First-day numbers have shown that enrolment at the U of M for the 2012-13 academic year is at a record high. This year’s enrolment is 28,795, an increase of 2.9 per cent from fall term 2011, or up from 27,992 students last year at this time. This fall’s first-day enrolment is also well above the all-time record of 28,013 set in 2005 and the increase follows a 1.5 per cent increase in 2011-12.

“The increase in first-day enrolment numbers is a clear message that the University of Manitoba continues to be the post-secondary institution of choice for students,” says President and Vice-Chancellor David Barnard. “Our innovative programs offer countless research and service learning opportunities, and contribute to the university’s reputation as a place where students are challenged to transform themselves.”

Full-time enrolment increased from 23,257 students to 23,994 students, while part-time enrolment edged up from 4,735 to 4,801 students. Undergraduate enrolment increased by 2.9 per cent, from 24,236 students in fall term 2011 to 24,948 students in fall term 2012. The largest increase was in the Faculty of Agricultural and Food Sciences, with an increase of 16.1 per cent and an increase of 16.5 per cent in the School of Agriculture. In the Faculty of Dentistry, the School of Dental Hygiene had an increase of 16.3 per cent in enrolment. The Faculty of Engineering had an increase in enrolment of 15.2 per cent. The Faculty of Science and the Clayton H. Riddell Faculty of Environment, Earth, and Resources also saw significant increases in enrolment this year.

Graduate enrolment increased significantly by 2.8 per cent, from 3,211 students in fall term 2011 to 3,302 in fall term 2012. The largest increase was in the Faculty of Agricultural and Food Sciences, with an increase of 16.1 per cent and an increase of 16.5 per cent in the School of Agriculture. In the Faculty of Dentistry, the School of Dental Hygiene had an increase of 16.3 per cent in enrolment. The Faculty of Engineering had an increase in enrolment of 15.2 per cent. The Faculty of Science and the Clayton H. Riddell Faculty of Environment, Earth, and Resources also saw significant increases in enrolment this year.

Ready, set — get pepped! Orientation special feature
Homebodies A busy week of homecoming activities on campus
U of M and We Day Volunteer now!

2012 ORIENTATION HOMECOMING 2012
See story, page 5

U of M Events

Homecoming Gala Concert and Reception, Sept. 13
School of Art exhibition opening reception, Sept. 13
Walter Rudnicki Collection Celebration, Sept. 13
Arts Celebrating Arts, Sept. 14
Asper School of Business 75th Birthday Celebration, Sept. 15
Bison Sports Walkway of Honour Ribbon Cutting, Sept. 15

*BISON HOMECOMING FOOTBALL VS. CALGARY, SEPT.15
>> See page 10 for more

Record-setting enrolment numbers for new academic year

BY CHRIS RUTKOWSKI
The Bulletin

First-day numbers have shown that enrolment at the U of M for the 2012-13 academic year is at a record high. This year’s enrolment is 28,795, an increase of 2.9 per cent from fall term 2011, or up from 27,992 students last year at this time. This fall’s first-day enrolment is also well above the all-time record of 28,013 set in 2005 and the increase follows a 1.5 per cent increase in 2011-12.

“The increase in first-day enrolment numbers is a clear message that the University of Manitoba continues to be the post-secondary institution of choice for students,” says President and Vice-Chancellor David Barnard. “Our innovative programs offer countless research and service learning opportunities, and contribute to the university’s reputation as a place where students are challenged to transform themselves.”

Full-time enrolment increased from 23,257 students to 23,994 students, while part-time enrolment edged up from 4,735 to 4,801 students. Undergraduate enrolment increased by 2.9 per cent, from 24,236 students in fall term 2011 to 24,948 students in fall term 2012. The largest increase was in the Faculty of Agricultural and Food Sciences, with an increase of 16.1 per cent and an increase of 16.5 per cent in the School of Agriculture. In the Faculty of Dentistry, the School of Dental Hygiene had an increase of 16.3 per cent in enrolment. The Faculty of Engineering had an increase in enrolment of 15.2 per cent. The Faculty of Science and the Clayton H. Riddell Faculty of Environment, Earth, and Resources also saw significant increases in enrolment this year.

Graduate enrolment increased significantly by 2.8 per cent, from 3,211 students in fall term 2011 to 3,302 in fall term 2012. The largest increase was in the Faculty of Agricultural and Food Sciences, with an increase of 16.1 per cent and an increase of 16.5 per cent in the School of Agriculture. In the Faculty of Dentistry, the School of Dental Hygiene had an increase of 16.3 per cent in enrolment. The Faculty of Engineering had an increase in enrolment of 15.2 per cent. The Faculty of Science and the Clayton H. Riddell Faculty of Environment, Earth, and Resources also saw significant increases in enrolment this year.

GO BISONS!

The Bison Football team storm the door at the pep rally held during Orientation Week 2012. The rally, which took place on September 4, included all Bison sports teams and drew a large crowd of students, staff and faculty.
THE U OF M IN THE NEWS

The colour of money

August 4, 2012

Winnipeg Free Press

Michael Ellery, department of psychology, Faculty of Arts, has his research on gambling examined in a lengthy article. "Mostly I look at what’s called affective reasons for gambling, so emotional reasons for gambling, as well as gambling cognitions — in other words, irrational beliefs about gambling," he told the newspaper. Ellery has studied problem-VLT gamblers and how their addictions might be exacerbated by underlying mental illness such as depression. He is currently focusing on professional poker players and how they may or may not differ from problem-VLT gamblers. Ellery says past research into gambling motivations — for problem gambling, such as VLT addiction — has often looked at the problem through the lens of drug addiction while overlooking the motivational role played by money. "We wanted to see whether that was something that people would endorse, and they do — obviously," he says. "People gamble to win money, but it tends to link to that excitement factor; people use money to make it exciting." Ellery’s area of study has focused on poker and VLTs, but he says the psychological motivations that drive people to gamble in casinos could play a role in the investment world.

Go, robots! August 23, 2012

CBC

Civil engineering professor Ehab El-Salakawy provided comment to a story about parkades. The issue of parking structure safety has arisen in recent days, following the abrupt closure of the Civic Centre parkade in downtown Winnipeg due to structural concerns. Falling concrete debris has been reported as one of numerous problems with the parkade, which was built in 1966. El-Salakawy told the CBC aging structures like parkades should be examined every couple of months to ensure the structural integrity is intact. "Some people with experience should perform that inspection and the monitoring," he said. "Whomever it belongs to — to the city, to the private company — it doesn’t matter. Those people should hire technical people who have enough experience to judge the building."

HEADLINES

August 29, 2012

U of M exchange students spruce up park in West End, Metro News, Aug. 29, 2012, story about a group of 25 exchange students from the U of M who volunteered in the West End to beautify an area.

“The tap of lux-ury” Report on Business Magazine, Aug. 31, 2012, the research of Satyender Sharma, an associate professor in the department of internal medicine at the U of M and the St. Boniface Hospital Research Centre, is used to answer a reader’s question about light levels in her office. In short, the body can’t tell the difference between the natural and artificial stuff. He suggests a light level of 500 lux, which a fluorescent light gives off.

Asper School of Business turns 75!

BY CHRIS RUTKOWSKI

Drake Centre at the Asper School of Business. Include a story about the Asper School’s senior sticks, the class of 1972’s 40th Reunion, and the actuarial program’s centennial celebration.

This year marks the 75th anniversary of business education at the U of M, which was also the start of business education in Manitoba. The school has come a long way since 1937 when it was a small department within the Faculty of Arts and the first graduation class had just 11 students. Michael Benarroch, Dean of the I. H. Asper School of Business, will host the “Open for Business” 75th Anniversary Gala Open House. The celebration will be held the evening of Friday, September 14, from 4:30 p.m. to 9:00 p.m., in the Drake Centre. Gail Asper, daughter of Izzy Asper, the faculty’s namesake, will blow out the candles on the Asper School’s birthday cake.

This informal and fun event will also serve as the official launch for the Asper School’s 75th anniversary history book, entitled Open for Business. The evening will include a display from the student groups, a senior sticks reunion that will
Meet the new engineer in residence

Kathryn Atamanchuk, engineer-in-residence

Looking forward to: After many years working in industry, I am excited about the opportunity to return to the university. This new position will allow me to share my experiences with both students and faculty and help foster stronger relationships with industry partners. As a student, I remember the excitement (and perhaps apprehension) that a new academic year brings. Now as an engineer-in-residence, I am looking forward to engaging with students and showing them the limitless opportunities that are available to them.

“...a distinguished young woman...”

The Bulletin Page 3

Future physician assistants represent province’s pluralism

The fifth incoming class of the Physician Assistant Education Program (PAEP) is a group of budding explorers; one is a political refugee, while another has competed on an NCAA Division 1 Alpine ski team. Combined, the 12 students have logged countless hours of volunteer, mentorship and humanitarian work.

Future physician assistants represent province’s pluralism

They can perform a wide range of procedures including conducting patient exams, ordering and interpreting diagnostic and therapeutic tests, and prescribing medications and treatments.

Physician assistants work as part of an inter-professional health-care team under the supervision and delegation of a physician and will support improved access for Manitoban patients. They can perform a wide range of procedures including conducting patient exams, ordering and interpreting diagnostic and therapeutic tests, performing certain procedures and prescribing medications and treatments.

Future physician assistants represent province’s pluralism

The fifth incoming class of the Physician Assistant Education Program (PAEP) is a group of budding explorers; one is a political refugee, while another has competed on an NCAA Division 1 Alpine ski team. Combined, the 12 students have logged countless hours of volunteer, mentorship and humanitarian work.

Future physician assistants represent province’s pluralism

They can perform a wide range of procedures including conducting patient exams, ordering and interpreting diagnostic and therapeutic tests, and prescribing medications and treatments.

Physician assistants work as part of an inter-professional health-care team under the supervision and delegation of a physician and will support improved access for Manitoban patients. They can perform a wide range of procedures including conducting patient exams, ordering and interpreting diagnostic and therapeutic tests, performing certain procedures and prescribing medications and treatments.

Future physician assistants represent province’s pluralism

The fifth incoming class of the Physician Assistant Education Program (PAEP) is a group of budding explorers; one is a political refugee, while another has competed on an NCAA Division 1 Alpine ski team. Combined, the 12 students have logged countless hours of volunteer, mentorship and humanitarian work.

Future physician assistants represent province’s pluralism

They can perform a wide range of procedures including conducting patient exams, ordering and interpreting diagnostic and therapeutic tests, and prescribing medications and treatments.

Physician assistants work as part of an inter-professional health-care team under the supervision and delegation of a physician and will support improved access for Manitoban patients. They can perform a wide range of procedures including conducting patient exams, ordering and interpreting diagnostic and therapeutic tests, performing certain procedures and prescribing medications and treatments.

Future physician assistants represent province’s pluralism

The fifth incoming class of the Physician Assistant Education Program (PAEP) is a group of budding explorers; one is a political refugee, while another has competed on an NCAA Division 1 Alpine ski team. Combined, the 12 students have logged countless hours of volunteer, mentorship and humanitarian work.

Future physician assistants represent province’s pluralism

They can perform a wide range of procedures including conducting patient exams, ordering and interpreting diagnostic and therapeutic tests, and prescribing medications and treatments.

Physician assistants work as part of an inter-professional health-care team under the supervision and delegation of a physician and will support improved access for Manitoban patients. They can perform a wide range of procedures including conducting patient exams, ordering and interpreting diagnostic and therapeutic tests, performing certain procedures and prescribing medications and treatments.

Future physician assistants represent province’s pluralism

The fifth incoming class of the Physician Assistant Education Program (PAEP) is a group of budding explorers; one is a political refugee, while another has competed on an NCAA Division 1 Alpine ski team. Combined, the 12 students have logged countless hours of volunteer, mentorship and humanitarian work.

Future physician assistants represent province’s pluralism

They can perform a wide range of procedures including conducting patient exams, ordering and interpreting diagnostic and therapeutic tests, and prescribing medications and treatments.

Physician assistants work as part of an inter-professional health-care team under the supervision and delegation of a physician and will support improved access for Manitoban patients. They can perform a wide range of procedures including conducting patient exams, ordering and interpreting diagnostic and therapeutic tests, performing certain procedures and prescribing medications and treatments.

Future physician assistants represent province’s pluralism

The fifth incoming class of the Physician Assistant Education Program (PAEP) is a group of budding explorers; one is a political refugee, while another has competed on an NCAA Division 1 Alpine ski team. Combined, the 12 students have logged countless hours of volunteer, mentorship and humanitarian work.

Future physician assistants represent province’s pluralism

They can perform a wide range of procedures including conducting patient exams, ordering and interpreting diagnostic and therapeutic tests, and prescribing medications and treatments.

Physician assistants work as part of an inter-professional health-care team under the supervision and delegation of a physician and will support improved access for Manitoban patients. They can perform a wide range of procedures including conducting patient exams, ordering and interpreting diagnostic and therapeutic tests, performing certain procedures and prescribing medications and treatments.

Future physician assistants represent province’s pluralism

The fifth incoming class of the Physician Assistant Education Program (PAEP) is a group of budding explorers; one is a political refugee, while another has competed on an NCAA Division 1 Alpine ski team. Combined, the 12 students have logged countless hours of volunteer, mentorship and humanitarian work. 
‘The power of UMSU-administration collaboration’: Wireless project completed

BY BRIAN MITCHELL
For The Bulletin

After just 13 months, the U of M has completed its Wireless N project, a $1.5 million service enhancement that has brought wireless network access to 11 high-traffic buildings on campus. The project was first suggested last August by then U of M Students Union (UMSU) president Camilla Tapp and supported by the university administration, proving the power of UMSU/administration collaboration. Wireless N is the newest and most current wireless technology available today, providing a wider range and capacity to support the many users who now connect to the campus network.

This enhancement is crucial for students on the Fort Garry campus, explained current UMSU President Bilan Arte. “Wireless access to the internet within the university has become an integral part of the learning experience,” said Arte. “Students use it to access academic materials, such as their notes, textbooks, academic journals, and other related materials. There are also more courses and programs every year that have mandatory information and materials delivered online. As a result, the availability and quality of wireless internet access directly impacts their potential for success in an academic setting.”

The entire university community will benefit from this project, said university president David Barnard. “Keeping our campus connected is imperative to the success of our students, staff and faculty,” said Barnard. “The completion of the Wireless N project is a great example of UMSU and the university administration working together for the benefit of everyone on campus.”

“For what was asked a year ago to get to today it took a team effort to get here,” agreed Mike Langedock, chief information officer, information services and technology. “Take any of the pieces out of the equation, and we wouldn’t be where we are today,” said Langedock. “A number of groups came together to support this project, including UMSU, the executive office, IST, physical plant, purchasing, the office of continuous improvement, learning and development services, the marketing communications office, and each of the deans and faculties in the affected buildings. Because of their collaboration Wireless N was the most successful and important IST project of the last year.”

The 11 high-priority buildings that received Wireless N service are: University Centre, the Biological Science Building, the Sinnott Building, the Armies Building, Machray Hall, ArtLab, St. Andrew’s College, the Allen Building, the Education Building, the Bulter Building and the Administration Building. Wireless N, along with other previous planned improvements, has brought wireless coverage to over 75% of the Fort Garry Campus. The university’s IST office is already consulting to determine the next set of buildings to receive Wireless N service, said Langedock. An additional part of the project will be to go back to existing installations and refreshing them.

Connecting With Our Future: UMConnect Goes Live

BY LINDSAY STEWART GLOR
For The Bulletin

With the 2012 fall term underway, the entire University of Manitoba campus is keenly focused on new and returning students. Everyone, that is, except those in the student recruitment office, who are helping build the university’s future by engaging prospective students for the fall 2013 intake.

Beginning in late September, Student Recruitment Officers will travel the province, and the globe, engaging high school students, parents and guidance counselors in efforts to raise awareness about what the U of M has to offer. While Kerri Gregoire spent last year in schools and at career fairs, this year the U of M employee will be on campus, overseeing the new customer relationship management team, Hobsons Connect CRM.

This innovative tool — branded UMConnect on campus — empowers Gregoire and the Student Recruitment team to communicate directly with potential students, learning more about their interests and pushing out information that is relevant to them. “It’s really enhancing student recruitment at the U of M, allowing us to provide more structured and personal information directly to individual students in a timely way,” says Gregoire.

“Recruitment of students is getting more and more competitive and students expect information immediately,” says Jeff Adams, executive director, enrolment services. “I think this tool gives us a real advantage.”

UMConnect also offers reporting and tracking capabilities, allowing the student recruitment team to take evidence-based decisions on which recruitment activities are the most valuable. “We always struggle to quantify our efforts,” says Gregoire. “This tool helps us figure out what kind of return we’re getting on our investments.”

The push to implement this kind of interactive online recruitment tool began two years ago when Adams was director of student recruitment. “It had been on the radar for a while, but had never moved forward for a variety of reasons,” he says. “Then, when we became involved in the ROSE Program, we were given some additional resources and were really able to move forward.”

As UMConnect nears its September go-live, Adams points to a great team who helped bring it all together. “It just shows how great the student recruitment team is,” he says. “People were already busy, but they took this on; we formed a dedicated implementation team, which included participation from MCO, IST and faculty representatives. It has been a collaborative effort.”

The Faculty of Graduate Studies has also purchased the CRM package from Hobsons and the two offices have been working in concert to provide the best service to prospective students at both levels.

“It’s a really positive step that undergraduate and graduate teams are using the same tools to recruit and admit students,” says Adams.

Dafoe Library open during renovations

BY ANGELA HECK
For The Bulletin

The Elizabeth Dafoe Library remains OPEN while the renovations to the main floor are being completed. While some parts of the library are still off-limits, staff are there to ensure that patrons can use the library and its materials to the greatest extent possible.

Changes during renovations:
• Library access: The main entrance is blocked; access to the library is through a rear entrance facing parking lot B. Directional signs point the way.
• Library services: Provided temporarily on the 2nd floor near the main staircase.
• Archives and Special Collections, the Slavic and Icelandic collections, and the graduate study carrels remain accessible.
• The reference collection: Inaccessible for the duration of the construction. For an immediate need, call (204) 474-8844.
• Reserve items: Available at the public service desk on the 2nd floor.
• Pick-up requests and book returns: Dafoe Library will not be available as a pick-up location for requests. Materials may be requested for delivery to any other campus library. External return bins are unavailable during renovations; book returns possible during hours of opening only. Books may be returned to any other university library.
• Document delivery: Dafoe Library will not be available as a pick-up location for items requested through document delivery. The Sciences and Technology Library, Machray Hall, will offer the service during renovations.
• During Dafoe Library’s hours of opening, service will be available in person, by phone (204-474-9544), email (dafref@umanitoba.ca) and ‘Ask a Librarian’ chat.

Direct any general inquiries about these temporary arrangements to Nicole.Michaud-Oystryk@umanitoba.ca or call (204) 474-9211.

Starbucks is closed until further notice.

Library locations:
>> umanitoba.ca/libraries/about/map.php.

Library hours:
Monday to Friday, 8:00 a.m. to 11:00 p.m.
Saturday, 9:00 a.m. to 5:00 p.m.
Sunday, 10:00 a.m. to 9:00 p.m.

More information: umanitoba.ca/dafoe
Raising the roof: Pep rally builds Bison momentum

BY MARIANNE MAYES WIEBE  
The Bulletin

The U of M welcomed new and returning students during Orientation Week 2012 with the first ever back-to-school pep rally, in celebration of the Bison Sports teams.

The event, organized by the office of student life along with Bison Sports and the Faculty of Kinesiology and Recreation Management, was attended by more than 1,500 students, staff and faculty members and showcased the Bison sports teams.

The enthusiasm in the Investors Group Athletic Centre was palpable as the co-ed cheering squad performed to a loud soundtrack and the Bison teams entered one by one. After individual teams were introduced — including golf, men and women’s basketball, volleyball, cross-country track & field, hockey and swimming — orientation volunteers led the crowd in cheers that each orientation group had practiced throughout the day.

All suited up and stealing the show with a grand entrance from a side door of the gym, breaking through a Bison banner, was the Bison football team.

The team, just two games into its new season, won their recent home game over the Saskatchewan Huskies, bringing its record to 2-0 and putting them into prime position for Saskatchewan Huskies, bringing its record to the Calgary Dinos. Game kick-off is at 1:00 p.m., Saturday's Homecoming Football Game against Saturday, September 15

Bison Homecoming Football Game at University Stadium  
Saturday, September 15
Pre-game party 11:30 a.m.; kick-off at 100 p.m.

Come cheer on the Bison as they battle the Calgary Dinos! Arrive early with the kids and enjoy the family pre-game party on campus. Families, children and Bison fans are welcome to take part in the activities (face painting, mascots, food, music and more) and games before kick-off, brought to you by Mini U and other partners. Full event details are available at www.miniu.ca.

Tickets are $8 in advance, $10 at the door. Advance tickets are available at Answers, through the Bison Sports office (call 204-474-9618), and the Frank Kennedy Centre Customer Service Desk.

Visit gobisons.ca for more information.

We join the homecoming party, already in progress

BY MARIANNE MAYES WIEBE  
The Bulletin

After last night’s launch of a new season of Visionary Conversations, faculty and staff are invited to join in the many homecoming activities taking place throughout the remainder of the week.

Homecoming 2012 kicked off on Wednesday, September 12 and continues until Sunday, September 16. This year’s activities include a gala concert and a dinner, celebrations of our Aboriginal community, an art exhibit in the gallery space at the brand new School of Art, lectures, receptions and faculty luncheons, campus and faculty tours and, of course, the homecoming football game!

An art exhibit on Thursday, September 13 highlights the extraordinary talents of the School of Art's critically-acclaimed alumni. After the opening reception, behind-the-scenes guided tours of the stunning new ARTLab will be provided. It will take place from 4:00 p.m. to 7:00 p.m. at the School of Art Gallery ARTLab, 180 Dufre Road.

Later the same day, the celebration of the arts at the U of M continues with the Homecoming Gala Concert and Reception. The Marcel A. Desautels Faculty of Music invites you to an unforgettable evening of entertainment at Eva Clare Hall, beginning at 7:30 p.m. This concert is your opportunity to enjoy the talents of our faculty members in a mix of classical and jazz performances. Following the concert, join the performers for a mix and mingle reception. Tickets are $15.

Activities continue throughout the weekend with Fort Garry Campus Tours, an Agricultural and Food Sciences Open House and libraries exhibits on Friday. Archives & Special Collections at the Elizabeth Dafoe Library will also host special exhibits, including A Celebration of the Walter Rudnicki Collection, which continues throughout homecoming. Walter Rudnicki was a U of M grad and a long-time activist for Aboriginal rights in Canada. This enormous and immensely valuable collection of archival records and books brings attention to the many research topics that the documents can support, land disputes, fishing and hunting rights, forced relocations and more.

Also on September 14, the Faculty of Arts Celebrating Arts, an event which recognizes the achievements of alumni Paul Meist (national president of the Canadian Union of Public Employees or CUPE) and MP Niki Ashton (NDP - Churchill). The event takes place at 11:30 a.m. in the Multi-purpose rooms at University Centre (second floor) on the University of Manitoba Fort Garry Campus.

Wrap up the week with the Bison Homecoming Football Game and Homecoming Alumni Dinner on Saturday, September 15. Cheer on the Bison football team as they battle the Calgary Dinos. Join the pre-game party 11:30 a.m. at the University Stadium, with game kick-off at 1:00 p.m.

The Homecoming/Alumni Dinner, an evening of entertainment and fine dining and dancing that takes place at Marshall McLuhan Hall in University Centre at 7:00 p.m., with a reception beginning at 6:00 p.m. This year, we celebrate the achievements of alumnum Gerry Price [BSc(ME)/70, MSc/72], our 2012 Distinguished Alumni Award recipient. This is the premiere alumni event at the University of Manitoba and a great opportunity to reconnect with friends, former classmates and your alma mater. Tickets are $75. RSVP: Alumni Relations: phone 204-474.9946, email alumni@umalumni.mb.ca.

“Homecoming 2012 offers something for everyone, and we invite the community to join us,” says Jana Thorsteinson, acting director of alumni relations.

There have been more than 193,000 graduates of the university since 1877, and there are nearly 130,000 known living alumni. Of these, almost 85,000 are known to still live in Manitoba, while about 64,000 live in Winnipeg. While the Homecoming celebration is geared towards this audience, it is also an excellent opportunity for the greater community to participate and learn more about the exciting things happening at the U of M.

In total, more than 10,000 alumni and friends are expected to take in activities on both campuses and around the city, including dozens of class reunions dating back as far as 1952 and representing faculties and schools such as Medicine, Dental Hygiene, Medical Rehabilitation, Law, Architecture, Arts, Science and Engineering.

See the full events listing: >> umanitoba.ca/people/alumni/homecoming/2012.

Photo by Mike Latchishow
The Bison cheer team performs at last year’s Homecoming Football Game.

Photo by Mike Latchishow
Students cheer on the Bison sports teams during Orientation Week at the pep rally on September 4.

Wrap up the week with the Bison Homecoming Football Game and Homecoming Alumni Dinner on Saturday, September 15. Cheer on the Bison football team as they battle the Calgary Dinos. Join the pre-game party 11:30 a.m. at the University Stadium, with game kick-off at 1:00 p.m.

The Homecoming/Alumni Dinner, an evening of entertainment and fine dining and dancing that takes place at Marshall McLuhan Hall in University Centre at 7:00 p.m., with a reception beginning at 6:00 p.m. This year, we celebrate the achievements of alumnum Gerry Price [BSc(ME)/70, MSc/72], our 2012 Distinguished Alumni Award recipient. This is the premiere alumni event at the University of Manitoba and a great opportunity to reconnect with friends, former classmates and your alma mater. Tickets are $75. RSVP: Alumni Relations: phone 204-474.9946, email alumni@umalumni.mb.ca.

“Homecoming 2012 offers something for everyone, and we invite the community to join us,” says Jana Thorsteinson, acting director of alumni relations.

There have been more than 193,000 graduates of the university since 1877, and there are nearly 130,000 known living alumni. Of these, almost 85,000 are known to still live in Manitoba, while about 64,000 live in Winnipeg. While the Homecoming celebration is geared towards this audience, it is also an excellent opportunity for the greater community to participate and learn more about the exciting things happening at the U of M.

In total, more than 10,000 alumni and friends are expected to take in activities on both campuses and around the city, including dozens of class reunions dating back as far as 1952 and representing faculties and schools such as Medicine, Dental Hygiene, Medical Rehabilitation, Law, Architecture, Arts, Science and Engineering.

See the full events listing: >> umanitoba.ca/people/alumni/homecoming/2012.

Photo by Mike Latchishow
The Bison cheer team performs at last year’s Homecoming Football Game.

Photo by Mike Latchishow
Students cheer on the Bison sports teams during Orientation Week at the pep rally on September 4.
The student experience

Meret Shaker, third year sciences, orientation volunteer.
Why did you decide to volunteer? I've wanted to volunteer since second year. I love orientation. You get to meet people and talk to them and give them tips for how to be good students and being part of the university community. What are you looking forward to this year? Being more involved — I want to go all-out this year.

Nardine Abdelsayed, second year sciences, orientation volunteer.
Why did you decide to volunteer? Partly to meet new people, and because I felt like I need to find a way to use my time more efficiently in university so I feel like volunteering really helps, because you know you're doing something that's worthwhile. Your time is not wasted.

Keshav Bodhee, first year, psychology.
How was Orientation? It was nice. I met lots of people, and am finding my way around with the map application on my iPod and my iPad. What are you looking forward to this year? My philosophy and French courses; studying, getting good grades and partying a bit.

Todd Reimer, first year, recreation management.
How was Orientation? It's been pretty chill. I'm kind of doing what I need to do, figuring out where my classes are going to be and getting myself organized.

Sydney Waldner, first year, criminology.
How was Orientation? It's pretty cool just being here. We're from a small town, so the campus has double the number of people as our town right now! What are you looking forward to this year? The debate team. Zach Long, first year, geological sciences.
How was Orientation? Great! I pretty much know the campus now and where everything is.

For more information and nomination forms, please go to: umanitoba.ca/admin/governance/forms/
If you have any questions, contact Shelley Foster, Governance Specialist at 474-6165.

For more information: email bmc_info@umanitoba.ca call Steve Denby at 889-4950 website www.BisonMensChorus.ca
The student experience: Living in residence

Chalk art on the University Centre patio, one of many activities during Orientation Week. Above right: Two students during Orientation Week.

Go that way: Volunteers direct students during Orientation Week. Right: Two student-volunteers at Orientation.

University of Manitoba. Centre for Professional & Applied Ethics

The Human Right to Democracy

Thomas Christiano

FRIDAY, SEPTEMBER 21 :: 11:30 a.m. – 12:30 p.m.
University College :: Concourse Lounge
Co-sponsored by the Departments of: Philosophy and Political Studies
Everyone Welcome

Left to right, U of M Residence students Gemma McTegg, Miriam Osanakpo, Saraj Thethy, Wayne Mark and Hayley Senkowski.

For these five students, the beginning of a new school year means more than just classes. Their university experience is profoundly shaped and widened by their life in residence. They come from across the province and around the globe, and they cite many reasons for choosing the U of M, such as the many course options and strong student services and supports.

Gemma McTegg. Year and Program: Second year arts, working on a bachelor’s of socio-legal studies (what it’s called in Australia). The U of M student experience: This is her first year in residence at University College Residence. An exchange student from Australia’s Sydney University, McTegg arrived on August 29. “I wanted to go somewhere drastically different, climate-wise,” explains McTegg. So far, it’s been great, she says. “The information sessions offered during orientation highlight the huge array of student services — from academic to counseling to health services and practical matters. It’s the same with the International Students Centre.

"And everyone is so friendly. I just got here a few days ago and now I walk around campus and people are waving at me!” she laughs.

Helunwa Miriam Osanakpo. Year and Program: Third year, microbiology. The U of M student experience: An international Resident Advisor (RA) at Mary Speechly Hall who hails from Nigeria, Osanakpo decided to become an RA because she saw it as a great way to make a change for herself, and help others in the process. “It was an opportunity help someone else,” says Osanakpo, who credits her experience as an RA for helping her to make “an extra 100 friends.” The International Centre for Students was another great resource for her as a new student, Osanakpo notes.

Advice to students: “Get involved; it will make all the difference.”

Wayne Mark. Year and Program: Fifth year, Kinesiology and Recreation Management. The U of M student experience: This student from Melita, Manitoba is returning to Arthur V. Mauro Residence as an RA. Mark looks forward to networking and seeking out new career opportunities this year, and says that being an RA is a great way to do that. With plans to go into work as a personal or professional trainer, Mark is looking forward to his anatomy class and “incorporating that knowledge into an active lifestyle.”

Advice to students: “Keep an open mind. Living in residence and going to university are experiences that expose you to so many career and life opportunities. Make the most of them.”

Saraj Thethy. Year and Program: First year, University 1, plans to go into geology. The U of M student experience: As a first year student from Northern Manitoba, Thethy says that living in residence is allowing him to make friends from across the world.

Hayley Senkowski. Year and Program: Third year, Faculty of Agriculture (agribusiness). The U of M student experience: Having lived in both Tache Hall and Pembina Hall Residence, Senkowski was an RA last year. She recently transferred from business into agribusiness and agricultural economics and is looking forward to her new agriculture courses.

Advice to students: “Keep your door open, get to know people! It is home and the university is your community; the people you live with become family.”
Support youth and global change: Volunteer at We Day!

BY ANGELA HECK
For The Bulletin

The U of M has partnered with We Day for a day of inspiration and celebration of the youth movement for global change, October 30 at MTS Centre — and you can join in the excitement!

The university is looking for 20 staff and faculty members to represent the university as volunteers at this amazing event. The chosen volunteers will join 18,000 youth and educators from across the province.

We Day is an initiative spearheaded by Free The Children founders Craig and Marc Kielburger. It is comprised of live events across the country with a strong online presence dedicated to educating, engaging and empowering a generation of socially-conscious youth.

As part of its involvement, the U of M will have a significant presence at the October 30 event, including a presentation on the main stage and an on-site display encouraging young people to consider a U of M education in the future.

We Day and the U of M are a perfect fit, notes U of M President David Barnard. “As a leading research institution, the U of M is active in many of the critical social, environmental and technological issues facing our global community,” said Barnard, citing the university’s work in food security, human rights and global public health — especially in Northern Aboriginal communities and Africa — as key examples.

“The University of Manitoba also takes an active role in nurturing leaders who have the strength and resolve, the vision and commitment, to transform communities for the better, at home and around the globe,” he said.

A key example is Tito Daodu, a fourth-year medicine student who will represent the U of M onstage at We Day.

“Tito is a fantastic student who truly embodies how being part of the University of Manitoba has helped her pursue her dreams and find her calling,” said Barnard.

Already known as a dynamic speaker and communicator, Daodu spoke at the 2010 Convocation Dinner, participated as a student blogger in the “It’s My Future” campaign, travelled to Tanzania on a U of M service learning trip and was most recently awarded the Nahlah Ayed Prize for Student Leadership and Global Citizenship. Her professional interest is in global public health and, in addition to doing a significant amount of volunteering, has completed part of her medicine program work in Nigeria.

“We’re excited about our involvement with We Day and hope that we can play a part in inspiring the next generation of students, activists and researchers,” said Barnard.

Besides encouraging U of M students to volunteer, Barnard is also calling on staff and faculty to join him at the event as a U of M-sponsored volunteer.

“This is an opportunity for both faculty and staff members to witness first-hand the enthusiasm and engagement of the next generation of University of Manitoba students,” he said.

>> For information about We Day in Manitoba, visit: weday.com/event/manitoba

We Day >> weday.com

Over 100,000 people will have attended the event since the first We Day in 2007 in the 2010-2011 school year, youth:

• Volunteered more than 17 million hours of their time
• Raised $5.4 million in donations to support local and global organizations
• Collected more than 539,000 lbs of food to stock the shelves at food banks

YOUR OPPORTUNITY TO BE INVOLVED: With a limited number of spots available, volunteers are asked to submit an expression of interest via email to weday2012@umanitoba.ca by 4:00 p.m. on Friday, September 21, 2012.

In your email, include your name, department and faculty, phone number, email address and a brief statement about why you’d like to be involved with We Day. Selected volunteers will be notified by email before September 28, 2012.

FROM THE ARCHIVES

Faculty of Medicine Archives at the Neil John Maclean Health Sciences Library

Left: 14-year old William Trump in recovery after being kicked by a horse while passing through the CPR stockyards. He arrived at the Winnipeg General Hospital with severe head trauma but still conscious. Under the care of Dr. A. H. Ferguson, professor of surgery at Manitoba Medical College, Trump was given an anesthetic before incisions were made to reveal multiple fractures of the skull and “leaking brain substance.” The extensive surgical procedure that followed is well documented in the notebook of medical student J.O. Todd. The operation. Trump was discharged 44 days after surgery. The extensive surgical procedure that followed is well documented in the notebook of medical student J.O. Todd.

THE FIRST BRAIN SURGERY: On November 7, 1889, William Trump, age 14, was kicked by a horse while passing through the CPR stockyards. He arrived at the Winnipeg General Hospital with severe head trauma but still conscious. Under the care of Dr. A. H. Ferguson, professor of surgery at Manitoba Medical College, Trump was given an anesthetic before incisions were made to reveal multiple fractures of the skull and “leaking brain substance.” The extensive surgical procedure that followed is well documented in the notebook of medical student J.O. Todd. The operation. Trump was discharged 44 days after surgery. The extensive surgical procedure that followed is well documented in the notebook of medical student J.O. Todd.

Recommended Reading

‘BOOKWORLD’: IN WHICH IMAGINATIVE UNIVERSES PROLIFERATE

DAVID WATT: I would like to recommend two books that challenge conventional ideas of children’s literature in surprising and entertaining ways. One can be read with children and the other after they’ve gone to bed. Hervé Tullet’s Press Here (Chronicle 2011) invites young readers to interact with a series of coloured dots by pressing or rubbing them, shaking or tilting the book, and clapping aloud. The children with whom I have read this book are familiar with this kind of interaction (being 2, 5, and 7, they are all adept at playing games on mobile phones, iPads, etc.) Surprisingly, yet reassuringly, Press Here reveals how much these “born digital” children enjoy using the sophisticated processor in their heads for imaginative purposes. I especially like Press Here because it reminds its readers that books are a form of technology that can shape and be shaped by the imagination.

The other book I recommend, Jasper Fforde’s The Big Over Easy ( Hodder 2005), is an entertaining and unconventional exploration of how children’s literature might shape the way we imagine the world. Set literally and figuratively in “Reading,” the novel follows Detective Inspector Jack Spratt and his new partner in the Nursery Crime division, Detective Sergeant Mary Mary as they investigate the death of Humpty Dumpty. His death, “from injuries sustained falling from a wall” turns out to be but one part of a complex plot. The detectives eventually crack the case and avert catastrophe thanks in part to the beans Jack acquires in exchange for a cow.

Both this series and the Thursday Next series by Fforde are set in the same alternative universe, and both are based upon “the notion that what we read in books is just a small part of a larger BookWorld that exists behind the page,” explains Fforde. What is particularly enjoyable about his Nursery Crime series, which also includes The Fourth Bear (2007), is that “things generally turn out the way you expect them to, even if the manner in which they do is a bit unpredictable.”

You can find more information about BookWorld and the many fantastic universes of author Jasper Fforde at jasperfforde.com.

David Watt is associate professor in the department of English, film, and theatre, Faculty of Arts, where he specializes in medieval literature and works extensively with the manuscripts and rare books in the Archives & Special Collections at U of M. He began a term as director of the Institute for the Humanities in July. Recommended a favourite book or a book or two you have recently discovered and enjoyed, in 250 words or less. To contribute, contact: bulletin@umanitoba.ca

The Fourth Bear

September 13, 2012

The Bull etin

PROLIFERATE UNIVERSES IMAGINATIVE IN WHICH

David Watt.
THE UNIVERSITY OF MANITOBA
CONGRATULATES THE FOLLOWING ACADEMIC
STAFF MEMBERS WHO WERE AWARDED TENURE
AND/OR PROMOTED IN 2012

TENURED FACULTY

Dr. Elizabeth (Lisa) Alexandrin, Religion
Dr. Hope Anderson, Faculty of Pharmacy
Dr. Julien Arino, Mathematics
Dr. Jun Cai, Electrical & Computer
Dr. Silvia Cardona, Microbiology
Dr. Ryan Cardwell, Agribusiness & Agricultural Economics
Dr. Prashen Cheilkani, Oral Biology
Dr. Fang Chen, Accounting & Finance
Dr. James Chlup, Classics
Dr. Michael Domaratzki, Computer Science
Dr. David Drewes, Religion
Dr. Brenda Elias, Community Health Sciences
Dr. Elah El-Salakawy, Civil Engineering
Dr. Gerald Heckman, Faculty of Law
Dr. Sabine Hombach-Klonisch, Human Anatomy & Cell Science
Dr. Randall Jamieson, Psychology
Dr. Bradford Johnson, Statistics
Dr. Richard Kruk, Psychology
Dr. Laura Loewen, Faculty of Music
Dr. Yunhua Luo, Mechanical & Manufacturing
Dr. Barry Mallin, Psychology
Dr. Elizabeth (Liz) Millivard, Women’s & Gender Studies
Dr. Jorge Nallim, History
Dr. Stéphanie Portet, Mathematics

PROMOTION TO ASSOCIATE PROFESSOR

Dr. Christopher Powell, Sociology
Prof. Tijen Roshko, Interior Design
Dr. Dieter Schömwerter, Faculty of Dentistry
Dr. Annette Schultz, Faculty of Nursing
Prof. Mary Shariff, Faculty of Law
Dr. John Sorensen, Chemistry
Dr. Jörg Stetefeld, Chemistry
Dr. Jennifer van Wijngaarden, Chemistry
Dr. David Watt, English, Film & Theatre

PROMOTION TO ASSOCIATE PROFESSOR

Dr. Prashen Chelikani, Oral Biology
Dr. Ryan Cardwell, Agribusiness & Agric Economics
Dr. Prashen Cheilkani, Faculty of Dentistry

PROMOTION TO INSTRUCTOR II

Dr. Catherine Cook, Community Health Sciences
Dr. Michael Domaratzki, Computer Science
Dr. David Drewes, Religion
Dr. Darren Freed, Surgery
Dr. Michael Genick, Physics & Astronomy
Dr. Andrew Goertzen, Radiology
Dr. Michael Goytan, Surgery
Dr. Robert Gulden, Plant Science
Dr. Gerald Heckman, Faculty of Law
Dr. Sabine Hombach-Klonisch, Human Anatomy & Cell Sciences
Dr. Derek Johnson, Anthropology
Dr. Bradford Johnson, Statistics
Dr. William (Bill) Kerr, English, Film & Theatre
Dr. Behzad Kordi, Electrical and Computer
Dr. Richard Kruk, Psychology
Dr. Justin Jaron Lewis, Religion
Dr. Laura Loewen, Faculty of Music
Dr. G. Scott MacKenzie, Anesthesia
Dr. Arkadij (Arkady) Major, Electrical and Computer
Dr. Jonathan (Jon) McGavock, Pediatrics & Child Health
Dr. Susan (Brooke) Milne, Anthropology
Dr. Suresh Mishra, Internal Medicine
Dr. Catherine Moltzan, Internal Medicine
Dr. Janine Montgomery, Psychology
Dr. Jorge Nallim, History
Dr. Stéphanie Portet, Mathematics
Dr. Jennifer van Wijngaarden, Chemistry
Dr. David Watt, English, Film & Theatre
Dr. Stephen Wong, Internal Medicine
Dr. Wen Zhong, Medical Microbiology

PROMOTION TO ASSISTANT PROFESSOR

Dr. Faride Algarashi, Anesthesia
Dr. Sean Armstrong, Internal Medicine
Dr. Adriana Condello, Pediatrics & Child Health
Dr. Curtis Oleschuk, Pediatrics & Child Health
Dr. Mary-Jane Seager, Obstetrics & Gynecology

PROMOTION TO FULL LIBRARIAN

Ms Lisa O’Hara, Libraries

PROMOTION TO SENIOR INSTRUCTOR

Ms Elise Duff, Faculty of Nursing
Ms Carol Ems, Faculty of Nursing
Dr. Nicole Harder, Faculty of Nursing
Dr. John Iacozza, Environment & Geography
Mr. Alan Marshall, Computer Science
Mr. Michael Sirant, Faculty of Kinesiology & Recreation Management

PROMOTION TO INSTRUCTOR II

Ms Kathy Block, Academic Learning
Mr. John Braco, Computer Science
Ms Nancy Chislett, English Language Centre
Ms Leslie Goodman, Environment & Geography
Ms Colleen Plamondon, Faculty of Kinesiology & Recreation Management
Mr. Timothy Podolsky, Academic Learning Centre
University of Manitoba

FORT GARRY + BANNATYNE CAMPUSES

PHYSICS colloquium
Friday, Sept. 7 | 3:30 to 4:45 p.m.
"Imaging with Anisotropic Metamaterials," by Johann Schumacher, Institute of Applied Physics, University of Hamburg, Germany.
Coffee served at 3:00 p.m. before the talk; refreshments and discussion after in 330 Alien Building.

SCHOOL OF ART EXHIBIT OPENING RECEPTION, HOMECOMING 2012
Thursday, Sept. 13 | 4:00 to 7:00 p.m.
An exhibition showcasing the work of the School of Art’s alumni. At School of Art gallery, 180 Dufresne Roo.

HOMECOMING 2012 GALA CONCERT
Thursday, September 13 | 7:30 p.m.
The Marcel D. Desautels Faculty of Music presents a combination of classical and jazz performance with a mix of mingling reception. In Eva Clare Hall.

2012-2013 FACULTY OF MEDICINE DEPARTMENTAL SEMINAR SERIES
Saturday, Sept. 15 | 9:00 a.m. to 1:00 p.m.
First Nations, Métis and Inuit Health; “Métis Health Issues, Past, Present, Future” by Maria Campbell. In Frederic G. Banting Theatre (Formerly Theatre A), Basic Medical Sciences Building, 745 Bannatyne Avenue. Light lunch follows in Buhler Atrium To arrange MBTele-Health link phone 1-204-975-7714/1-866-667-9891 (Opt. 2).

DR. MARGARET ELDER HART DISTINGUISHED VISITOR SERIES
Friday, September 14 | 9:30 a.m.
“Social Justice and Health: Challenges and Supports for Accountability” by Elizabeth McGibbon, associate professor, St. Francis Xavier University. In 260 Helen Glass Centre.

CHS colloquium series Friday, September 14 | 12:00 to 1:00 p.m.
"Developing a diabetes prevention intervention in Sandy Bay Ojibway First Nation: Incorporating nutrition, physical activity and stress mitigation" by Sharon Bruce, associate professor, community health sciences, U of M. In R060 Medical Sciences Building, 4th floor.

PHYSICS colloquium
Friday, September 14 | 3:45 to 4:45 p.m.
"Spin-Wave Optics: Perfect Imaging with Spin Waves” by Sebastian Mansfeld, Institute of Applied Physics, University of Hamburg, Germany. Coffee served at 3:30 p.m. before the talk and refreshments and discussion after in 330 Alien Building.

BISON SPORTS WALKAY OF HONOR RIBBON CUTTING
Saturday, September 15 | 11:30 a.m.
The Bison Athlete Walkway of Honour celebrates the excellence of Bison athletes, honouring their contributions to the University of Manitoba and the greater community. At Investors Group Athletic Centre Plaza, 75 Sidney Smith Way.

BISON SPORTS HOMEOPENING: FOOTBALL GAME
Saturday, September 15 | 1:00 p.m.
Opponent: Calgary Dinos

PHARMACY GRADUATE SEMINAR
Monday, Sept. 17 | 12:00 to 1:00 p.m.
“My Odyssey in Pharmacy, from 1962 to 2012” by Wayne Anderson, dean and professor, School of Pharmacy and Pharmaceutical Sciences, University of Buffalo. In 165 Apotex Centre, 75 McDiarmout Avenue.

HISTORIES OF THE BODY RESEARCH CLUSTER TALK
Tuesday, Sept. 18 | 2:30 to 4:00 p.m.
"Sinnered/Stolen/Returned? Saint-Imriened Motherhood in 20th Century England” by Pat Thane, Institute of Contemporary British History King's College, University of London, in 409 Tier Building. Everyone welcome!

PHARMACY GRADUATE SEMINAR
Wednesday, Sept. 19 | 12:00 to 1:00 p.m.
"When Medicine Works” by Albert J. Siemens, Chairman and CEO of Family Health International. In 165 Apotex Centre, 75 McDiarmout Avenue.

ARCHITECTURE NOON HOUR DISCUSSION
Thursday, September 20 | 12:00 p.m.
Food for Thought, an armchair discussion with Arthur Schalek, Centre for Political and Applied Ethics, and Peter Marcuse, Professor Emeritus of Urban Planning, Columbia University, New York City. In Centre Space of the John A. Russell Building.

ARCHITECTURE CULTURAL EVENTS SEMINAR
Thursday, September 20 | 6:00 p.m.
Peter Marcuse, Professor Emeritus, urban planning, Columbia University, New York City. In Centre Space of the John A. Russell Building.

RESIDENTIAL SCHOOLS KEYNOTE SPEAKERS
Thursday, September 20 | 2:30 p.m.

HEALTH, LEISURE AND HUMAN PERFORMANCE RESEARCH INSTITUTE-SERIES SEMINAR
Friday, September 21 | 2:30 p.m.
"Exploring the visitor’s experience” by Christine Van Winkle, U of M in 238 Investors’ Group Athletic Centre

ABORIGINAL STUDENTS CENTRE (ASC) TIPI RAISING & WELCOME BACK BBQ
Friday, Sept. 21 | 11:00 a.m. to 2:00 p.m.
Lots of fun, food, laughter and a community pole raising. Everyone welcome.

PHYSICS SEMINAR
Friday, September 21 | 3:30 p.m.

NURSING SEMINAR
Monday, Sept. 24 | 12:00 to 1:00 p.m.
"Injury Reports by Careers of People with Intellectual Disability.” by Ahmed Shalaby, Department of Medical Education, S204-750 Bannatyne Avenue, Winnipeg, Manitoba R3E 0W2, tel. 204-474-9431, fax 204-474-7523, email am.r.McLachlin@umanitoba.ca.

University of Manitoba Faculty of Medicine, Department of Medical Education Position: Assistant or Associate Professor rank in management science
Start Date: September 1, 2012
Deadline: October 31, 2012
For Information: Judy Noble, Administrative Assistant, Department of Electrical and Computer Engineering, University of Manitoba, 2-390 EITC, 75 Chancellor Circle, Winnipeg, Manitoba, R3T 5V6, email judy.noble@umanitoba.ca

FACULTY OF MEDICINE
Department of Medical Education Position: Director of Faculty Development
Deadline: October 5, 2012
Start Date: As soon as possible
For Information: Dr. Andy MacDiarmid, Department of Medical Education, 204-750 Bannatyne Avenue, Winnipeg, Manitoba R3E 0W6

FACULTY OF MEDICINE
Department of Medical Education Position: Full-time Research Facilitator
Deadline: October 5, 2012
Start Date: As soon as possible
For Information: Joanne Cowie, Assistant Dean, Research, Faculty of Medicine, University of Manitoba, Room A108 Chown, email kevin.cosimbis@med.umanitoba.ca

ARCHITECTURE CULTURAL EVENTS SEMINAR
Monday, September 24 | 6:00 p.m.
"First Impressions: revealing the subtle and intricate of the design" by Loïs Weingthal, Graduate Assistant and Associate Professor in the School of Architecture, The University of Texas at Austin. In Centre Space, John A. Russell Building.

THIN AIR ON CAMPUS
Tuesday, Sept. 25 | 10:00 to 11:15 a.m.
Featuring Jason Watson, Jason Watson’s novel Been There, Ruined That is a cocktail of equal parts rural Italy, Old Hollywood and modern-day Los Angeles. In Cross Common Room, 110 St John’s College.

ARCHITECTURE CULTURAL EVENTS SEMINAR
Wednesday, September 26 | 6:00 p.m.
"Jean-Cristophe Quinton, École d’Architecture de Versailles and École Spatiale d’architecture, in Centre Space, John A. Russell Building.

ART EXHIBITION
Runs until Friday October 12 "ensino arquitectura, diseño y arquitectura (the road home), an art exhibition by Robert Houle. The exhibition features paintings and drawings of his works on display in the University of Manitoba School of Architecture, 2012-13. In 525 Engall.

32ND PRESIDENT’S RECEPTION FOR STUDENTS
Saturday, October 13 | 2:00 p.m.
You are invited to meet with Joanne Keselman, vice-president (academic) and provost. In The Great Hall, on the second floor of the University Centre. You can pre-book your place by calling 474-9124. In Marshall McLuhan Hall, Room 204 University Centre, Fort Garry Campus.
Bringing Research to LIFE

Upcoming Events

Café Scientifique
Chronic Lymphocytic Leukemia - New Discoveries and Options for Patients

Chronic Lymphocytic Leukemia (CLL) is a cancer of the white blood cells. It is the mostly widely diagnosed type of leukemia in the Western world, mostly affecting older men and has a poor survival rate. As the Baby Boomer generation grows older, the incidence of CLL will increase.

In the new era of personalized medicine, what new diagnostic tests will improve detection at the earliest stages? What research discoveries will pave the way to new treatments and improve survival? What clinical trials are being conducted in Manitoba?

Join us in a lively and open discussion on CLL with Canada’s leading scientists, clinicians, patient advocates and nurses on this important disease.

Experts:
- Dr. Versha Banerji
- Dr. James B Johnston
- Dr. Aaron Marshall
- Dr. Cynthia Toze

Moderator:
Dr. Spencer Gibson

Tuesday Oct. 3, 2012, 7:00 p.m
McNally Robinson Booksellers
1120 Grant Avenue – Event Atrium
RSVP to:
Research_Communications@umanitoba.ca

Undergraduate Research Poster Competition

Nov 1, 2012
The Manitoba Rooms 210-224
University Centre,
Fort Garry Campus

DEADLINE FOR SUBMISSION: Oct. 12, 2012

The psychology of exercising
Researcher demonstrates the power of perception

BY KATIE CHALMERS-BROOKS
For The Bulletin

It doesn’t take much to derail even the most motivated person from getting some exercise, according to recent research by social psychologist Dan Bailis. But he insists it doesn’t mean they’re lazy — they might be suffering from goal conflict.

This happens when we think the effort it takes to stay in shape will impede our chances for success in other areas.

“There is this element of distress that’s provoked just by being reminded of something else when you’ve chosen to exercise,” Bailis says.

During the last three years he has done at least a dozen studies involving more than 1,000 undergrad students deemed highly motivated to be fit. The students were separated into groups and all of them directed to follow the basic, daily recommended doses of physical activity: 30 to 60 minutes most days of the week. Depending on the experiment, some of the students were then reminded of other goals likely important to them, either relating to academics or romantic relationships.

These reminders were unassuming and presented in the form of pamphlets, videos or tasks. Some students were asked to write a brief summary of their academic pursuits, or to complete a word-search puzzle that had them finding nouns like professor and exam.

“These really subtle reminders are still enough to produce some surprising effects,” says Bailis, whose research so far has been funded by the Social Sciences and Humanities Research Council of Canada and Sport Canada.

“It’s key to understand what’s going on when you’re not exercising, and that’s what I’ve been up to throughout this project,” he says.

In one experiment, each student group was given a different pamphlet to read. One group received a brochure that touted the importance of relationships and exercise are good for their health; a third group learned how their relationships could actually benefit from exercising.

The students that exercised the most in subsequent days belonged to the last group, those who were told of the mutual, non-conflicting benefits. Perception is powerful, Bailis says, and even extends to inanimate objects we associate with breaking a sweat.

Some of the students were given free water bottles under the guise of winning a random prize. When asked one week later: could the researcher buy back the bottle and what would they charge? Those in the goal-conflict condition of the experiment priced the bottle 37 percent below those in the control condition.

“Your running gear, your sweats, the gym you go to — these things are acquiring emotional significance by being paired with goal conflict and it becomes a transferral and you don’t want to interact with these things anymore,” says Bailis.

Insight into the psychology underlying our exercise habits provides clues on how to best market physical activity to a society faced with climbing obesity rates. It’s unknown how many people struggle with goal conflict, Bailis notes. In population surveys, the most commonly given reasons for not being active are by far, “lack of time,” “too busy” and “other commitments.” Raising awareness of the health benefits of exercise has its place but reaching people who are already convinced of the latter requires a different message, one that addresses goal conflict specifically, he says.

“What’s needed is a message that helps people to see exercise as an integrated part of their life, that pursuing it does not harm other things that they are trying to do,” says Bailis, “I’m looking for more diversity of messages.”

And for the moment, no moratorium on the term couch potato.

“If people are not exercising, chances are, they are still making productive use of their time. The real challenge for this field of exercise research and promotion is to acknowledge the other worthy goals that people are trying to protect with their choices. People want to be ready to meet the needs of their families, jobs, schooling, relationships, and so on,” he says.

“Exercise, in fact, can be a positive part of all of those things, but it often appears to be in an unwinnable contest with each of them first. That perception, more than anything to do with raising awareness of health benefits, is what I think public education about exercise should be trying to change.”

Phone: (204) 474-7300 Fax (204) 261-0325
umanitoba.ca/research
BISONS vs DINOS
ANNUAL HOMECOMING FOOTBALL GAME
HOMECOMING 2012

University of Manitoba Bisons vs. University of Calgary Dinos
at University Stadium

Saturday, September 15
Pre-game party: 11:30 a.m.
Kick-off: 1:00 p.m.

Families, children and Bison fans – come early and join us for Billy the Bison, face painting, food, music and games before kick-off! Brought to you by Mini U and other partners.

Tickets: $8 in advance, $10 at the door
Advance tickets available at: Answers, Bison Sports office (call 204.474.9611) and the Frank Kennedy Customer Service Desk.

For more information on all Homecoming events visit: umanitoba.ca/homecoming

Like the University of Manitoba Alumni Association at facebook.com/umanalumni and follow us on Twitter @UManAlumni
Share your tweets with us by using #umanhomecoming