

OnManitoba

CONNECTING ALUMNI AND FRIENDS OF THE UNIVERSITY OF MANITOBA

GROWING HOPE

Katharina Stieffenhofer

documents a heartwarming project that's teaching northern Manitoba kids how to grow their own fruits and vegetables at home, and at the same time, curb their appetites for junk food and drugs.

UNLOCKING POTENTIAL

Eddie Calisto-Tavares

knows firsthand the barriers to success new immigrants to Canada face. Learn how she's channelled her experience into helping others.

PLAYING TO HIS ADVANTAGE

Paul Janzen

followed his heart, and his love for advertising, to the Big Apple. Today, he's the words and wit behind some truly memorable ad campaigns of the past decade.

MATH = FUN...?

Darja Kalajdziewska

thinks so and if you're a student of hers, chances are you agree.



ALSO IN THIS ISSUE: Homecoming 2010 in pictures | Board of Governors and Distinguished Alumni Award nominations
Beyond books: an alumni questionnaire about the 'life' part of your university life experience; fill it out, you could win \$1,000

Inspired Teaching and Innovative Research at the Asper School of Business



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Dr. Krista Uggerslev is an award-winning teacher and researcher, and the recipient of two of Canada’s most prestigious 3-year research grants totaling over \$200,000.

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REMINDER TO ALL GRADUATES WHO RECEIVE
ON MANITOBA Our April 2011 issue will include faculty and
school inserts. Your household may receive more than one copy
of our magazine, depending on how many grads per residence.



The **Faculty of Home Economics/Human Ecology** turned 100 in 2010. Many, including members from the Class of 1960 pictured here, gathered for the centennial. A variety of events were held and a commemorative book—*More than Memories*—was published to mark the milestone. **See page 9 for purchase information and for more reunions & celebrations.**

6 Alumni Association News and Events

Pictures from a party—in October, we celebrated all that is “good” about our 2010 Distinguished Alumni Award (DAA) recipient Lila Goodspeed; alumni share some of the top reasons they’re proud to be U of M grads; have your say and nominate Board of Governor and DAA candidates for 2011; the name, *Wonderland*, says it all: don’t miss your chance to see a unique performance from Canada’s Royal Winnipeg Ballet.

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Artist-turned-documentary-filmmaker Katharina Stieffenhofer [BFA/96] spent a year in tiny Wabowden, Man., filming a gardening project that’s yielding more than fruits and veggies for the remote northern community: young boys and girls with a newfound sense of purpose and responsibility.

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A pair of alumni profiles to remind us how learning at the University of Manitoba opens the doors to diverse professional and life experiences.

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A blast from the past photo offers a snapshot of a unique U of M tradition: Ditchball.

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OnManitoba

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ALUMNI ASSOCIATION INC

the antidote to winter



As we brace for the cold *embrace* of a prairie winter, the December issue of *On Manitoba* shares stories bathed in the warmth of alumni committed to enhancing the lives of others.

Cover profile and multi-talented artist Katharina Stieffenhofer [BFA/96] was so inspired by a school-based gardening program in Wabowden, Man.—and its impact on the diets and lifestyles of the small northern community's young people—that she shot a documentary about their experience. Her film, ... *And This Is My Garden*, reminds us how much we can gain when we empower youth.

Alumna Eddie Calisto-Tavares [ExtEd/05] has applied her experience as a Canadian immigrant to her human resources consulting firm. Today, part of the work her company does involves helping new Canadians to realize their potential.

U of M graduate and Scotiabank president and CEO Rick Waugh [BComm(Hons)/70] established a scholarship that helps the children of international Scotiabank employees pursue a business education at his alma mater. Hear about the impact of his generosity from scholarship recipient Raul Marroquin.

Our annual Distinguished Alumni Award reception, held in October, celebrated Lila Goodspeed [BScHEc/64, CertEd/68, BEd/79]. Goodspeed spent much of her career as an educator and author, but some of her most significant contributions stem from her tireless commitment to our city and province as a volunteer and philanthropist.

U of M math instructor and alumna Darja Kalajdziewska [BSc(Maj)/05] is on a mission! Whether she's teaching a first-year university math course or speaking to schools in the community, her goal is to replace fear with fun when it comes to studying mathematics.

It takes a special something to create messages that stick nowadays in our media saturated world. But when everything does come together, the results become etched in our minds and we're left with a new nugget of wisdom or a much-needed belly laugh. New York-based alumnus Paul Janzen [BEd/93] has been the brain behind such messages for close to a decade. He retraces the steps of his journey from Manitoba to Manhattan.

We also introduce you to our four scholarship winners for 2010. Their talents comprise a diverse mix of academics and athletics, but what ties these individuals to one another, and to the other alumni we profile in this issue, is their commitment to community.

Last but not least, we offer you a photo recap of Homecoming 2010 and other significant reunions that happened on campus during the past few months. These snapshots capture the relationships that you built on this campus and which endure 10, 20, 60 years after graduation. As you scan these images—the full galleries are available on our website at umanitoba.ca/alumni—we hope they create good memories and warm feelings.

JEREMY BROOKS [BA/98]
Editor

Giving Credit Where Credit is Due



I was reading the recent *On Manitoba* and was surprised that there was no mention of the designer for either the Tache Arts Complex nor the ARTLab. On behalf of your readers, please consider ensuring that this information is

included in all building projects mentioned in your publications.

Thank you kindly,

Steve Boulton [BEnvD/00, MArch/07]

Hi Steve,

You make a valid point. All of the projects outlined in our August issue (those you mentioned as well as the Pembina Hall residence and the Bombers/Bisons stadium) were designed by U of M-trained architects so let's give them their props.

Patkau Architects – led by principals John [BES/69, BA/69, MArch/72] and Patricia Patkau [BID/73] are responsible for the Marcel A. Desautels Arts Complex and the ART Lab projects currently underway on campus.

Raymond S.C. Wan Architect – led by alumnus Raymond S.C. Wan [BA/82, MArch/87] is responsible for the design of both the Bombers Stadium and the Pembina Hall residence.



HARNETT

contributors

SHAMONA HARNETT [BA(ADV/96)] is a freelance journalist and Healthy Living columnist for the *Winnipeg Free Press*. Her work has appeared in numerous publications across the country including the *Globe and Mail*. Contact her at shamonawfp@yahoo.com.



HANLON

CHRISTINE HANLON [BA/85, BED/89] is a Winnipeg-based freelance writer. Featured in various local and national publications, her work runs the gamut from profiles of Olympic gold medalists to articles about water treatment plants—and one special little book: *The Manitoba Book of Everything*.



RICHARDS



FRICKE

Writer **Sarah Richards** and photographer **Thomas Fricke** are back as contributors to this issue of *On Manitoba*. Richards penned our profile of Paul Janzen: The Big Leagues. Her bio, contact information and work samples are available online at sarahmrichards.com. Fricke captured the accompanying images for our cover feature of Katharina Stieffenhofer as well as our profiles of Eddie Calisto-Tavares, Darja Kalajdziewska and Paul Janzen. You can view more of his work online at thomasfricke.com.

New Year's Resolution 2011: *Get degree or certificate framed*

You deserve to showcase the parchment that speaks volumes about your education journey. We can help. View our online brochure of U of M-crested degree frames. Visit umanitoba.ca/alumni, choose the service, merchandise and discounts item in the left menu, then scroll down to the crested degree and photo frames link. Frames are available for purchase year round at the Alumni Association during regular office hours. See below for our mailing address.

Lila Goodspeed [BScHEc/64, CertEd/68, BEd/79]
with Alumni Association
president Evan Kuz [BFA(Hons)/90]



Celebrating Lila Goodspeed *our 2010 DAA recipient*



Goodspeed with her family from left: son, Jon [BA/10], daughter, Melanie Derwin [BComm(Hons)/96], grandson Bennett, and daughter-in-law Alison Goodspeed [BHEcol/00, BEd/04]

With tributes pouring in from the likes of fellow community leader and friend Janice Filmon [BSc(HEc)/63], our evening in honour of 2010 DAA recipient Lila Goodspeed, held during fall convocation, was an excellent opportunity to celebrate the accomplishments of yesterday's graduates at the same time that we welcomed our newest alumni members.

U of M Proud

*In April, we invited alumni to send us the **top five reasons they are proud to be a U of M graduate**. Below are excerpts from each of our four winning submissions. Visit umanitoba.ca/alumni for the complete list of top fives.*

DOROTHIE (NEIL) LINDQUIST [BScHEc/42]:

"The encouragement given for personal development."

JOAN (MCLEAN) CRAIG [BHEc/68, CertEd/69]:

"The foundation of lifelong friendships were formed during the university years and there is pride in having a common bond whenever our paths cross, wherever we may be."

LORI NOVAK [BEd/91]:

"Beautiful and spacious grounds with lots of room to flourish."

JOANNA CARLBERG [BA(Hons)/73]:

"Amazing Professors: I graduated in 1972 with an honours English degree, and I still remember my classes so well, not just English but in all my other subjects... every professor was an outstanding teacher and a memorable character."

University of Manitoba Board of Governors Nomination

Represent your fellow University of Manitoba alumni by serving on the University of Manitoba Board of Governors. Three of the 23 positions on the Board of Governors are elected by alumni. Currently, your representatives are:

Rennie Zegalski [BComm(Hons)/95] term expires in 2011

Romel Dhalla [BA/99, BComm(Hons)04] term expires in 2012

Gwen Hatch [LLB/81] term expires in 2013

Nominations are accepted annually. To nominate a candidate for a position on the Board of Governors, please submit to the Alumni Association the signatures of 25 graduates and written consent of the nominee. Each graduate must clearly print their name, sign the form and include their alumni number. Alumni numbers can be found on your individual magazine label or by phoning **(204) 474-9946** or toll free at **(800) 668-4908**.

Voting ballots are distributed to each graduate through the April issue of *On Manitoba*. Make sure to keep your address information up to date with the Alumni Association. Additional voting information will be provided on the Alumni Association web site at <http://umanitoba.ca/people/alumni/governance/governors.html>.

Nominations close Monday, Feb. 7, 2011 at 3 p.m. CST

Election opens Tuesday, March 1, 2011

Election closes Friday, May 6, 2011 at 2 p.m. CST

Ballots to be counted Friday, May 13, 2011 at 9 a.m. CST



**Distinguished
Alumni Award
Call for Nominations**

You can nominate a
University of Manitoba
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Deadline is Feb. 7, 2011

For more info or to download a nomination form, visit
umanitoba.ca/people/alumni/distinguished/index.html.

or call toll-free **1-800-668-4908**

or locally **(204) 474-9946**

or email alumni@umalumni.mb.ca

Nominees must demonstrate:

Outstanding professional achievement **or** significant service to the University of Manitoba **or** significant contributions to the community and welfare of others

Hong Kong reception 2010

In September, representatives from the university, along with Manitoba's Premier Greg Selinger [BSW/73] and Lt.-Gov. Philip S. Lee [BSc/66], joined more than 100 alumni for a reception in Hong Kong.





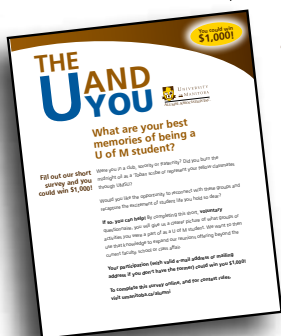
Alice like you've never seen her before!

University of Manitoba Alumni can experience the world premiere tour of *Wonderland* by **Canada's Royal Winnipeg Ballet** and save **15%** on adult ticket prices in selected cities.

Acclaimed choreographer Shawn Hounsell's creative genius has transformed *Wonderland* into a multi-sensory experience, with edgy and engaging dance movements, an inventive electro-acoustic soundscape and unexpected visual treats. Join Alice as she navigates *Wonderland*'s surprises in RWB's newest creation. Not recommended for children five and under.

Limited discounted seats have been set aside exclusively for U of M alumni in Winnipeg and select cities across Western Canada. Visit umanitoba.ca/alumni for more details. Promo code for this offer is 'teaparty'.

Get the reunion you've always wanted and (maybe) \$1,000



We want to build reunions around the teams, clubs and activities that made **your U of M experience memorable. You can help.**

By completing the enclosed survey, which is also available online at umanitoba.ca/alumni, you will give us a better picture of

reunions we could plan that extend beyond the "class of" variety. Best of all, completing a survey could put you in a draw for a \$1,000 cash prize. Visit umanitoba.ca/alumni for contest rules and a complete listing of our current reunions planned for 2011 and beyond.

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Robson Hall, just a stone's throw away from the Human Ecology building, hosted the **Faculty of Law's inaugural Homecoming Open House event**. Law alumni from the 1940s through to the 2000s were on hand and got to experience student-led tours of Robson Hall, musical performances and one-on-one interviews with "reporters" (student volunteers) who captured their Faculty of Law memories. Visit www.robsonhall.ca to see the pictures and videos from the event.

CAMPUS WIDE reunions & celebrations



The **Department of Geological Sciences** celebrated its centenary. More than 120 guests, including an alumnus from the class of 1946—David Robertson [BSc(Hons)/46]—attended their Winnipeg Weekend celebration in August. Along with department staff, alumni celebrated the official ribbon cutting for the new Geological Sciences History Wall, one of two Centenary projects undertaken by the group.



Mercedes Rich (current honours Geology student); Jeff Young [BSc(Maj)/82, MSc/92], instructor, Geological Sciences; Brenda Miller, admin assistant and chair, department history committee; Bill Brisbin [BSc(GE)/53] professor emeritus, department history committee member; and David Robertson (BSc(Hons)/46)

The **Faculty of Dentistry** held its annual Alumni of Distinction Award Celebration at the Fort Garry Hotel. The 2010 honorees were Mr. Ross McIntyre [BA/64], Dr. Phil Poon [DMD/80] and Dr. Mike Lasko [DMD/67].



From left: Harriet Rosenbaum [DipDHg/81] receives the 2010 Alumni of Distinction award for the School of Dental Hygiene, presented by Prof. Mickey Wener [MEd/86]

Skipping across town to Bannatyne Campus, more than 219 alumni and an additional 147 guests came out for the **Faculty of Medicine's** Homecoming events.



Front row from left: Dr. Charles Bernstein [MD/85], Dr. Claire Jaeger [MD/85], Dr. Susan Robillard [MD/85], Dr. Glenda Buchik [BSc(Pharm)/80, MD/86]
Back Row: Dr. Myles Margolis [MD/85]



Celebrating a century of excellence

More than Memories, which documents the Faculty of Home Economics/Human Ecology's centennial, is available for purchase through the faculty. For more information, contact Glenda Parsons by phone (204) 474.7045 or e-mail: gparsons@cc.umanitoba.ca. Books are \$25 plus shipping and handling.



"I-ji - it - ti - ki ki - yi yip
Rip rip rip
Ka-na-ki wa-na ka-na-ki taw
Raw raw raw
'M - A - N - I - T - O - B - A'"

Thank you to everyone who joined us at Homecoming 2010. We hope to see you again Sept. 14 through 18, 2011.



Lila Goodspeed [BScHEc/64, CertEd/68, BEd/79], Lee Anderson [BScHEc/63, CertEd/64, BEd/80], Judy Holden [BScHEc/63], Virginia Snyder [BScHEc/65, CertEd/66] and Janice Filmon [BScHEc/63]



Wayne Sprague [BComm(Hons)/70, CA/72] and wife, Donna; Scott McCulloch [BComm(Hons)/04], Tori Matichuk [BComm(Hons)/10] and Kevin Parsons [BComm(Hons)/10]

Rob and Benna Knight [BScHEc/65, BEd/77]



Alice Mark [BEd/], Johanna Wilson [BScHEc/45, BPed/53, BEd/54, MEd/66] and Claire Prentice



Brooke Baines [BA/06] and Leo Karlaftis [BComm(Hons)/00]



Ingrid, Bertha [BScHEc/50] and Quinn Eggertson



Chris "Campus Files" Rutkowski [BSc/83, MEd/92] and members of the Engineering Band



Sandra McGlenen [BHEc/74] and Diane Mowbray [BHEc/74]



Bob McInnes [BComm/65, CA/72] and Bob Weir [BSc/63, BComm/65]



Chancellor Harvey Sector [BComm/67, LLB/92] and Gil Goodman [BA/56, LLB/60]



Jerry Ilchyna [BSA/61, CertEd/63, BEd/66] and JR (Rae) Hamilton [BSA/60]



David [BSc(ME)/61] and Diane Cross [BSCHEc/60, CertEd/75]



Lloyd Sector [BArch/65]



Mary Pankiw [BA/65, BEd/69, MEd/72], center, with daughter Maureen, and Alumni Association president Evan Kuz [BFA(Hons)/90]



Jana Thorsteinson [BA/07] and Caroline Hunter [BA/93]



Assessing the Value of Higher Education

Attempting to assess the value of higher education is a pursuit of increasing importance and relevance in the 21st century.

In fact, a Google search of “value of

higher education” turns up almost 29 million hits.

Though this can't be seen as definitive proof that our society is preoccupied by the question, “what is a degree worth?” It does, however, demonstrate in a tangible way that there is a great deal of interest from researchers, governments and individuals alike.

For universities, considering the question and how it can be answered is of particular importance: it is an assessment of the benefit of what we do, not just for our students but for society more generally. The Association of Universities and Colleges of Canada recently released its own take on the question, in which it identified a series of advantages for university graduates like increased employability, more rapid income increases over their careers, and increased adaptability to the changing needs of the employment market. It also articulated others that are not strictly individual, but also societal in scope, like reduced reliance on social programs, better health status, and greater engagement in social and political activities.

With benefits like these, it is little wonder that investment in education is one of largest calls on the public purse in Canada, and considerations of the degree to which governments should adjust the levels of investment generate healthy debate over fundamental questions of public policy.

What these discussions sometimes miss, though, are the more intangible benefits of post-secondary education that have a less quantifiable, yet powerful value of their own.

At the 2010 Fall Convocation dinner, at which our community had the opportunity to celebrate the achievements of honorary degree recipients Dr. Bernard Weiner and Dr. Phil Fontaine, those in attendance also got to hear from two students about the opportunities they had, while studying at the University of Manitoba, to contribute their ideas and energy to something that transcended their individual interest, and to build from the

framework of their classroom education an experience that they each might describe as transformative.

David Tang, a recent graduate, spoke about his work with Let's Talk Science, a national science literacy program for children, through which he had the opportunity to bring science to children in Winnipeg's inner city and excite them about the possibilities that learning about science can bring to their lives. Tito Daodu, currently a second year medical student, shared her experiences doing community health research work for her BSc (Med) project in Nigeria, and how it fuelled her passion for pursuing a world where basic health care is available to all, despite their financial circumstances. Their experiences were very different, but what was consistent was their compelling passion for what they were doing and their unmistakable view that it was because of the University of Manitoba that they were able to make these contributions.

These stories are not unique. Time and again, when I meet with alumni of our university, I hear variations of this message—that being part of the University of Manitoba helped you find your calling, pursue your dreams, identify ways to contribute to your communities and define a future that promises not only economic well-being, but fulfilment.

I believe it is because so many of our students have benefited from this potential for transformation at the University of Manitoba that alumni fingerprints can be found on a range of activities that support students' learning outside of the classroom.

Many graduates donate to their faculties' endowment funds, which support a variety of initiatives—including travel to student competitions and the development of student spaces. The BSc (Med) program, for instance, benefits from support from the MD Class of 1949 and has done for the last decade. Several noted alumni have provided their support to a diversity of initiatives that enhance the student experience, including leadership in student government, participation in international exchanges and student competitions with their counterparts from other universities around the world. Our alumni also play an important role in mentoring our students, both informally and through organizations like The Associates and Friends of Engineering, and offer opportunities for them to gain experience outside the university through research projects or co-op placements in their organizations.

Our mission—communicating knowledge through teaching, pursuing knowledge through research and applying knowledge to serve society—is, at its heart, about building bigger futures. In thinking about your time at university, I hope you are able to point to your time here at the University of Manitoba as having done so for you, and consider whether there are ways you now can help current students do the same.

David Barnard president and vice-chancellor



The Rhodes Scholarship was established in 1902 by Cecil Rhodes. Since then, there have been over 7,000 recipients, including astronomer **Edwin Hubble**, Canadian commentator **Rex Murphy**, actor and singer **Kris Kristofferson** and physicist and author of *The Elegant Universe*, **Brian Greene**.



Two more Rhodes Scholars for U of M

University of Manitoba students Melissa Bailey (pictured above, right) and Jody Reimer were both recently awarded Rhodes Scholarships for 2011; two of only three awarded to the prairie region for the year. This brings the university's 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.

Bailey, who likes to do aerial acrobatics in her spare time, is in her last year of a bachelor of science honours degree in genetics. Reimer is completing her bachelor of arts and recently spent five months in India with the Ten Thousand Villages program.

Campus News

Lightning Round



No ordinary annual report

In fall, the University of Manitoba reminded us that, yes, there is still room for innovation when it comes to delivering an annual report. Instead of printing books, the university delivered its annual message to stakeholders by dominating sections of the Sept. 23 issue of the Winnipeg Free Press. The move ensured the university a guaranteed circulation of 100,000 within a Manitoba audience that includes some 80,000 U of M alumni; it saved on the cost of materials (green is good) and it left such an impression that its become a case study in how to effectively leverage ad space in a daily newspaper. You can view the online report at umcommunityreport.ca.

Bisons women's volleyball soar...

Carrying a 4 and 1 record into late November, the Bisons women's volleyball team has shot to the top of the CIS rankings from their previous position of number three. In other sports news, both the Bisons men's and women's hockey squads sit at fifth place in the CIS rankings and the men's volleyball team is in the number seven spot.

The Alumni Association has been proud to partner with Bisons sports on several Alumni Nights during the 2010-11 season. The final Alumni Night is scheduled for Feb. 26, 2010 at Max Bell Arena. Join us in support of our Bisons Men's Hockey team. Visit gobisons.ca for ticket information.

Walkway named in honour

Former U of M Chancellor William Norrie and wife Helen were on hand for a special unveiling on Fort Garry campus in fall. In recognition of their tireless support, a section of campus walkway—

between the Engineering and Information Technology Complex and University Centre—was renamed the William and Helen Norrie walkway and proudly boasts a brass plaque and Tyndall stone monument in tribute to the Norrie's manifold contributions. For decades, this alumni pair has committed themselves to the University of Manitoba in a variety of ways, from their service to the university, the establishment of the Bill and Helen Norrie Bursary, to their ongoing support of the Inner City Social Work Program at the downtown-based William Norrie Centre.



Helen [BA/53, BPed/54, BEd/73, Med/86] and William Norrie [BA/50, LLB/55, LLD/93], flanked by their grandchildren and current U of M students Jennifer, left, and Cameron, right.

On the research front...

It was a win-win situation as both research support and recognition poured in for U of M students and faculty. The fifth issue of *ResearchLIFE* recaps the latest awards and accolades for U of M investigators. Watch for it online and in the mail in January 2011. Also on the research front, the successful Bringing Research to Life speaker series kicks off its 2011 schedule with Prof. Feiyue Wang's presentation titled '*Chemical Contamination & Climate Change: Two Battles on One Front*.' Visit umanitoba.ca/research for more details.



Did you know? the *Manitoban* has helped launch the careers of many prominent Canadians. **Marshall McLuhan**, a pioneer of media theory who coined such phrases as “the medium is the message” and “global village”; **Izzy Asper** [BA/53, LLB/57, LLM/64, LLD/98], a tax lawyer turned media titan who founded CanWest Global Communications Corporation; **Peter Herndorf** [BA/62, LLD/06], current president and CEO of the National Arts Centre; and **Nahlah Ayed** [Bsc (Hons)/92, MA/02, LLD/08], CBC foreign correspondent, all worked for the student newspaper.

Student newspaper archives *set to go digital*



The *Manitoban* editor-in-chief Leif Larsen



What is nine and a half feet tall, 96 years old, and contains over 71,000 pages of history? The archives of the *Manitoban*, that's what.

There is a wealth of information in the 2,910 issues that encompass the U of M student newspaper's history dating back to 1914.

"I would consider the *Manitoban* more than a student newspaper; it's a barometer of society at large," says Shelley Sweeney, head of Archives & Special Collections in the Elizabeth Dafoe Library. It's also an important resource for people trying to find genealogical information about a relative or friend.

That's why Archives & Special Collections is partnering with the University of Manitoba Students' Union and staff of the *Manitoban* to raise funds to digitize the paper—known to many as simply 'the Toban'—in time for its centenary in 2014. Sweeney says the cost to digitize the collection is \$96,000. Once this is done, anybody with an Internet connection, anywhere in the world, will be able to search the paper online.

"The *Manitoban* is the only continuous public record of student life on campus going back to 1914," says current editor-in-chief Leif

Larsen. He's excited about the project and says the archives capture the perspective of students on significant events in world history including the Korean War, the anti-war movement, the FLQ crisis, and even the First World War.

While the copies are a time capsule, time isn't a friend to the documents themselves. According to Sweeney, not only are the pages highly acidic, many have been prepared for microfilm, which means their spines have been removed and they are rapidly deteriorating. Digitizing them will preserve them and make them much more searchable and available to a wider audience.

So what does Larsen think is the most interesting thing about the 'Toban's back issues? "The old ads," he says. "They show a snapshot of what society was like. The alcohol and cigarette ads are completely wild. If a cigarette company approached us now we'd make a cross and back away. We still do alcohol ads but they always say 'drink responsibly.' Back then it was more of 'for a good time try this whisky'."

If you would like more information on how you can support the campaign to digitize the *Manitoban*, email 2014@theManitoban.com or contact Shelley Sweeney at 204-474-6350.

/ Stephanie Fehr



Generosity has *international* impact

Raul Marroquin doesn't mince words when describing the scholarship that made it possible for him to study business at the University of Manitoba. "It completely changed my life," he says.

The 23-year-old, who hails from El Salvador, is set to graduate with a double major in finance and international business from the Asper School of Business. He credits a scholarship established by Rick Waugh [BComm(Hons)/70], president and CEO of Scotiabank, with helping him get to this point.

"It's hard to express the impact of this scholarship on my life," says Marroquin. "I truly appreciate the fact that Mr. Waugh set up this scholarship. It's allowed me to reach places I never would have before."

Established to give the children of international Scotiabank employees the opportunity to study business at the University of Manitoba, the R.E. Waugh – University of Manitoba Scholarship takes care of full tuition as well as room and board for a qualifying international student.

"I've seen first-hand the great value that comes from the exchange of ideas from different countries, cultures and perspectives," says Waugh. "I also believe very strongly in the quality of the academic programs at the University of Manitoba so it is a pleasure for me to be able to offer this opportunity to the families of Scotiabank employees around the world."



"My Commerce degree from the University of Manitoba provided me with a great start and I am pleased to provide this opportunity for someone else to study and give back to where it all started for me." – Rick Waugh, president and CEO of Scotiabank

Marroquin has taken full advantage of the opportunities available to him. As part of the Asper School's co-op program, he held a number of positions at Scotiabank: bank teller, personal banking officer trainee, account manager-small business trainee, and trust administrator.

"There are a lot of opportunities in Canada," says Marroquin. "Here, if you want something, you just have to work for it."

He's also honed his English and had the opportunity to go on an exchange to a university in Bordeaux, France, broadening his international horizons. He says these experiences have allowed him to grow as an individual.

Marroquin's interest in business comes from his mother, a Scotiabank employee in San Salvador. "My mother brainwashed me," he laughs. "Growing up she always talked about her job really positively. Plus numbers are my thing."

Marroquin is looking forward to starting his career in the financial sector in Canada—he's got a job lined up with Scotia Capital for after graduation—with a goal of becoming a Canadian citizen. "This is my new home," he says.



Darja Kalajdziewska [BSc(Maj)/05]

$$\pi = 3.14159$$

$$\frac{\text{MATH}}{\text{CAN}} = \text{FUN}$$

Meet the U of M mathematics instructor who's teaching students of all ages that math should be fun, not frightful

To the young and old who break out in cold sweats when they are faced with a mathematical problem, alumna Darja Kalajdzievskaja wants to nip your fears in the bud.

"I hear the words 'I hate math', 'I suck at math' all the time," says the 27-year-old, who's been teaching the subject at the University of Manitoba since age 22. "More than just teaching math, I feel like what I want to be doing is teaching people that math isn't scary, that it's cool, that you can do a lot of stuff with it and, hopefully, give people confidence."

To that end, Kalajdzievskaja gives weekly pep talks to her students and presents herself as approachable to all. "(Students who pop by my office) will be like, 'I'm sorry to take up your time'. I like it. I'm happy to see that they're here getting help. And once they get help, they're always better than the ones who don't," says Kalajdzievskaja, who grew up in a family of mathematicians and whose parents are fellow faculty members in the U of M's math department. Recognizing that the stigma attached to math can be shaped early in life, Macedonia-born Kalajdzievskaja became involved with a math outreach program and spoke to Winnipeg junior high, high school and even Grade 4 students about math and its role in everyday life. Her aim? To supplant those weedy thoughts of math with seeds of positivity. And whether she's speaking to a crowd of nervous math neophytes—or to the gifted young mathematician who asked her 'Did you have friends when you were little? Because it's hard for me being good at math'—she uses everyday language and ideas to drive home the notion that math is everywhere and can be enjoyed by everyone.

"You can do anything with math; you take it down any path you want to," Kalajdzievskaja says. "Mathematicians probably work for NFL football teams to calculate things like the trajectory of throwing (a football)."

An impromptu showcase of her teaching methods emerges when she veers into a comparison of applied versus pure math for *On Manitoba*, trotting out the concept of the Mobius Strip as an example of the latter. Rather than risk a confusing explanation of the complex math underpinning the idea, Kalajdzievskaja grabs a strip of paper, gives it a half twist and joins the two ends. She then traces a line over and around the piece of paper, her pen never leaving its surface, to illustrate what the Mobius Strip is at its most basic level of understanding: a one-sided object. It is by no means a complete explanation of the Mobius Strip's properties, but it is still a lesson, a chance for an 'okay, 'I get it' moment, an opportunity to take math out of the realm of chalkboard-length equations to a simpler place. And that's Kalajdzievskaja's goal.

She recently wrapped up a master's in mathematical biology from the University of Alberta, her thesis focusing on using math models to predict the transmission of Hepatitis B, so evidence of Kalajdzievskaja's chops as a mathematician is already solid. But her greatest strength as a champion of math could rest in her ability to separate herself from her own deep knowledge of the subject. She makes the complex simple. And isn't that what teaching is all about?



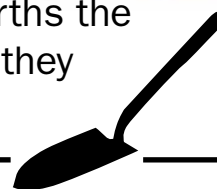
In November, Kalajdzievskaja was presented with a University 1 Teaching Excellence Award.



Eleanor Voitowicz, right, with Katharina Stieffenhofer in her Wildwood garden.

The Richest Harvest

Katharina Stieffenhofer's [BFA/96] debut documentary unearths the personal growth of young gardeners in Wabowden, Man., as they learn about healthy food choices, responsibility and life



Few kids in Wabowden, Man., had ever eaten even the most basic fruits and vegetables. Carrots, tomatoes, lettuce and grapes were, in fact, rare, expensive commodities in the remote northern town's one and only grocery store.

That's until a devoted teacher and experienced gardener named Eleanor Woitowicz helped the kids of Wabowden, population 600, grow produce in their own backyards.

Through her hard work, the Mel Johnson School gardening project was cultivated.

Pretty soon, kids who thought that food came from potato chip bags and fast-food cartons were growing their own kale, Swiss chard, watermelon and bell peppers—right at home.

When Winnipeg artist Katharina Stieffenhofer, 55, heard about the project, a jolt of electricity shot through her.

The grassroots effort in the tiny town was transforming the lives of the kids there and she needed to see it for herself.

"I was carried forward by this obsession," says the mother and wife.

Stieffenhofer—who once worked as art director on Guy Maddin's award-winning 2007 film *My Winnipeg*—knew Woitowicz's project was more than just a few beds of soil and some seeds. It had the potential to help the children in Wabowden avoid the harsh realities of drugs, obesity and Type 2 diabetes that plague many people in the mostly aboriginal town.

She decided she would document it on film.

After gathering the funds and creating an action plan, Stieffenhofer jumped on a small plane. Armed with her determination and a videographer, she headed to Wabowden, not even a dot on most maps.

Deep down, the first-time filmmaker knew she was doing something profound. But she was nervous.

Aboard a shaky, low-flying turboprop, Stieffenhofer questioned whether she was doing the right thing. Would she be able to bring the story of Wabowden to life? Would the time and money she was investing in the film be worth it?

Amid the turbulence, she prayed and overcame her fears of not succeeding.

She landed in Thompson, Man., before hopping into a rented car to drive another couple of hours on a remote stretch of northern road to her destination.

The result of Stieffenhofer's journey? ... *And This Is My Garden*, a documentary released last spring and shown at Winnipeg's Cinematheque.

In an early scene from the film, Woitowicz instructs a group of elementary school students to browse through a seed catalogue and choose the fruits and veggies they want to grow.

One little girl points to a watermelon photo in the catalogue, looking at her teacher for a response. Woitowicz calmly replies, "We're going to try watermelon, yes."

Her friend, a young boy, juts his arm up in victory, like he's just witnessed his favourite NHL player score a winning goal. "Yes!" he exclaims fervently.

These are the moments that touched Stieffenhofer.

"How interested and excited they were—as if it were a candy catalogue," she says. "To me that was so important."

Woitowicz's kindness and patience with the children of Wabowden is an integral part of the film.

A teacher at Mel Johnson for more than 30 years, Ontario-born Woitowicz has grown her own fresh produce since as far back as she can remember.



... *And This Is My Garden* was the Winner of the 2010 Most Inspirational Film at EcoFocus Film Festival, Athens, GA. Learn more about the film at andthisismygarden.com.

In 2006, she and colleague Bonnie Monias decided it was time Wabowden kids traded their junk food for radishes, celery and other healthy fare. The youngsters would finally understand that food comes from the soil—the earth.

So began Woitowicz's gardening project. It started when she helped 14 students plant fruits and vegetables in their own back yards. Today, that number has grown to 73 students—nearly half the school.

Each kid is responsible for his or her own garden, from planting the seeds to weeding to watering to harvesting. Woitowicz checks on each of the gardens regularly. While she's at it, she answers the budding gardeners' questions and offers support and encouragement.

When the German-born, farm-raised Stieffenhofer heard about the project, it re-ignited a spark in her that she hadn't felt in years.

"I'm not obsessed by projects anymore; I'm not driven. But I was totally driven by this project," says the multifaceted artist and organic gardener.

She found out about the Mel Johnson School project from Woitowicz, whom she met at a Winnipeg gardening conference. During their first encounter, Stieffenhofer immediately connected with Woitowicz, a practical woman who possesses a quiet grace.

Shortly after meeting, Stieffenhofer set out to film Woitowicz interacting with her students during most of the 2009 school year.

"I never worked so hard in my life. I didn't know how much work it would be. It was a more than full-time job.

"I worked weekends, evenings. At times, I would get by on three or four hours of sleep a night," says Stieffenhofer, who raised \$85,000 in mostly provincial grants to fund her film.

She ended up spending \$109,000. The extra \$20,000 came out of her own savings account. She used that money to make sure her staff—an editor, videographer and soundperson were paid fairly.

The end result makes Stieffenhofer beam with pride. "I wanted to tell the world about this project. And I wanted to make something that also was beautiful and that would inspire."

She is certain ... *And This Is My Garden* is serving the purpose she intended for it: To incite schools, parents and kids to grow their food. She says she has secured a distribution deal that could see the film in schools in Canada and the United States.

The hour-long documentary—produced in partnership with Winnipeg's Buffalo Gal Pictures—has even captured the world's attention. Last spring, the United Nations invited Woitowicz to New York City to present Stieffenhofer's film to the United Nations Commission on Sustainable Development. The UN chose only three entries out of 60 submitted by 30 different countries.

Today Stieffenhofer—dressed in a tank top and shorts—sits in the backyard of her modest Winnipeg home, located in Wildwood Park. The south Winnipeg neighbourhood, built in the 1960s, is filled with sprawling trees and a wild, magical quality.

It's a sunny day and Stieffenhofer's wheat-coloured hair glistens as she looks over her own garden. It includes tomatoes (she grows

19 kinds), leeks, beets, peas, green onions, herbs, garlic, Egyptian walking onions, bell peppers, spicy peppers, fennel, lettuce and more.

Stieffenhofer yields so much that she never has to buy produce during the summer. Even in the winter, Stieffenhofer and her family feast on her wares. Sweet, slow-roasted tomatoes flavoured with pungent basil and garlic is among their cold weather favourites. "When you take it out of the freezer and thaw it, it just tastes and smells fresh. It's so delicious," says Stieffenhofer, whose German accent is softened by her years in Winnipeg.

She's married to Lloyd Brandson, a key scenic artist and Winnipeg film industry veteran. The couple has two children, Gus Stieffenhofer-Brandson, 24, an organic chef in Vancouver; and Thomas Stieffenhofer-Brandson, 21, who works with his dad on film sets and who—like his mother—also has a passion for gardening.

With every meal Stieffenhofer prepares, she delights in knowing that she and her family grew what's on their plates.

"There's nothing better than to run out to your backyard and to pick your lunch or your dinner."

Wabowden kids echo the same sentiment and Stieffenhofer caught it all on film.

In an opening scene, a young man stands outside speaking quickly and cheerfully.

"I'm Dana Alexander Leon Campbell. I live in Wabowden, Manitoba," says the Grade 7 student as he proudly spreads his arms out toward his garden—an eight-by-four foot bed of soil.

"... *And This Is My Garden*."

Later in the film, young Campbell explains why he's a gardening convert. "It feels pretty good, especially when you're having supper and you know that you've grown it. And your mom or your dad wants to cook it and they put it in a big soup or something."

Stieffenhofer traveled to Wabowden once a month over the course of filming and stayed there for two or three days at a time. (She flew to the town at first. Later, she decided to save on costs and brave the seven-hour drive.)

The elements and the seasons, she says, played prominent roles in her film. "Nature and the beauty of nature were going to be participants in this," says Stieffenhofer.

Her first trip to Wabowden happened in April 2009 when the town's water body, Bowden Lake, bolstered an intimidating display of ice and snow. Daylight hours were short. She admits she was frightened of what she was getting into. At the same time, she was enthralled.

"The lake was frozen solid. It snowed at night," says Stieffenhofer. "But what I noticed about the school was that it had a great atmosphere. The kids were great. It had lots of artwork."

Then over the course of getting to know the kids, getting to know Eleanor, getting to know the community, I just became totally enchanted.

I fell in love with being there—with the rhythm of the community. The North. Bugs and all."



This page and page 29: Mel Johnson School students and budding gardeners at work and at play with Witowicz and Stieffenhofer. Photos courtesy Katharina Stieffenhofer.

Stieffenhofer admits that Wabowden itself has some bugs of a different kind—mainly drugs, absentee parents and a looming childhood obesity problem.

In her film, she briefly addresses the town's health issues. One nurse she interviews suggests that 10 per cent of the community has Type 2 diabetes. But, for the most part, ... *And This Is My Garden* depicts happy (though some overweight) kids who reap the benefits of fresh food and a renewed pride in themselves.

Her eyes tear when she brings up a Winnipeg newspaper review of her film.

In the article, a film critic calls Stieffenhofer's documentary "relatively artless" and goes on to write it "has the impersonal vibe of an industrial film, even as the town's residents hint there is richer earth to be turned in the subject matter."

Stieffenhofer admits she's sensitive and that such criticism hurts. She explains why she chose to focus on the gardening project rather than on culture or conflict within Wabowden. "Right from the start—all I saw was just the kids in the program. I never wanted to make this film about this being an aboriginal-Métis community." Stieffenhofer deliberately decided to stay out of parents' personal lives.

"I was always very conscious of people's privacy and dignity. And to me it would have felt wrong to invade people's privacy," she says.

"I wanted this to be inspiring... I wanted people to walk away feeling inspired, feeling hopeful.

I think I've done that."

Stieffenhofer considers herself an advocate for social justice. She raised her kids in what she calls "the granola belt" of Winnipeg's tough North End. Her neighbours consisted of other community-minded people—many of whom were fellow artists.

When she's not making art or working in film, she speaks to schools about organic gardening.

The University of Manitoba fine arts graduate moved to Wildwood a few years ago. Her parents—who own a farm south west of Winnipeg—also have a home in the city, across the street from her.

Stieffenhofer learned about the science of organic farming recently while auditing—or sitting in without credit—agriculture and soil science courses at the University of Manitoba.

But her love affair with the earth began long ago.

Stieffenhofer grew up in post-war Germany, on a small island located on the Rhine River, near Mainz. Her family—her brother, sister, parents and grandparents—owned 36 acres of farmland that produced beef, pork, wheat, potatoes and corn, as well as cherries, walnuts, and plums.

She was poor, she says, but never hungry.

Unaware of her poverty, she was a happy kid who loved to work alongside her dad, even if her secondhand shoes were too snug.

"I liked cleaning out the barns. There's such a satisfaction in doing a good job," says the slender, fit Stieffenhofer.

She recalls driving a tractor at age five, her parents guiding her as they picked potatoes.

"If I wasn't paying attention and I was sort of going off line, they would throw a little lump of dirt at me (and say) 'Hey, keep that steering wheel straight.'"

But her childhood wasn't all good times.

Stieffenhofer was somewhat lonely; she was too busy working to play with other kids.

And there was her grandfather, who she calls an "evil man." According to Stieffenhofer, he paid her parents the equivalent of \$50 a month for their hard labour on the farm. That money sustained their family of five. "There are some very dark family stories there related to my grandfather."

Stieffenhofer says despite his treatment of her parents, her mom and dad both remained generous and kind. (Her parents left Germany in the 1970s, she says, to flee her grandfather. They ended up in rural Manitoba where they bought a farm. Stieffenhofer wandered to Indiana, then to Greece and eventually came to live with her parents in Manitoba in 1976.)

She says her sense of social justice comes from their example; they constantly donated to charities around the globe.

But it also comes from Germany's Nazi history—a black mark that pains Stieffenhofer deeply.

Her father was only 17 when drafted during the Second World War to fight in the German army. Deployed to Poland, Stieffenhofer says her father was sent home early after he was wounded.

He came back forever scarred.

His war stories stayed in Stieffenhofer's mind. "It made the horror of war more traumatic to me."

But it's the Holocaust—Adolf Hitler's murder of six million Jews—that created in her what she calls a "collective guilt" about Germany's past.

She says few Germans talked about the Holocaust when she was growing up.

"It was a big taboo."

The reality of her homeland's national history hit her hard in her 20s, shortly after she moved to Winnipeg.

"I was thinking about the concentration camps a lot," says Stieffenhofer, hesitating.

She notes a particular image that haunted her—a photo or film clip of a bony human arm protruding from an oven located in a

continued on page 29



The Big Leagues

/ Sarah Richards 📷 Thomas Fricke

Considering Paul Janzen's occupation consists of dreaming up big ideas to sell things, you'd think his New York City office would be a cornucopia of ad campaign posters, inspirational trinkets—maybe even a bottle of Scotch, if the advertising life is anything like the one seen on TV's *Mad Men*.

Instead, the compact space in Midtown Manhattan where this vice president and creative director spends his working hours consists of a desk, computer, four bare walls... and not much else.

"We're minimalists," says the 40-year-old U of M grad. "We don't want to spend creative energy on the decorating but would rather funnel the juices into our work."

For nearly two years, the Winnipegger has been working at Digitas, a prominent advertising agency in the Big Apple. Over his nine years working in advertising, he has left his creative mark on various projects, from serious print ads for the B.C. Children's Hospital to edgy print and television spots for telecom giant AT&T to a handful of hilarious TV ads for the National Football League (NFL) fantasy football campaign.

Janzen netted the NFL campaign in 2006 while working for ad agency BBDO New York, and he still considers it one of his most rewarding projects to date.

"I'm a big sports fan," says Janzen, who was born and raised in the River City. "In Winnipeg, when I was a kid, I used to make sports scrapbooks."

The Fantasy Sports Trade Association estimates 30 million people in Canada and the United States play in a fantasy league of some sort.

In fantasy football, fans stock fictitious teams with real-life players. Each team's performance is based on the athletic feats of the players in their weekly games. The leagues have soared in popularity online, and an industry has grown around the hobby.

"There are magazines on fantasy football as well as paid fantasy websites and free sites as well," says Megan Van Petten, the director of the Fantasy Sports Trade Association.

Janzen played fantasy hockey in Winnipeg and plays in two fantasy NFL leagues today.

"What it does is it gets you interested in every game played on Sunday, despite the team you like," he says.

Recognizing this marketing potential, the NFL chose BBDO New York as its agency of record. Janzen wrote five commercials promoting its fantasy football website; the commercials aired nationally throughout the 2006 and 2007 football seasons and were also shown on The Sports Network during its NFL coverage.

Janzen says he had a bad case of sensory overload upon visiting the NFL's headquarters in NYC when it came time to plan the campaign. The offices were dotted with drool-worthy memorabilia like original footballs, helmets and jerseys dating back to the beginning of the league nearly a century ago.

"I learned a lot about strategy with that group," says Janzen. "It's like a military operation, they're extremely well-organized."

The ads ended up taking a comedic approach. In one, a man is in the process of exchanging vows with his bride while speaking to his friends on a cell phone. The latter have gathered around a speaker phone in a living room back home; they're upset the groom has chosen to get married on their fantasy draft day.

"Um, I'll take..." stammers the groom over the phone.

"You will take what we give you!" commands one of his friends at the other end. He then hangs up by banging his head against the disconnect button.

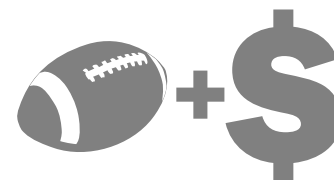
"A lot of those TV spots, the ideas came from experiences I had with friends of mine in Winnipeg, built around those leagues," says Janzen.

As with all of the commercials he develops (available for viewing on his site pauljanzen.com), Janzen travels to Los Angeles to film them. For the NFL commercials, he worked with director Jesse Dylan, the son of musician Bob Dylan.

Even Janzen will admit that he's had quite the career path. It has, however, been anything but direct.

Janzen obtained his bachelor of education from the University of Manitoba in 1993.

At first, he wanted to follow in the institutional footsteps of his father Peter, a retired J.H. Bruns Collegiate principal, and teach. But after realizing there were few opportunities in education upon his graduation, Janzen accepted a position in the office of Vic Toews, the Manitoba Minister of Labour who went on to become the provincial Minister of Justice.



Of pigskins and greenbacks

PepsiCo, which owns the Pepsi, Frito-Lay, Tropicana and Gatorade brands, will have paid the NFL more than \$1 billion when its two, multi-year sponsorship deals expire in 2011


according to the NFL, it generates nearly \$8 billion in annual revenues; its broadcast agreements are among the most lucrative in the sporting world


a Wall Street Journal analysis of four NFL games found commercials took up an hour of the three-hour broadcasts; actual time in which the football was in play? 11 minutes

the Super Bowl is considered the biggest U.S. advertising event of the year and a health indicator of the ad industry by many analysts; last year, CBS charged between \$2.5 to \$2.8 million for a 30-second ad, a slight dip over the 2009 average of \$3 million per spot

a dramatic commercial introducing the Apple Macintosh and directed by Ridley Scott aired during the 1984 Super Bowl; it's considered by many to have started the trend of entertaining, expensive and often elaborate Super Bowl commercials

Bridging the Gap

 Christine Hanlon [BA/85, BEd/89]

 Thomas Fricke



Alumna Eddie Calisto Tavares [ExtEd/05] uses her life experiences to empower others



On the day of Eddie Calisto-Tavares's university graduation, her daughter Kristle turned to her and asked: "So, mom, do you feel more Canadian?" The petite professional, who had just completed the Certified in Management program through the U of M's Extended Education division, reflected for a moment, and said: "I don't need to feel more Canadian anymore."

It was the culmination of a long journey, one that all immigrants must make when they leave their homeland to live and work in a new country. It is a journey Calisto-Tavares has seen from both sides: as a teenage immigrant coming from the Portuguese island of Sao Miguel, and today as the owner of Options for Success, a Winnipeg consulting firm that, in part, helps newcomers adjust to living and working in Canada.

What she teaches her clients comes from first-hand experience. Barely 14, and speaking no English when she arrived, she nonetheless went straight to work in a factory to help support her family of eight. On weekends, she worked as chamber maid in a large hotel. "My education stopped dead in its tracks," she recalls. "Our priority was survival."

It's a situation to which her clients can relate. Take, for instance, a group of welders in the Workplace Integration of Newcomers (WIN) project funded by Human Resources and Social Development Canada; Calisto-Tavares was WIN's project manager. Many of the participants had low levels of English language skills and were unable to work as welders despite being trained to do so back home. Instead, they had to take "survivor jobs" to support their families.

That was certainly the case for a woman named Belaynesh, who was cleaning buildings day and night to make ends meet despite having 14 years of experience as a welder in her native Ethiopia. What she did not have was a grasp of the occupational vocabulary, the knowledge of Canadian workplace standards, and certain technical skills necessary to work in her trade.

Because of the language barrier, an initial assessment had underestimated the welders' skill levels. "Without your own voice, you depend on others to speak on your behalf," notes Calisto-Tavares.

To more accurately determine the level of welding skills each individual truly had, Calisto-Tavares asked participants to show what they could do rather than tell her. In this way, it was possible to more accurately assess any skill gaps and arrange for training to specifically address them.

Education has always been important to Calisto-Tavares. At the age of 17-and-a-half, she struck a deal with her father. If he let her quit her job for a year, she would finish high school then go straight back to work. Enrolling at the Winnipeg Adult Education Centre,

she completed grades 10 and 11 in three months each. But for Grade 12 she had to renegotiate with her father. Nine months later, she had her high school diploma.

"I took only 300 level courses," she recalls. "If Canadian kids could do it, so could I."

Calisto-Tavares graduated on Dec. 2, 1978 and started working as a receptionist on January 7. That was only the beginning. Over the next 20 years, she would launch Teddy Fashions, her own children's clothing store; become a founding member—at age 26—of Women Business Owners of Manitoba; run for school trustee; and manage a chain of retail stores stretching from Sault St. Marie, Ont., to Brandon, Man.

Then in 1998, realizing her heart was no longer in it, she left the retail sector. "I knew I could change, adapt, recreate," she recalls. Months later, this was the very realization she would invoke in 22 former printing-press employees. Hired as a labour market consultant by the provincial Labour Adjustment Department, she helped them identify their transferable skills. Within six months, 94 per cent of the group had transitioned to self-employment, re-employment or retraining for future employment.

It was around this time that Calisto-Tavares came across one of her yearly "lists of 10", written on a pantyhose cardboard liner when she was 28. She had accomplished every item on the list except for one: go to university.

"At the end of the day, what drove me is the thought that this would make me more Canadian," she explains. "Up to that point, I thought that when people looked at me all they still saw was an immigrant girl."

Going back to school and finding her voice—at age 43, no less—has made her exceedingly effective at helping both mature workers and immigrants reintegrate into the job market. Many of the 230 former Nygård workers she helped in 2009 fell into both those categories. "You can borrow my courage until you can find your own," she told them. "But don't stand still. You have to keep working at it."

It's a consistent message in her programs, and one that people like Belaynesh have made their own. After working three years as a welder—making twice her former Canadian income—she recently purchased a home. "We can help people get a job, but to keep the job they have to help themselves," notes Calisto-Tavares, herself a fine example of that tenacity and inner strength.

She also credits those employers who are willing to understand the challenges immigrants face. The Ethiopian welder, for instance, had never worn a face shield and, in some cultures, even talking about safety is interpreted as a harbinger of accidents to come.

With its innovative programs, Options for Success acts as a bridge between employers and the new arrivals. In the end, everyone wins. Newcomers find satisfying jobs and employers benefit from a quality distinctly unique to immigrant workers: an outstanding resilience and determination to succeed.

As for Calisto-Tavares, she no longer needs to ask herself if she is Canadian enough. She is proud of her Portuguese heritage and the challenges she overcame. "I wouldn't be who I am today," she reflects, "had I not been that 14-year-old girl on the factory floor."

Destined for Success:

the 2010 Alumni Association Inc. Scholarship Winners

Alumni Association Inc. Undergraduate Student Award Winners

Mark Lipson

Lipson believes a community draws its strength from the people within. He practices what he preaches, balancing his hectic third-year med student schedule with volunteer commitments that benefit his fellow students and Winnipeg at large. Within the Faculty of Medicine, Lipson is currently vice-stick academic/internal of the Manitoba Medical Students Association; chair of the Student Accreditation Committee; past coordinator of the Big Sibling and Mentorship programs (both geared towards connecting new med students within the faculty with their upper-year classmates and practicing physicians); and creator of the HOPE project which raised funds for other Winnipeg-based community programs. Lipson, who says he loves working with children, has volunteered with the Children's Hospital Foundation Teddy Bear Picnic and has coached his younger brother's community basketball teams. After his father, Dr. Alan H. Lipson died suddenly in 2009, Lipson channeled this personal loss into yet another opportunity to benefit others by both establishing and subsequently raising funds for the Dr. Alan H. Lipson Memorial Award in Medicine which is now awarded annually.



Vincent Lee [BSc/08]

Applying his physiotherapy training through various volunteer efforts within the community has literally enabled Lee to lend his helping hands. The University of Manitoba alumnus has brought his healing touch to participants in the Manitoba Marathon, Canada's Royal Winnipeg Ballet, the Winnipeg Police Half Marathon and Chinese Lion Dance troupes to name a few. Recognizing that a healthy mind is as important as a healthy body, Lee helps teach and mentor Winnipeg inner-city youth through the Biomedical Inner-City Youth Summer Camp, which is led by U of M professor Francis Amara [MEd/10]. Previously, he taught math for eight years through the non-profit organization Able Enrichment Center. In celebration of his Chinese heritage, Lee has also volunteered within his cultural community through Folklorama, the Chinatown Centennial Street Celebration and as one of the many voices that lobbied the federal government to apologize for the Chinese Head Tax—a discriminatory device used against Chinese Canadians in the late 19th century.





To the Alumni Association: *I just wanted to thank you for awarding me with the Alumni Association Scholarship for the 2009/2010 academic year. Because of your generous award, I was able to participate along with eight other students in the Service Learning in the Global Community course in Ghana, Africa, for five weeks. We helped to build a kitchen for a boarding school for girls so thank you again.* —**Kayla Schlosser**

CAITLIN MACDONALD



Alumni Association Inc. Bison Athlete Award

Caitlin MacDonald

MacDonald heads into her second year with the Bison Women's hockey team fresh from what head coach Jon Rempel describes as a "dream rookie season." In her first campaign on defense with the team, MacDonald was voted a Canada West All-Star, Canada West Rookie of the Year, Canadian Inter University Sport (CIS) Rookie of the Year and CIS First-Team All-Canadian. In the classroom, MacDonald notched a tidy 3.25 GPA and hopes to focus her studies going forward in actuarial math. In the community she participated in several initiatives including: I Love to Read Month at several schools; volunteering at the Soup Kitchen; and assisting with a speech pathology program for children through the Winnipeg Regional Health Authority.

Alumni Association Inc. Graduate Student Award

Jon-Jon Santiago [BSc(02), BSc(Hons)/04, MSc/07]

JON-JON SANTIAGO



With three degrees from the University of Manitoba already to his credit, Santiago is currently in the fourth year of his PhD studies, supervised by Dr. Elissavet Kardami within the Institute of Cardiovascular Sciences at the St. Boniface General Hospital Research Centre. Santiago has consistently achieved excellence during his academic journey as evidenced by a cumulative GPA of 4.31 out of a possible 4.5.

In his current studies, he is investigating the role of growth factors in the enlargement of the heart leading to heart failure. Santiago has embraced the responsibilities that come with being a graduate student by actively participating with various committees such as the Faculty of Graduate Studies Executive Council. In recognition of these efforts, he was awarded the Graduate Student Association Councilor of the Year Award. Like his fellow 2010 award recipients, Santiago's commitment to the community extends beyond his network of research colleagues or classmates. He has helped raise funds for the Canadian Cancer Society of Manitoba through events like the Dragon Boat races and Gala Ball; he has supported efforts to raise awareness about the growing obesity epidemic through the Eat-to-Run Marathon; he has backed Canada's Olympic hopefuls heading into the 2010 Games in Vancouver through the Run for Canada Event; and he has assisted victims of the Phillipines flood through the Fil-Can Disaster Relief Fund.

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	_____	Frosted Gold	\$26.79
	_____	Dark Wood	\$31.25
	_____	Rideau Espresso	\$40.18
	_____	Rideau Black	\$40.18
	_____	Briarwood	\$40.18
	_____	Medallion	\$49.10
Photo Frames (8x10)	_____	Brass	\$35.71
	_____	Frosted Gold	\$35.71
	_____	Dark Wood	\$40.18
	_____	Rideau Espresso	\$49.10
	_____	Rideau Black	\$49.10
	_____	Briarwood	\$49.10
	_____	Medallion	\$58.04

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Polish concentration camp.

She says her creations —Stieffenhofer is a painter, sculptor and glass blower—help her deal with those dark thoughts.

An early piece of her art consisted of a cast of her arms.

"It looked kind of like that burned arm. I called that piece Never Forget."

Another sculpture she created sits on display at the U of M's Brodie Centre (in the second floor atrium). The large piece also references

"(It's) actually pretty cool. (I've) never seen myself on camera that much before."

The teen says he's developed a serious green thumb during his three or four years as a gardener.

He waters his crops twice a day and loves the fact that he gets to eat his veggies at every meal.

His favourites: celery and carrots with ranch dip.

As for drugs, alcohol and run-ins with the cops, Campbell says he's

"I'm just so fortunate and so privileged that I got to (make my film)."

the theme of human suffering and oppression.

"I've worked through it," says Stieffenhofer.

Her film, in a way, is part of her reconciliation.

"If I see something I think could be improved or made better, I would like to do that," she says, noting that she's determined to see her documentary help "create healthier communities."

Woitowicz says it's working and that the film has given Mel Johnson students something else to be proud of.

"She made us feel really good and that it was a good project," says the retired teacher who was nervous but honoured to speak to the UN.

Dana Campbell, who was featured in ... *And This Is My Garden*, says he watches the film "every couple of days" with his two brothers and parents often gathered around the television.

too busy for that sort of trouble.

"You have to get up to water the plants every day before the sun starts to beam on them," says Campbell. Is it a lot of work? "You could say that."

Meanwhile, repeated viewings of the film have his brothers, ages 10 and 11, eager to start their own school gardens.

Stieffenhofer is moved when told about Campbell's comments to *On Manitoba*.

"It does make me emotional because it's such a miracle to experience and to see that," says Stieffenhofer, who treasures the thank-you letters and trinkets she received from the children she met in Wabowden. "I'm just so fortunate and so privileged that I got to (make my film)."



Stieffenhofer's documentary captures young Wabowden 'green thumbs' carefully nurturing their gardens, then proudly displaying the fruits (and veggies) of their labour.



Turns out, Bison can *FLY*

Our April magazine profiled the gravity-defying men and women (many of them alumni) of the Bisons Cheer Team and was accompanied by a photograph from their spring training session in the Taché Hall East gym. That photo, and 11 others Thomas Fricke captured from the day, have been turned into a fundraising calendar for 2011, which is available now for \$20. Proceeds from calendar sales will help the squad, which is a not-for-profit and un-funded club, cover the costs associated with the many national and international competitions in which they compete. Contact bisonscheer@gmail.com to purchase your calendar. For more information about the team, visit bisonscheer.com.

Accomplishments



Wright



Henderson



DAN GREEN

BLUE SALTWATER



Hosein

1940-49

Wright, Dr. Don [MD/48] retired from general practice in Aylmer, Ont., in 1996 then relocated to St. Thomas, Ont., in 2003. He and his wife, Nell Elsey, celebrated their 60th wedding anniversary in August.

1950-59

Campbell (Lesack), Sylvia [BA/53] graduated in 2007 from Seattle Pacific University with a master's degree in TESOL. She then taught writing to international students at Pacific Lutheran University in Tacoma, Wash., and with her husband has taught ESL at a summer language institute in Ukraine for two summers.

Pitcairn, John R. [CA/59] was recently appointed chief financial officer of XiO, Inc. The company, headquartered in San Anselmo, Calif., manufactures high-tech devices used primarily in manufacturing and distribution systems. Pitcairn also serves on the board of the San Francisco Opera—the second largest opera company in the United States.

1960-69

Green, Dr. Dan [DMD/69] published his first novel recently and it is available on amazon.com. The fictional story, entitled *Blue Saltwater*, centers around an aboriginal teenager's encounter with the Indian Residential School System and his struggle to break free and return to his home in Haida Gwaii. Green retired from his West Vancouver practice in 2003 and since that time has pursued a passion for fiction writing through the University of British Columbia Creative Writing Centre.

Henderson, Don [BSc(CE)/67] recently received the Institute of Transportation Engineers' (ITE) most prestigious honour: the Burton W. Marsh Distinguished Service Award. Henderson has been an involved member of ITE for 35 years, 20 of which were spent in elected positions within the organization. Prior to this, Henderson received the H. Robert Burton Distinguished Service Award—the most prestigious award presented by the Canadian Institute of Transportation Engineers. For chairing both the rewrites of the Manual on Uniform Traffic Control Devices (MUTCD) for Canada and the National Committee on Uniform Traffic Control for Canada, Henderson received the Transportation Association of Canada Award.

Hosein, Nasim [BSc(Maj)/84], was recently named assistant professor of marketing at Northwood University in Midland, Mich. After completing his undergrad studies at the University of Manitoba, Hosein earned an MBA from Athabasca University and a PhD in business administration from the Institute of International

Studies, Ramkhamhaeng University, Thailand. He has been teaching marketing courses for the past four years at Northern State University in South Dakota and at Shantou University, Shantou, China, while also mentoring/advising students in the marketing masters program at Thammasat University, Thailand. As part of Hosein's academic duties he mentors, trains and advises students (both undergraduate and graduate) for business competitions. He has led several teams to participate in various competitions in Asia and North America.

Jones, Carol [BID/68] was recently awarded an honorary doctor of letters (DLitt) for her services to the interior design profession by Kwantlen Polytechnic University in Vancouver, B.C. Jones is a principal with Kasian Architecture Interior Design and Planning Ltd., one of Canada's largest integrated design firms. During her 40 years of professional experience, Jones has practiced in Toronto, Winnipeg and Vancouver. Her many accolades include being inducted into the College of Fellows of the Interior Designers Institute of B.C., the Interior Designers of Canada and the International Interior Design Association. Carol has served on the Board of the National Council for Interior Design Qualification (NCIDQ) and is currently on the Board of the Council for Interior Design Education (CIDA).

Kalra, Yash P. [MSc/67] retired in April after serving the Canadian Forest Service (CFS) for more than 42 years. He was soil chemist at the Northern Forestry Centre, CFS in Edmonton. Kalra started his career with CFS in 1967 at the Forestry Laboratory at 25 Dafoe Road, Winnipeg.



Jones



Simons



Macgregor



Ravindran

Courtesy Ryerson University



Kerr



Fitz

Yash is an internationally renowned soil scientist. He has served as President of the AOAC International Pacific Northwest Section, Bhoovigyan Vikas Foundation (Foundation for Earth Sciences Development, India) Overseas Chapter, Canadian Society of Soil Science, Group of Analytical Laboratories, Professional Institute of the Public Service of Canada, Edmonton Branch, Soil and Plant Analysis Council International, and Western Enviro-Agricultural Laboratory Association. He is a Fellow of the AOAC International, Canadian Society of Soil Science, Indian Society of Agricultural Biochemists, Indian Society of Soil Science, and National Academy of Agricultural Sciences (India).

Kerr, Mary [BFA/66] was recently elected a fellow of the Royal Society of Canada in the division of humanities. Kerr, a full professor in the Faculty of Fine Arts at the University of Victoria, is the first production designer to be elected into the society.

Schacter, Dr. Brent [BSc(Med)/65, MD/65] received the National Award for Excellence in Medicine and Health from the Canadian Cancer Society in June. The award "...honors excellence in medicine and health in recognition of outstanding contributions in assisting the Canadian Cancer Society to advance its mission of reducing the burden of cancer in Canada." Schacter is a professor with the University of Manitoba's Faculty of Medicine.

Simons, Dr. F. Estelle [BSc/65, MD/69] was named the 2010 recipient of the Jack Pepps Lectureship by the British Society of Allergy and Clinical Immunology for her outstanding

contributions to the science of allergy and clinical immunology. The award was presented at the Excel Centre in London during the 29th Congress of the European Academy of Allergology and Clinical Immunology. Simons is a professor with the U of M's Faculty of Medicine in both the department of pediatrics & child health and the department of immunology.

Underwood, T. David [BSc(CE)/64] was recently installed as vice-president of the American Society of Heating, Refrigerating and Air-Conditioning Engineers.

1980-89

Macgregor, James [BA/85] was recently named senior producer at Shaw TV. In this role he is responsible for the facilitation and management of many large-scale Shaw TV mobile productions including Goldeyes Baseball, Safeway Championship Curling, Bisons football, as well as WHL and OHL hockey. Macgregor has worked for Videon/Shaw for more than 30 years. He recalls his "illustrious" time as a U of M film studies grad, in particular, co-producing (with Prof. George Toles) 52 teleplays and cult shows with the likes of Guy Maddin and Greg Klymkiw. He has also shot several documentaries overseas in countries such as Poland and Israel.

Ravindran, C. Ravi [MSc/70, PhD/82] was featured in The Globe and Mail (Feb.26, 2010) for his award-winning light metals research. Ravindran, who is a professor at Ryerson University in the Faculty of Engineering & Applied Science, was named an American Association for the Advancement of Science (AAAS) Fellow

in 2009. The award recognizes his distinguished contributions in the science and engineering of light alloys and for leadership in the Canadian engineering community. Since 1991, Ravindran and his team of research associates at Ryerson's Centre for Near-net-shape Processing of Materials (CNPM) have been working on applied research to revolutionize the auto and aerospace industries by promoting increased use of aluminum and magnesium alloys.

1990-99

Lulewich, Kenneth John [BFA/84, BA/89] and **Vesely, Jaroslav (Jerry)** [BEd/99] graduated in May from the 20th Annual Yoga Teacher's Training Course at Sivananda Institute of Vedanta Yoga Academy in Ahmedabad, India. Lulewich's interests include teaching pranayama and kriya techniques to seniors and to those struggling to overcome addictions while Vesely is continuing his studies in Yoga Sutras of Patanjali. Each is developing his own entrepreneurial ventures in real estate development and property management.

2000-present

Fitz, Marc [BComm(Hons)/04, CA/06] and **Fitz (Lemanski), Lindsay** [BSc(Pharm)/04] are excited to announce they were married in July 2010.

In Memoriam

The Alumni Association Inc. of the University of Manitoba extends their condolences to the family and friends of the following alumni:

1920-29

Herchmer, Patricia G. [BScHEc/34]
Sept. 15, 2010

Friesen, Dr. John K. [BA/36] June 12, 2010

Farley, Kathleen [BA/37, Cert Ed/38]
June 28, 2010

Scott, James C. [BSc/38] Aug. 18, 2010

Gray, Robert H. [BSc/38, BEd/51, MEd/54]
Aug. 28, 2010

Stikeman (Guy), Virginia E. [BA/38]
July 10, 2010

1940-49

Dixon (Ross), Barbara C. [BScHEc/40]
Aug. 30, 2010

Shebeski, Dr. Leonard H. [BSA/41, MSc/46, DSC/81] Aug. 3, 2010

Jackson Cowan (Jackson), Jocelyn M.
[BSc/41] July 27, 2010

Boyd, Dr. Mary Lillian [BSc(Hons)/42, MSc/43] June 6, 2010

Osler (Heckels), Enid M. [BA/43, Dip-SW/44] Aug. 28, 2010

Morrish, Dr. Allan H. [BSc(Hons)/43]
Aug. 25, 2010

Lennox, Charles S. [BSc/43, BSc(Hons)/46]
Sept. 27, 2010

Kennedy, P. Donald [BA/44, LLB/46]
Aug. 12, 2010

Plewes (Douglas), Margery [BA/44, DipSW/46] July 1, 2010

Adams (Connolly), Florence E. [BHEc/44, MSc/46] Sept. 16, 2010

Vogel, Vera [BA/45] July, 2010

Kaufman, David S. [BA/47] Aug. 1, 2010

Dance, Marjorie Grace [BA/47, BEd/51, MEd/57] Aug. 9, 2010

Luckhurst (Tweltridge), Theodora May
[BA/47] Aug. 3, 2010

McFee, Douglas D. [BSc/47] July 23, 2010

Michael, Jean Campbell [BA/47, DipEd/48, BEd/57] Aug. 5, 2010

Bernstein (Waldman), Zita [AMM/47, BA/48] July 6, 2010

Sutherland, Angus M. [BComm(Hons)/47]
June 21, 2010

Perlmutter, Sydney [BA/47, DipEd/48]
Aug. 9, 2010

Watt, Dr. Lynn A.K. [BSc(Hons)/47]
July 7, 2010

Riesberry (Gerring), Dr. Helen C.
[DipSW/48] June 11, 2010

Nicholson (Young), Gwendolyn Mary
[BA/48, DipEd/49] June 9, 2010

McMillan, Dr. Jack Dugald [BSc/49, MD/55]
Aug. 25, 2010

Dutton, D'Arcy B. G. [BSc(CE)/49]
Sept. 1, 2010

Roscoe, Stanley M. [BArch/49]
Aug. 23, 2010

Warms, Walter [CA/49] June 10, 2010

1950-59

Jones, Robert Walter [BSc(Hons)/50]
Aug. 6, 2010

Norris-Elye, Oliver C. [BSc(EE)/50]
Aug. 15, 2010

Snider, L.Cdr. Stewart G. [BSc/50]
Aug. 26, 2010

Sharp, E. Wilfred [CA/50] Aug. 31, 2010

Mooney, John Robert [BSA/50] Aug., 2010

Hill, Alvin J. [BComm(Hons)/50, BPed/56, BEd/60] July 5, 2010

Battershill, G. William (Bill) [BA/51, BEd/53, MEd/63] Sept. 9, 2010

Kemp, Arthur F. [BA/51, BPed/57, BEd/60]
Aug. 15, 2010

Fogg, R. Gordon [BSc/51] Aug. 7, 2010

McInnes, Dr. Malcolm F. [MD/51]
Aug., 2010

Linklater, Ross Fletcher (Fletch)
[BSc(CE)/52] July 23, 2010

Sherman (Beaton), Elizabeth A. [BA/53]
Aug. 2, 2010

Enns, George H. [BA/53, BEd/58]
July 21, 2010

McGuirk, J. H. [BSc(CE)/53] June 16, 2010

Jamieson, Dr. Howard S [BA/53, BSc/54, MD/60] Aug. 11, 2010

Lee, Rt. Rev. Patrick V. [BA/53]
Sept. 26, 2010

Janzen, Herbert [BSc(EE)/54] Aug. 1, 2010

Dalton, Kenneth S. [CA/54]
Sept. 26, 2010

Thomsen, A. E. [DipAgric/55] June 22, 2010

Peaker, Dr. Kenneth [BSc(CE)/55]
June 27, 2010

McDiarmid, Dr. Howard Richmond
[MD/55] Aug. 25, 2010

Bell (Birchard), Patricia A. [BA/56]
Sept. 14, 2010

Smith, W. Murray [LLB/56] Oct. 1, 2010

Snyder, David E. [BComm/56] Sept. 11, 2010

Ball (MacTavish), Jean M. [BHEc/56, BSW/59] June 8, 2010

Brown, Janice M. [BA/56, BPed/56, BEd/58]
June 5, 2010

Goldenberg, Dr. Gerald Joseph [MD/57]
July 16, 2010

Herauf, Sr. Elizabeth I. [BA/59, BEd/64]
June 18, 2010

1960-69

Lailey, Kenneth G. [BSc(ME)/60]
July 16, 2010

Browne, Donald R. [BSW/60, MSW/61]
Aug. 20, 2010

Cameron, K. [BA/60, BSW/61, MSW/63]
Sept. 14, 2010

Lubosch, Eric B. [BA/60, BSW/64, MSW/65]
Sept. 25, 2010

Pintea, Shirlee L. [BA/60] Aug. 4, 2010

Sampson, Harold H. [BA/61, BSW/63, MSW/66] Sept. 23, 2010

Toews, G. Victor [BA/61, BEd/65]
June 10, 2010

Kohuska, Albert V. [BSc(CE)/61]
July 29, 2010

McLellan, K. Wayne [BSc(CE)/62]
June 10, 2010

Nesbitt, Bruce H. [BA(Hons)/63]
July 25, 2010

Kippen, Duncan E. [BSc/63] June 19, 2010

Zimmerman, Maxine Gail [BA/64, Cert Ed/66, BEd/77, MEd/86] July 9, 2010

Schulz, Harold D. [BA/64, BEd/70]
Sept. 8, 2010

Phillips (Prucyk), Stephanie [BA/64, BEd/66] June 24, 2010

Froese, Isaac [BA/64] Sept. 8, 2010

Dinelle, Arthur H. [BPed/64, BEd/71]
Aug. 6, 2010

Hansen (Linder), Mildred Anne [BScH-Ec/64] Aug. 18, 2010

Hamilton, Gerald W [DipAgric/65]
Aug. 18, 2010

Harder, Margaret [BA/65, BEd/69, MEd/73]
Aug. 9, 2010

Stefanson, Dennis N. [BPed/66, BA/69, BEd/69] June 7, 2010

Kaprowy, Dr. Eugene A. [BSc/67, PhD/75]
July 27, 2010

Byer (Robinovitch), Barbara J. [BA/67, Cert Ed/69, BEd/71] Sept. 18, 2010

Kletke, Dowain D. [DipAgric/68]
June 15, 2010

Harper, Glen W. [BPed/68, BEd/72, BA/72]
June 6, 2010

1970-79

Lucy, Susan M. [BA/70] June 7, 2010

Dressel, Robert George [BA/71] July 2010

Critchley (Labelle), Janice Lynne
[Cert Ed/71] July 22, 2010

Breton, Sr. Marie-Ange [BEd/71]
Sept. 26, 2010

Glover, Patricia J. [Cert Ed/72] July 2, 2010

Solkoski, Don K. [BSc(EE)/73]
Sept. 8, 2010

Craven, Beverly Linda [BA/73, LLB/75]
July 18, 2010

Hladky (Schade), Vionna [DipOT/73, BOT/88] July 12, 2010

Rapson, David Lloyd [BES/74, MCP/81]
Aug. 19, 2010

de March, Dr. Brigitte Gertrude Erna
[MSc/74, PhD/86] Sept. 2, 2010

Gray, William Alexander [BSA/74]
Aug. 7, 2010

Franklin, Kenneth W. [BSc(CE)/74]
Aug. 4, 2010

Primeau, Donald A. [LLB/74] Aug. 3, 2010

King, Andrew Morrison [BEd/75]
Aug. 29, 2010

Johnston, Ronald D. [BComm(Hons)/75]
Aug. 9, 2010

Gillingham, Jean Mary [BEd/76, BA/79]
June 30, 2010

O'Connor, Nicola G. (Nasreen) [BA/76]
July 11, 2010

Compton, Dr. James Harvey W [MD/76]
July 11, 2010

Heads, Dr. John [PhD/76] June 15, 2010

Smith, Marjorie Isabella [BFA/77]
Sept. 10, 2010

Topping, Elizabeth May [BPed/78] June 20, 2010

Gordon (Chase), Alma Ruth [BEd/78, BA/78] Sept. 13, 2010

Grimes, Bruce Robert [BComm(Hons)/79]
Aug. 7, 2010

1980-89

Jarmasz, Dr. Mark Richard [BSc(EE)/80, MSc/83, PhD/90] Sept. 25, 2010

Anyadike, Helena [BSW/80] July 29, 2010

Brule, Sylvia Anne [BA/80] July 5, 2010

Toews, Marjorie Anne [BA(Hons)/81, MA/84] June 5, 2010

Shawarsky, Alexander [BA/81]
June 24, 2010

Barker, Irwin Roy [MA/82] June 21, 2010

Loewen, Dr. Linda Carol [MD/84]
Sept. 19, 2010

Ziervogel, Herb [BSc(GE)/86] July 17, 2010

MacIver, Donald Charles [BA/86]
Sept. 4, 2010

Fortier, Maurice Norbert [BA(LatPh)/87]
June 24, 2010

1990-99

Thould (Sutherland), Hildred Lenore
[BA/90] Sept. 10, 2010

Elkow, Lawrence John [MBA/93]
June 5, 2010

Chan (Goncalves), Filomena Maria Dias
[BEd/95] Sept. 2, 2010

Sprout, Janet May [MSc/97]
Sept. 19, 2010

Nikkel, Michael Scott [BEd/99]
Aug. 15, 2010

2000-09

Peloquin, Rita [ExtEd/02] July 21, 2010

Turner, Deborah Louise [PB DipEd/04]
Aug. 2, 2010

Braun, Ronald John [ExtEd/05]
June 19, 2010

Stock (Charison), Linda Maureen [BA/06]
Sept. 13, 2010

Rent, Gary Joseph Steven [BSc(HNS)/08]
July 28, 2010



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Photo courtesy Archives & Special Collections – PC 80 Folder 475 photo 25

Ditchball is no mystery, but the identities of the people pictured here are.

Heading into a new year, one thing is certain: Ditchball fever will spike on Fort Garry campus. As architecture students prepare for this year's iteration of their unique battle—which will certainly include a refresher on how to spell rhombicuboctahedron—we offer this photograph, circa 1980, from Ditchball's illustrious past. We also ask a favour. Help us, and our good friends in Archives & Special Collections (umanitoba.ca/libraries/units/archives) who provided this image, sort out who's who in this snow-encased zoo. Maybe you're number 7, steadying yourself on number 40's shoulders? We are enquiring minds and we want to know. E-mail us the missing details to alumni@umalumni.mb.ca.



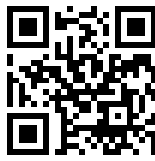
Last issue:
courtesy Jill Brooks [BID/64, BFA/75]



This photograph was likely taken in 1959; it is the Freshie Parade and the girls are all Home Economics freshmen. The outfits are designed to make us look ridiculous, and I would say they were successful! Bathing caps were never exactly fashion forward!

Third from the left in the bottom row is Lee Newton (I believe). And I am second from the right, behind the girl in the black uniform. I have one arm outstretched.

After one year in Home Ec, I left for Interior Design and graduated in '64. Went on to graduate in Fine Arts as well in '75, as did my son a generation later. When I look at this photo I see his face. He is a painter/filmmaker in Winnipeg these days. My mother, who is 98, graduated with her B.A. in the Thirties, so we are all well connected! Cheers, Jill Brooks (Pilgrim)



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Paul Janzen continued from page 23



Examples of Janzen's creative print ads, courtesy pauljanzen.com, from left: Obesity. The new child abuse (Georgia Division of Public Health); NASA, need a pace car? (2006 Mitsubishi Eclipse, Mitsubishi Motors)

"Paul's primary responsibilities were in the riding office, sort of at the ground level doing political work and handling constituency complaints," says Toews [LLB/76], the current federal Minister of Public Safety. "He was one of these guys who you didn't really have to check up on. He'd get the job done."

As for Janzen, he says working for Toews allowed him to experience everything from touring prisons to dining at the Manitoba Club. More importantly, however, it introduced him to the field of communications.

"When you had to write information, whether it was a constituency newsletter or whatever, you had to speak in a voice that everyone could comprehend," says Janzen. "It was a small sampling of the world at large, and it built a nice internal editor for writing TV scripts—you know what people can comprehend at a certain level."

His interest in communications expanded to advertising as he began volunteering at the Winnipeg Art Gallery and working with ad agencies to promote its events. He'd also watch the WAG's annual showing of the world's best commercials from the Cannes Lions International Advertising Festival.

His desire to work on the creative side of business piqued, Janzen enrolled in the copywriting program at Portfolio Center in Atlanta, Georgia.

But he graduated in 2001, a terrible time in advertising history. The dot-com bubble had burst, the World Trade Center had fallen and few employers were thinking of hiring a 31-year-old just out of school.

"I was walking into agencies the same day people were being laid off," recalls Janzen. "It was just a grievous time to be looking for work."

Fortunately, Janzen got a call from Rethink, a Vancouver ad firm headed by hotshots Chris Staples and Ian Grais. The firm hired

Janzen as a copy writer, and he says he still appreciates the fact that his career didn't start in New York City, the solar-center of the advertising universe.

"This is such a media-saturated city that people lose perspective sometimes," Janzen explains while lunching on a croque-monsieur in downtown Manhattan. "Everybody talks about what's new and cool, but not really understanding its application or its promise of longevity. I think being from somewhere else and coming here, you're so much stronger because you can see through some of that non-sense."

Nevertheless, Janzen wanted to focus more on creating TV commercials, something unfeasible in Vancouver. In 2004, he returned to Georgia to work for ad agency BBDO Atlanta. While there, he also worked as an instructor at Portfolio Center. He feels he had an advantage over some faculty who were skilled advertisers but not the most adept teachers.

"I felt I had a leg up because of what I learned at the University of Manitoba," says Janzen. "It really helped me focus my lessons."

His next move was to join BBDO's offices in New York, where he scored the NFL fantasy football campaign and, on one of the grandest stages in all of advertising, realized his goal of creating more TV commercials.

Throughout his time spent in advertising, Janzen has seen many trends and evolutions take place. In particular, there has been industry-wide panic over how technologies like TiVo, which allows viewers to record TV shows and skip ads, will affect advertisers.


In response, a wave of new guerrilla marketing approaches has emerged, like viral ad videos. Janzen, however, is confident that traditional advertising will survive, so long as the experience of watching television is still richer than watching online programming.

"Maybe these things are cool; they're leveraging new technology in an interesting way, but I'm not sure of their staying power," he says, comparing them to legendary campaigns like Nike's 'Just do it.'

As for whether Janzen will one day return to Winnipeg, he says it would depend on the right opportunity. He likes kidding about that with another University of Manitoba grad who now lives in Seattle.

"We always joke... if the Jets come back to Winnipeg, we go back, open an agency and win that account," he says.

Or maybe just return one day to see his work featured in the WAG's annual world's best commercials film. In 2008, a campaign he did for Gillette was shortlisted at the Cannes Lions International Advertising Festival.

"I would love to win a Lion for a TV spot, so that it would appear on the winner's reel," reflects Janzen. "And ultimately, be shown at the Winnipeg Art Gallery, where it all began." 

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