has also encouraged six other members of the Faculty of Nursing to join The Women Build project in Winnipeg.

- Sandy Gessner, Faculty of Nursing. Gessner has been nominated for her long-standing work in the area of social justice in the City of Winnipeg. She has served on the board of directors of the Social Planning Council and, as president of the council, advocated for vulnerable populations, particularly children, with more than 150 agencies, organizations, programs, and businesses related to recreation, health, sport, and physical activity. She has been a volunteer, leader, board member, and contributor to organizations such as Recreation Connections Manitoba and the Canadian Parks and Recreation Association for nearly two decades. Gessner has served as the co-chair of the Victoria General Hospital Health Care Community Council and, as president of the council, advocated for the development of public health care in the Manitoba area. She has also worked with the Right to Housing Coalition, The Main Street Project and Resource Assistance for Youth.

- Alem Aghedom, Faculty of Social Work. Aghedom was nominated for his tireless efforts to build bridges between new Canadians and the University of Manitoba. Aghedom has encouraged newcomers to see the University as “their” University in sharing his own love of learning, and he has encouraged many new Canadians to enter the Inner City Social Work Program. In addition, he remains active in community service, having co-founded the Eritrean Community Association in Winnipeg, and serving as a member of the overseas project committee for the Manitoba Council for International Cooperation.

- Christine Shaw-Daligie, Library of Manitoba Libraries. Shaw-Daligie was nominated for her leadership in enriching the contacts between the health care community and the University. Shaw-Daligie serves as co-chair of the Victoria General Hospital Interdisciplinary Research Committee. In addition, she created Info-RN: A Newsletter for Nurses and Competency Collection: An Information Pathfinder to support continued learning by professional nurses.

- Sandy Gessler, Faculty of Nursing. Gessler has worked tirelessly to develop new programs in response to emerging learning needs both at home and around the world.

- Colleen Plumton, Faculty of Kinesiology and Recreation Management. Plumton was nominated for her more than 30 years of volunteer work and involvement in the recreation sector. She has worked with more than 150 agencies, organizations, programs, and businesses related to recreation, health, sport, and physical activity. She has been a volunteer, leader, board member, and contributor to organizations such as Recreation Connections Manitoba and the Canadian Parks and Recreation Association for nearly two decades. Plumton has contributed to encouraging healthy living and providing recreational opportunities for diverse populations.

- Lea Chun Yee, Faculty of Nursing. Yee was nominated for her work with Habitat for Humanity’s Women’s Build Program in Winnipeg. The Women Build program is 90 per cent female and does a “blitz build” of six days to construct a house. For the past six years, Yee has spent at least a week of her annual vacation time to work on building projects in various neighbourhoods, including Transcona, the Maples, St. Vital and Elmwood. Yee became a crew leader three years ago. As a committed Habitat volunteer, Yee has also encouraged six other members of the Faculty of Nursing to join The Women Build project in Winnipeg.

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BY CHRIS ZUK
For The Bulletin

The two-time Thomson Thomas Hall

The Manitoba Bisons football team has been awarded with one of the Canadian Interuniversity Sport (CIS) football player awards for the 2010 season. Bison third year linebacker Thomas Hall was selected as the recipient of the 2010 CIS Football Russ Jackson Award. This is the second consecutive season that Hall has earned this prestigious national award and only the fourth player to win in back-to-back seasons. The Russ Jackson Award is presented to the CIS football player who best exemplifies the attributes of academic achievement, football skill, and citizenship. It is named in honour of CFL Hall of Famer/Ottawa Rough Rider and McMaster University Quarterback, Russ Jackson.

Hall, 20, has had another excellent season with the Manitoba Bisons on and off the field. His nomination is highlighted by numerous endeavours that Hall has performed in the academic, community and athletic fields. The Winnipeg native is in his fourth year in the Faculty of Kinesiology and Recreation Management and earned his second consecutive CIS Academic All-Canadian status in his second year of academic eligibility with a GPA of 4.14. In addition, Hall was selected as a CIS Desjardins Top Eight Academic All-Canadian for the 2009-10 season.

The Winnipeg native is the director of Project Echo, a not-for-profit organization that he co-founded in the summer of 2010. Project Echo has a sole goal to make Winnipeg a better place. A major project for the holiday season is called Sam’s Christmas; Project Echo will provide 20 families with hot Christmas dinners, new coats and bedding, dry goods hampers and computers.

Hall stated, “The Russ Jackson Award epitomizes the three pillars of achievement that are important to student athletes in the CIS. I am surprised and humbled to be recognized again with this national award and believe that contributing back to the community while a student-athlete is vitally important.”

As a Manitoba Bisons student-athlete, Hall has been heavily involved over the last three seasons with “Bison Against Bullying” and starts his second season as the co-chair of the program. This program is designed to have Bison athletes attend elementary schools throughout Winnipeg to present to children and speak about bullying and preventative solutions to this problem. He has coordinated recruitment and training sessions and has grown the program to have over 60 Bison student-athletes involved, with a goal to present to another record number of schools this season.

On the football field, Hall had an even larger presence in his second full season as a starter at the University. The 6’3”, 223 lbs. linebacker was named a captain for the first time. He led the team and was fourth in the conference with 42.5 total tackles (33 solo) during the 2010 season.

Bison Football Head Coach Brian Dobie said, “Thomas continues to be a person who does great things on and off the field. I am very proud of Thomas as a Bison student-athlete and believe he is once again a deserving winner of the Russ Jackson award.”
Coffee With a Co-Worker
The Bulletin plays 10 or 20 questions with Jon Rempel

Coffee or tea? Coffee
Planning about your work? Yes
What do you enjoy the most in practice? Teaching. Seeing the group excel in practice. And being on the ice, in practice.

As a coach, what is the most important thing you can offer your players? I want them to learn to stay balanced, or it can tear you apart. Hockey is highly underrated.

Name one thing that not too many people may know about you. Not too many people know that I coach women, have three daughters and grew up with one sister.

What do you enjoy the most about your work? Planning practices, and being on the ice, in practice.

What do you appreciate or admire in another person? I appreciate the ability to work hard in another person.

What do you value in a friend? Honesty.

Your Motto is: Work hard, play hard.
Recent memorable meal: At my dad’s in the summer. He organized the whole thing for my family and my sister’s family and had it fully catered. This is unusual for our family as we almost always cook for each other.

Favourite Canadian song: “Big League” by Tom Cochrane.
Place you would like to visit: The Greek Islands because I am fascinated by Greek history, and by any history in general.

He is also about more than just himself. He was able to recognize the possibilities in the role he was given at a time of radical change. He never compromised what he believed for anything or anyone. I aspire to that as a person and as a coach. As I have gotten older his philosophical beliefs and principles are what resonate with me the most.

Favourite music: Any Garth Brooks tune.

You are always thrilled to spend any free time. Reading.

Hidden talent: I can barbeque any kind of food and make it interesting.

A word you really like: Intention. Because everything a person does should have some positive intention behind it.

Who was your childhood hero? Probably Muhammad Ali because of his self-confidence, his charisma, his larger-than-life persona and the fact that he was a winner. It’s rare for a sports figure to be as well known for his philosophy as for his skills.

Anything else you would like people to know about Jon Rempel? I am not always Mr. Smiley Guy, but am not nearly as scary as I sometimes appear to be.

From the archives

40 years, gone by in a flash

Photo by Mariianne Mays Wiebe

The Emil and Lynette Hain fonds consists of glass lantern slides created by Ms. Hain’s grandfather, Rev. Thomas Featherstone Watson, who documented the missionary work being undertaken in the Transvaal region of South Africa prior to the Boer War in 1899. Rev. Watson created glass slides from his original negatives and used them as the basis of a lecture tour titled “Misionary Labours in the Transvaal Before the War: Glimpses of Missionary Life in the Transvaal.” The scenes depicted in the collection include the South African people, culture and countryside, churches, church services, European and South African ministers, and other glimpses into missionary life in South Africa. These rare and fascinating images provide insight into Christian missionary work in a little-seen region of the world just prior to the outbreak of war. In 2010, the Hains donated a set of the glass slides and Rev. Watson’s lecture notes to University of Manitoba Archives & Special Collections. The glass slides have been digitized and a finding aid is available for the accompanying lecture notes, which describe each slide in detail. - Brett Lougheed and Brian Hubner

> > umanitoba.ca/libraries/units/archives/digital/hain/

The slides are available at:

BY CHRIS REID
The Bulletin

The University of Manitoba is honouring the past and celebrating the present as their Photo Club hits a major milestone, according to the club’s president Anh Pham.

The club has turned 40 years old. To recognize this, a display of twenty hand-picked photos from current and former club members are on display at the Gallery of Student Art (GOSA) in University Centre until December 4. Photos in the gallery were chosen by a panel of staff and students in the U of M’s Faculty of Arts.

“We wanted to bring awareness to the club’s history and showcase some of the outstanding work that our members have captured throughout the years,” said Pham.

The Photo Club was established in 1970 by a group of students who had a general interest in photography.

Dorn Kwok remembers when the club was first getting started. Kwok, the club’s facilitator, says thanks to digital technology, there has been great development in the ways photos can be produced.

Throughout the years, the club has grown in membership and interest. The club consists of international and non-international students in all faculties at the U of M. Eight former club members are PhD graduates of the university.

The club consists of international and non-international students in all faculties at the U of M. Eight former club members are PhD graduates of the university.

The Photo Club has been located in University Centre Room 116 ever since its inception. Kwok says the time has flown.

When Anh told me it was 40 years since the club’s inception, I was shocked,” Kwok said. “Looking back at the past four decades, we’ve had so many students come and go, all with a huge passion for photography. It’s been great.”

> > http://umphotoclub.umsu.ca/
Welcome to new U of M faculty members

Samath Muthukumarana, assistant professor, Department of Statistics, Faculty of Arts
Samath Muthukumarana joined the Department of Statistics in July 2010. He received his M.Sc. in 2007 and his Ph.D. in 2010 from Simon Fraser University. Prior to that, he completed his B.Sc. honours special degree in Statistics from University of Sri Jayewardenepura, Sri Lanka. His M.Sc. thesis developed a Bayesian Analysis template for the Pacific Ocean Shelf Tracking project. His Ph.D. thesis developed new theoretical and computational methodologies which deal with latent variable models and complex model structures for problems in sports, ordinal survey and network data. Muthukumarana’s main research interest is in Bayesian modelling and computational methods for applied problems, particularly on ordinal survey, network, capture-recapture and sports data.

Soheila Karimi, assistant professor, Department of Physiology, Faculty of Medicine
Soheila Karimi joined the University of Manitoba in January 2010 from the University of Toronto where she was an Assistant Professor. She received her Ph.D. degree in Neuroscience from the University of Saskatchewan in 2001. She then undertook a Postdoctoral Fellowship in Spinal Cord Injury and Stem Cell Research at the Toronto Western Research Institute. During her career, Karimi has received a number of awards for her pre-clinical research in spinal cord injury and neural stem cell therapy. Current research in her laboratory has focused on regenerative medicine strategies to therapeutically optimize the activation and directed differentiation of the endogenous stem and progenitor cells after spinal cord injury.

Sari S. Hannila, professor, Department of Human Anatomy and Cell Science, Faculty of Medicine
Sari Hannila joined the University of Manitoba in July, 2010. A native of Sudbury, Ontario, Dr. Hannila received her Bachelor of Science degree in Life Sciences from Queen’s University in 1999. She then completed her Ph.D in the Department of Anatomy and Cell Biology at Queen’s under the supervision of Dr. Michael Kawaja. Prior to joining the University of Manitoba, Hannila worked as a postdoctoral fellow in the laboratory of Dr. Marie T. Filbin at Hunter College in New York City. Her research focuses on the neurobiology of axonal development and regeneration in the central nervous system, with the goal of developing new treatments for spinal cord injury.

Michelle Honeyford, assistant professor, Department of Curriculum, Teaching and Learning, Faculty of Education
Michelle Honeyford has joined the Faculty of Education as an assistant professor in language and literacy. Research and teaching interests include literacy, identity and cultural studies in education. Honeyford is also interested in collaborative partnerships among schools, community organizations and university programs as sites for teacher education, research in local literacies, and youth participation in civic learning and action. Michelle earned her Ph.D in literacy, culture, and language education from Indiana University. She has taught English Language Arts at middle and high school levels and has over a decade research experience in learning, literacy and technology as a research associate with an educational research and consulting firm. She has recently worked with teachers in a MacArthur Foundation-funded project using online spaces to explore participatory approaches to teaching and assessment.

Cindy Rottman, lecturer/adjunct professor, Department of Educational Administration, Foundations and Psychology, Faculty of Education
Cindy Rottman comes to the Department of Educational Administration, Foundations and Psychology in the Faculty of Education from the University of Toronto. Her primary research interests are in the areas of social justice teacher unionism and critical leadership theory. Her work is informed by her teaching and research experiences in K-12 schools, post-secondary institutions, teachers’ unions, government and non-government organizations. Rottman is a current member of an international Education and Labour Collective and the former program chair for the American Educational Research Association’s (AERA) Teachers Work/Teacher Unions Special Interest Group. Her current research and teaching interests include social justice teacher unionism, teacher leadership, teacher activism, organizational micropolitics, and critical theory.

Jason Chau, assistant professor, Department of Otolaryngology, Faculty of Medicine
Jason Chau joined the Faculty of Medicine in January, 2010. He completed his Otolaryngology-Head & Neck Surgery training at the University of Alberta and went on to concurrently complete a Master’s Degree in Public Health Science and a fellowship in Head & Neck Oncology & Reconstruction. He has also completed the prestigious Sleep Surgery Fellowship at Stanford University. Stanford provided Chau the opportunity to gain unique expertise in the management of sleep disorders and sleep disordered breathing. Chau is an active academic having received numerous research grants and awards at both the national and international level. He continues to publish actively and is a reviewer for several high impact journals. Though interested in general otolaryngology, his special interest lies in reconstructive airway surgery for sleep apnea.

Tracie Afifi, assistant professor, Community Health Sciences, Faculty of Medicine
Tracie Afifi completed her doctorate in the department of Community Health Sciences at the University of Manitoba in 2009. Her dissertation research examined problem gambling among women in Canada and won the University of Manitoba Distinguished Dissertation Award. Following her Ph.D., Afifi was awarded a Canadian Institutes of Health Research (CIHR) post-doctoral fellowship studying behavioral-genetics analysis of posttraumatic stress disorder at the University of Regina and the University of British Columbia. Her two primary research interests are in the areas of family violence and problem gambling. Afifi became a full-time assistant professor in the department of Community Health Sciences at the University of Manitoba in July 2010.
events
University of Manitoba
FORT GARRY + BANNATYNE CAMPUSES

LEcTURES, SYMPOSIA, SEMINARS

MEDICINE ‘MOVEMBER’ COFFEEHOUSE Thursday, Dec. 2 | 7:30 to 10:00 p.m. Come check out the local med school talent while supporting prostate cancer research! At West End Cultural Centre, 586 Ellice Ave. Tickets $10 advance, $15 at the door.

UMN NEW FACULTY COLLOQUIUM Series Thursday, December 2 | 2:30 to 4:00 p.m. “What is Social Construction?”, a public talk by Esa Dizaei-Leon, in 409 Tier.

DEPARTMENT OF PSYCHOLOGY COLLOQUIUM Friday, December 3 | 3:00 to 4:00 p.m. “Millisecond level temporal selectivity in neural circuits.” by Paul A. Faure, psychology neuroscience & behavior, McMaster University in P412 Duff Roblin Bldg.

MEDICAL MICROBIOLOGY SPECIAL SEMINAR SERIES Tuesday, Dec. 7 | 9:30 a.m. to 12:30 p.m. Symposium on Clostridium difficile Associated Disease. Guest speaker presentations by Thomas Louise, medicine and microbiology, U of M, chief, antimicrobial resistance and nosocomial infections, National Microbiology Laboratory, John Embil, medical microbiology & internal medicine, U of M, director, infection prevention and control unit, Health Sciences Centre and Michelle Alls, Medical Microbiology U of M, clinical microbiologist, Diagnostic Services of Manitoba, Medical Director, microbiology discipline, Diagnostic Services of Manitoba. In Lecture Theatre 071, Apotex Centre, 750 McDermot Avenue.

CONTINUING MEDICAL EDUCATION Monday, Dec. 6 | 7:30 a.m. to 4:30 p.m. METHADONE: An Introduction to Clinical Practice. In Frederic Gaspard Theatre, Basic Medical Sciences Bldg., 745 Bannatyne Ave.

HUMAN ECeologY STUDents P0SSERT PREsENTATIONS Tuesday, Dec. 7 | 3:00 to 5:00 p.m. Students Poster presentations. In 207 Human Ecology Bldg.

IMMUNOLOGY RESEARCH SEMINAR Thursday, Dec. 9 | 12:00 to 1:15 p.m. "Intersection between innate and acquired immunity: NKT cell mediated mechanisms in host defense to infection" by Joyee Anton George, research scientist, research & development, molecular immunology, Canagen Corporation. In the Alec Sehon Suite, 4th Floor, Apotex Centre.

MICH ROUNDs Thursday, Dec. 9 | 12:00 to 1:00 p.m. "Ovarian Growth: From the Bench to the Clinic" by German Ramirez, DDS, Pedo Dip., MSc, assistant professor, preventive dental science, Faculty of Dentistry U of M. In 500 John Buchler Research Centre.

UMn PUblic TALK Sunday, Dec. 12 | 2:00 to 3:00 p.m. "Life and Death in the Tropics: Colombia and Latin America in Fernando Botero's Art" by Jorge Nallim, history, U of M. Presented by the Institute for the Humanities and Winnipeg Art Gallery. At Winnipeg Art Gallery, 330 Memorial Blvd.

MICH ROUNDs Thursday, Dec. 16 | 12:00 to 1:00 p.m. "Genetic Regulation of Retinal Development and the Childhood Eye Tumour Retinoblastoma" by David Eisenstat, MD, MA, FRCP, associate professor, pediatrics & child health and human anatomy & cell science and ophthalmology U of M. In 500 John Buchler Research Centre.

ALUMNAl ASSOciATION HOLIDAY OPEN HOUSE Friday, December 17 | 1:00 to 3:00 p.m. At 21 Dacote Road West. RSVP by December 10 to odonell@cc.umanitoba.ca, tel. 474-9946.

ST. PAUL’S COLLEGE CHRISTMAS EVE VIGIL MASS FRIDAY, DECEMBER 24, 2010 8:00 p.m. Christ the King Chapel St. Paul’s College, University of Manitoba 70 Dyre St, Winnipeg, MB

GALLERY ONE ONE ONE CAROLEE SCHNEEMANN: UP TO AND INCLUDING HER LIMITS November 10 to January 14

> > See more on Gallery One One One’s website at http://umanitoba.ca/schools/art/galleryoneoneone/schneemann.html or go to http://bit.ly/dhfwz

OUR BEST SALE OF THE YEAR November 15 to December 22 University of Manitoba Book Store Fort Garry & Bannatyne Campus

Academic Job Opportunities

A full listing of employment opportunities at the University of Manitoba can be found at umanitoba.ca. The University 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 on number when applying for opening at the university.

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

December 4, 7:30 p.m., Annual Choral Christmas Concert performed by the University Singers, Concert Choir, Women’s Chorus and Cantata Singers at Westminster United Church. Tickets in advance from the Music Office or at the door.

December 4, 8:00 p.m., Bennet Charter, Graduate Recital in piano performance

December 5, 7:30 p.m., Oleg & Friends Concert Series featuring faculty member Oleg Polkhanski (piano); Broadway Disciples United Church, 306 Broadway. Tickets at the door or call 474-8637

December 8, 8:00 p.m., The Hang jam session at The Orbit Room, 2077 Pembina.

December 9, 12:00 p.m., Annual carol sing by the University Singers in the Administration Building.

December 12, 7:30 p.m., Bison Men’s Chorus Annual Christmas Concert. Contact Steve Derby for more details

December 14, 8:30 p.m., Our Jazz Student Ensembles perform at Mardi jazz, CCFM, 340 Provencher

December 15, 8:00 p.m., The Hang at jam session at The Orbit Room 2077 Pembina

December 16, 7:00 p.m., Jazz Student Ensembles at Aqua Books, 274 Garry

December 22, 8:00 p.m., The Hang at The Orbit Room, 2077 Pembina

January 11, 5:00 p.m., Faculty Concert at noon featuring pianist David Moroz and cellist Minna Rose Chung

January 5, 8:00 p.m., The Hang at The Orbit Room, 2077 Pembina

January 12, 12:30 p.m., Faculty Concert at noon, performers TBA

January 12, 8:00 p.m., The Hang at The Orbit Room, 2077 Pembina

January 14 & 15, time TBA, Annual opera theatre production, under direction of Katherine Twaddle, location TBA

> > More music events at umanitoba.ca/faculties/music/events/index.html

The Bulletin December 2, 2010
In brief
Genomics on the Hill
Researchers David Levin (biosystems engineering) and Richard Sparling (microbiology) were recently highlighted at Genomics on the Hill. Their $10.5 million Genome Canada funded research program was one of 12 projects highlighted at the event. Their research is focused on ways to convert waste materials (like wood chips and straw) into fuels (biofuels) and other products. The “Celebrating 10 years of achievement and discovery” themed event was sponsored by Senator Kelvin K. Ogilvie, past Genome Canada Board Member and a valued champion of health research in Canada as well as Genome Canada’s new President and CEO; Dr. Pierre Meulien.

The purpose of Genomics on the Hill is to demonstrate the excellence of the research being carried out in genomics and proteomics in Canada to Members of Parliament, senators, their staff as well as key government officials.

Upcoming event
Bringing Research to LIFE
Speaker Series
Chemical Contamination & Climate Change: Two battles on One Front
With Dr. Feiyue Wang
Wednesday, January 19, 2011
7:00 PM
Robert B. Schultz Lecture Theatre
St. John’s College, Fort Garry Campus
FREE ADMISSION & PARKING
EVERYONE WELCOME
More info: umanitoba.ca/research/brtl.html

Maximizing your shopping dollars
Can we avoid the influence of ‘subtle’ product placements?

BY MELNI GHATTORA

The alarm-clock sounds; you get up, wash your face with your Lanôme facial cleanser and brush your teeth with your Oral-B Triumph. The Tassimo beeps from the kitchen telling you your morning brew is ready, with a glance at your Tissot you realize you better get going. You grab your Samsonite briefcase, keys to your Volvo and you’re off. Sounds like a narrative from a book or scene in a movie. In the marketing world the term is “product placement” and in the world of psychology it’s a research topic.

Psychology professor Jason Leboe and PhD student Tamara Ansons are studying product placements in the media and their effect on both memory and a person’s preference for buying the product. “Billions of dollars get spent every year for the insertion of a product in movies and literature but the actual principals that might actually influence buying behaviour aren’t well understood,” says Leboe. “What is the effect on the viewer when they see a brand being used?”

Their findings indicate that the mere exposure of that brand gives it a boost over its competitors. Leboe and Ansons ran a study where one brand was featured in a positive light and the other in a negative; presenting one brand of coffee to have a superior taste and the other as bitter in taste. “We tested peoples’ buying preference afterwards, and we didn’t find any evidence of an effect whether it was presented positively or negatively,” explains Leboe. However when they would simply show a brand within a storyline, versus not showing it at all, this increased the person’s preference for that brand.

Further to their study, Leboe and Ansons are investigating the long-term effects product placement can have on our memory. We don’t watch a movie and immediately encounter a context in which we are exposed to that brand. It may be a day or a month before we are faced with the exact mobile device we saw in the hands of the lead character in a Hollywood blockbuster. “We know itboosts the preference for a brand but one thing we’re interested in is how long does it last,” says Leboe.

According to the researchers, product placement is most effective by being virtually unnoticeable. While this may sound odd, it has most of its influence at an unconscious preference level; people will encounter a brand in a movie they are watching but they won’t have the mental capacity to ask themselves “Is that a Fendi handbag? Do I need a Fendi handbag?” When you’re engaging in something you enjoy like reading a book, the fact that a character is hammering out a report on their iMac will likely go unnoticed. You read this at an unconscious level but you unknowingly may have a preference for an iMac over a Dell PC down the road.

You may have a big ticket purchase on your list this holiday season and if you don’t know the difference in quality or the features of one item versus the other you may gravitate to a brand that you feel good about but not necessarily a product that meets your needs. “For a consumer who isn’t very educated on the purchase they’re making, these influences may come into play more so than somebody that is more educated and would be able to rely on more specific information about the product, whereas a novice consumer may be biased by these non-analytic influences,” says Ansons, who is wrapping up her dissertation which is titled: “Cognitive Determinants of Product Placement Consequences.”

How do we realize this is happening or clue in to the ever so subtle placement of goods in our everyday lives? It’s not as simple as avoiding all forms of media, but one way to armor ourselves is to be aware. The best tool to ensure you are buying a product suited to your needs and within your budget is research. Forget what you think you know about Sony or Panasonic, get online and research credible reviews on the various makes and models that are in the marketplace.

With the barrage of advertisements and product placements, it is difficult to locate the origins of our opinions and assumptions of a brand. “I am worried that people are at the mercy of billions of dollars that companies have to spend to push them toward that brand just because it will make them feel better or it will be associated with a luxurious lifestyle,” says Leboe.
Selected entries to the President’s Greeting Card 2010 competition (clockwise, starting from left): “Icicles on Evergreens” (2007), photo by Angela Freeman, biological sciences student; “Dusk” (2010), acrylic painting on cereal box, by Lisa Roy, mechanical engineering student; “Humility, fear and trembling” (2010), sewing thread, sewing pins, by Chantel Mireau, Fine Art student; photo of winter bridge by Helen Friesen; “Esplanade Riel” photo by Yang Su; and (centre) “Chickadee on a Raspberry Stem” (2006), photograph by Angela Freeman. The office of the president solicited submissions from University of Manitoba students of original works of their art, to use as the cover of the president’s annual holiday greeting card, and as an opportunity to showcase artwork to members of the university, community, corporate donors and friends. The winning entry will appear exclusively on the president’s greeting card. All remaining entries can be viewed on the U of M Facebook page.

Marcel A. Desautels Faculty of Music
presents
Christmas Carols at the Admin
featuring
The University of Manitoba Singers
under the direction of Dr. Elroy Friesen
brought to you by the Office of the President on
Thursday, December 9, 2010
12 noon to 1:00 p.m.
Administration Building, Fort Garry Campus
Everyone is Welcome to Attend!

Director Elroy Friesen leads the University of Manitoba Singers in carols old and new at the annual “Christmas Carols at the Admin” concert, to be held in the Administration Building on Thursday, December 9, at noon. The concert will also be broadcast live. Says Friesen, “It’s an eclectic mix of classical repertoire and seasonal songs from around the world, from ‘Jingle Bells’ to ‘Away in a Manger’ to ‘Foom, Foom, Foom!’ The choir will be joined by a guest brass ensemble led by Richard Gillis. They will perform from the top of the dome down to the audience in the stairwells below.