

SPRING 2013

# ON MANITOBA

CONNECTING ALUMNI AND FRIENDS OF THE UNIVERSITY OF MANITOBA



## YOUNG AT HEART

.....  
DRAKE INTERNATIONAL  
CEO BILL POLLOCK  
ISN'T JUST COASTING  
THROUGH HIS 80s

## A HOUSEHOLD NAME

.....  
THAT *JUST-RIGHT* CUP  
OF COFFEE AND SO MUCH  
MORE ARE THANKS  
TO ESTHER SUEN

## FROM THE FRONT LINE

.....  
DR. JAMES BLANCHARD  
IS CHANGING HOW  
WE FIGHT GLOBAL  
DISEASE EPIDEMICS

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## Cathy Cranston

Senior Vice President, Finance & Treasurer  
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***Go anywhere from here***



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A young man with dark skin is sitting at a round table in a modern library. He is wearing large white headphones and a blue and grey striped sweater. He is looking down at an open book, holding a blue pen. A tablet is on the table in front of him. The library has high ceilings, green walls, and bookshelves in the background. Other students are visible in the background.

The redeveloped ELIZABETH DAFOE LIBRARY (above) has quickly become one of the most popular student spaces on Fort Garry Campus while the NELLIE COURNOYEA ARCTIC RESEARCH FACILITY (below) supports the world-class research efforts of the U of M's Centre for Earth Observation Science. The recent opening of the \$15 million research institute within the Clayton H. Riddell Faculty of Environment, Earth, and Resources coincides with the faculty's 10th anniversary.

PHOTO: MIKE LATCHISLAW

PHOTO: MICHELLE WATTS





I AM TW

I BELIEVE THE TRA

# ELVE YEARS OLD.

DITIONS OF MY PEOPLE STILL HAVE A PLACE.

I hear stories of the old ways and I begin to understand. Sharing and community are the strengths of our people. The world can't help but change us. I am still a child, yet I'm old enough to know that progress comes with a price.

I have always believed culture and traditions can thrive in the business world. That a balance can be reached. When I arrived here nearly twenty years ago, I knew I had found a place where I could find my answers and people who would support my ideas. Now I am a professor and leader in the community, working with students and businesses to develop our economy and keep our traditions alive.

The University of Manitoba has allowed me to study, to learn and to teach Aboriginal people that the progress we achieve need not come at the loss of our cultural identities – and to build allies with other Canadians who share our goals. The U of M has allowed me to find my voice.

## I AM A CHALLENGER.

Wanda Wuttunee is the director for  
Aboriginal Business Education Partners and a professor  
of Native Studies at the University of Manitoba.

[umanitoba.ca/challenger](http://umanitoba.ca/challenger)



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# STATE-OF-THE-ART INSTRUMENTS

Visionary chemists Joerg Stetefeld and Matthew McDougal are pioneering world-class multidisciplinary techniques, characterizing biological proteins using X-ray scattering equipment to improve human health.

Read more about research at the Faculty of Science at:  
[umanitoba.ca/science/research/stories.html](http://umanitoba.ca/science/research/stories.html)

**INNOVATORS CREATORS REBELS TRAILBLAZERS**



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Faculty of Science

# Our **INTERNATIONAL PARTNERSHIPS** at the University of Manitoba can save lives as well as transform them.



One of our most enduring and successful partnerships reached a significant milestone in January when we signed a five-year renewal of agreements with the University of Nairobi that builds on more than three decades of infectious disease collaboration.

I was fortunate to participate in that signing with Prof. George Magoha, Vice-Chancellor of the University of Nairobi, during a conference in Kenya that attracted infectious disease experts from around the world.

We have built a strong partnership and friendship with our colleagues at the University of Nairobi, based on trust and mutual respect that is grounded in a desire to help others.

It makes us all proud to see the University of Manitoba recognized as a global leader in research, prevention, care and support in the area of HIV/AIDS and other sexually transmitted infections.

The work pioneered by Dr. Allan Ronald, Dr. Frank Plummer, Dr. Stephen Moses and dozens of other scientists and doctors from Canada, Kenya and around the world has resulted in reduced infection rates and better outcomes for patients.

This partnership was chronicled in Larry Krotz's 2012 book published by University of Manitoba Press entitled *Piecing the Puzzle: The Genesis of AIDS Research in Africa*.

Through the leadership of Dr. James Blanchard and others, that knowledge has spread to India, Pakistan, China, Nigeria and Ukraine.

Like any success, it takes a team effort of outstanding scientists and physicians including Dr. Keith Fowke, Dr. Marissa Becker, Dr. Lisa Avery, Dr. Robert Lorway, Dr. Shiva Halli, Dr. Larry Gelmon and Dr. Blake Ball.

Our infectious diseases research team has attracted support from the Canadian International Development Agency, International Development Research Council, World Bank, and the Bill and Melinda Gates Foundation.

We are looking to replicate that success through Partners for Health and Development in Africa, a new non-governmental

organization in the process of being established, which will help facilitate some of the University's other initiatives in Africa. We see other opportunities for partnership in Kenya including maternal health, agriculture, education and other fields of development.

The story of Dr. Blanchard's and his colleagues' achievements are featured in this month's edition of *On Manitoba*.

I am proud to say that even when citing one of the University of Manitoba's greatest international success stories, we are merely scratching the surface.

We have over 300 international university partners, giving our students and researchers opportunities to learn, discover and volunteer all over the world.

The University of Manitoba has more than 2,500 international students enrolled in our undergraduate and graduate programs. They make significant contributions to the diversity of our campus and broaden the learning environment for all of our students.

At the University of Manitoba, education has no borders. We support a climate of respect where all people are valued and where individuals from all communities, ages and cultures are welcome.

Of course, our success also includes you, our alumni.

We are blessed to have more than 128,000 advocates and ambassadors in 131 countries. As well as world-class researchers and doctors, our graduates include groundbreaking artists, successful entrepreneurs, international jurists and government and elected officials at the highest levels.

Your success elevates our university and enables us to attract the very best students, faculty and researchers. When you succeed, we celebrate that achievement because we admire you and you make our university stronger.

While it is difficult to capture all of your success and the far-reaching contributions of our students, faculty, staff and alumni around the world in one magazine, we believe this edition of *On Manitoba* will give you a taste of our impressive global impact.

DAVID T. BARNARD PRESIDENT AND VICE-CHANCELLOR



Clockwise from left: Leah (Wong) Guenther with five seconds to go in her winning pitch; the 3MT® finalists; Prof. George MacLean leads a round of applause

# SHORT AND SWEET

## GRAD STUDENTS CRUNCH YEARS OF RESEARCH INTO THREE-MINUTE PITCHES

Donated organs. Artificial hip joints. Woolly mammoths.

It was an eclectic mix of presentations at the U of M's inaugural Three Minute Thesis (3MT®) event in March. The unique competition, which originated in Australia in 2008, challenged graduate students to leave the jargon at the door and explain their thesis to a layperson audience—in three minutes.

Meet the best of the best, at cutting to the chase.

### **Christopher White PEOPLE'S CHOICE**

Cardiac surgery resident, White, has witnessed heartbreak of both kinds: the physical heart that no longer works as it should, and the sadness of patients who struggle to take even a few steps.

He has also seen the joy that a new heart brings.

"For someone to go from not being able to walk to their kitchen to cook a meal to being able to go about their daily life again, that's certainly a rewarding part of medicine to be involved in," says White, who is working on his PhD in physiology.

His research tackles the imbalance between the number of people who need a heart transplant and the number of

healthy donor hearts available. "The lack of suitable organs is really the biggest limiting factor of cardiac transplantation as a treatment for end-stage heart failure," he says.

The solution may involve *ex vivo* heart perfusion, a technical term for "heart in a box". During conventional heart transplant surgery, the donor heart sits idle in a bag in a bucket of ice until it's transplanted. During *ex vivo* heart perfusion, which is now undergoing clinical trials, the donor heart is tricked into thinking it's still inside a warm body. The heart is supplied with blood and oxygen, which allows it to keep beating so doctors can assess how well it works before it finds a new home. White is investigating the ideal conditions for this procedure. "What is the best perfusion pressure and temperature? What kinds of drugs or pharmaceuticals should be in the solution? What is the best way to assess the function of the heart? None of these things have really been determined before," he says.

This technique could make it possible to resuscitate and preserve many of the hearts now considered unsuitable and discarded.

### **Leah (Wong) Guenther FIRST PLACE**

Guenther's efforts could lead to a Manitoba-born solution for the flawed testing of new, artificial hip and knee joints. The number of joint replacement surgeries is on the rise but the artificial joints available today aren't lasting long enough and some fail all together. "These joint replacements aren't being tested properly," says Guenther, who is working towards a master's in mechanical and manufacturing engineering.

There have been several recalls worldwide in recent years on artificial joints already in people's bodies. "These recalls cost billions of dollars and affect hundreds of thousands of people," she adds.

To test the wear performance of new and existing joint replacements using machines, the orthopedic industry replicates the joint movement and the surrounding synovial fluid, which reduces friction when we move. Guenther is trying to improve on the synthetic version of this fluid so testing would better reflect the real thing and garner more accurate results. She says her analysis shows the synthetic lubricant is actually "quite different" from synovial fluid.



“If we can screen these joint replacements more accurately, we can catch any problems beforehand so that we can make improvements to these products before they are implanted into patients.”

#### Anthony Signore **SECOND PLACE**

The biological sciences PhD student is looking to the past to make life better today. To improve the way we perform heart surgery, he’s investigating some long extinct Arctic species—the woolly mammoth, extinct 4,000-10,000 years ago, and Steller’s sea cow, gone since 1768.

The connection between surgery and these species? Body temperature. During heart surgery, the body is cooled so it requires less oxygen and doctors can stop the heart to operate on it. But the hemoglobin, the protein that carries the oxygen in the blood, also performs more poorly when the temperature drops. This can shorten the window for how long a body can be cold without a risk of damaging major organs.

Signore is sequencing the DNA extracted from the fossilized bones of these extinct Arctic animals, whose hemoglobin had adapted to work better in the cold. He then reproduces their hemoglobin and determines how it’s able to maintain its function in chilly temperatures. The methods he is developing could help create a better blood substitute for surgery patients.

This field of paleo-physiology is brand new. It was Signore’s advisor, Kevin Campbell, who, as part of an international team, first brought back to life a complex protein from the woolly mammoth. The process is essentially like going back in time and taking a blood sample from a living creature.

“It’s really exciting to be a part of something like this,” says Signore. “When you’re doing research, you know things that no one else in the world knows at that time. There’s something pretty neat about that.”

BY KATIE CHALMERS-BROOKS

# THE GAS IS GREENER

University of Manitoba researchers are providing key guidance and brainpower in the race towards advanced biofuels.

Biosystems engineer David Levin is now leading the Prairie division of BioFuelNet Canada, a \$25-million national collaboration that includes 25 post-secondary institutions, 74 researchers and 40 industry partners all working towards one goal: speeding up the process of getting greener fuels into our gas tanks.

“I think it’s exciting,” says Levin. “The overall objective is to move the various technology streams to the point where they can be commercialized and competitive.”

The aim of the project is for 25 per cent of Canada’s fuel to come from advanced biofuels within one to two decades. The five-year grant is through the federal Networks of Centres of Excellence program. Although the project was announced last May, Levin says the research phase began in January.

Levin and microbiologist Richard Sparling are focused on using designer microbes to convert agricultural and industrial waste into ‘drop-in’ biofuels. Drop-in fuels are made from biological sources that have the same kinds of physical characteristics and properties as petroleum-based fuels. That means they can be used without having to modify a vehicle’s engine.

Chemist John Sorensen is also a member of BioFuelNet; he’ll be working with Levin and Sparling to convert specific molecules into biofuels or additives for the fuels themselves.

“I think this is probably one of the largest systematic examinations of biofuels in Canada,” says Sorensen. “There’s certainly enough resources put into it that we’ll have a very good idea of the things that can or can not be done in terms of making biofuel production commercially feasible.”

Several other U of M faculty are part of the project, including Henry David Venema, Madjid Birouk, Belay Ayele, Stefan Cenkowski and Nazim Cicek.

BY SARAH RICHARDS

## RESEARCHERS > MEET COMPANIES COMPANIES > MEET RESEARCHERS

The University of Manitoba is taking a new approach to bringing together researchers who have the technology and companies who have the power to develop it into a sellable product.

Believed to be the first of its kind, the recently launched **Transformational Partnerships** initiative makes the commercialization process more straightforward by providing the innovation to companies for free—at first.

There’s no financial commitment for the company until it starts making money. This fresh take on the ownership of intellectual property will allow companies to move products to market more quickly.

“If you burden small companies with upfront or milestone payments, they will have a tough time having the cash to actually do the product development,” Technology Transfer Office director Darren Fast told the *Winnipeg Free Press*. “The idea is to give companies every chance of success at developing the technology into a product.”

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## A WAKE UP 'TWEET' TO CANADA

PHOTO: TREVOR TOMLINSON

When Tanya Kappo graduated from the U of M with her law degree last year, her colleagues and friends believed that her drive and passion would lead her to make an impact in the world. They were right. In the beginning of December,

Kappo started the #idlenomore Twitter conversation that has since spread like a prairie grassfire within a new movement that is shaking up and waking up Canada.

Kappo returned to Robson Hall on Jan. 25 to talk about her experience with Idle No More. The event, From Law Student to #idlenomore, sponsored by the Centre for Human Rights Research, was an opportunity to learn about the movement, and hear Kappo's thoughts on

its meaning and importance. Her message was one of strength and humanity. "All of this is about love," said Kappo. "Because we matter. It's about taking our place in our community, and taking our place in this country."

Kappo, who grew up on the Sturgeon Lake Cree Nation Treaty 8 territory in northwestern Alberta, organized one of the movement's first teach-ins and advocates non-violent protest. She believes that the government's changes to Bill C45, which were the impetus to Idle No More, should be a concern to all of us. "It's not only a First Nations problem; it's a Canadian issue."

Kappo is pleased to see some of the results, especially since it's a grassroots movement where young people have been the driving spirit. "That's the most beautiful thing. The awakening and awareness that it has brought among our young people," she says.

The talk closed with questions from the audience, during which even the youngest members participated. Grade 5 and 6 students from Rockwood School attended; one of them asked, "How can we help?"

Kappo offered in response: "Attend an event. Talk about it with your classmates and peers. What does it mean to you? Because this is a conversation you will keep having over your lifetime."

BY ANDREA BILASH [BA/92]



## BOARD OF GOVERNORS UPDATE

Gwen Hatch [LLB/81] was acclaimed to serve on the University of Manitoba's Board of Governors for a third term as an alumni representative. She is joined on the board by Romel Dhalla [BA/99, BComm(Hons)/04] and Rennie Zegalski [BComm(Hons)/95]. Hatch is a partner with the firm Tapper Cuddy LLP, where she practices extensively in the areas of wills and estate litigation, and family law.

## PAST MEETS PRESENT ON THE HARDWOOD

Back in town for the Bison Basketball reunion in January, former player, Dr. John Wright [MD/59] dropped by campus for a visit and to watch the squad practice. Wright, and his late twin brother Jim, are part of Manitoba's storied basketball history; nearly six decades ago, in 1955, their Bison squad started a run that led to three consecutive Western Canadian Intercollegiate Athletic Union titles. Jim was later inducted into the Manitoba Basketball Hall of Fame. Wright, who earned his medical degree from the U of M, went on to a successful career

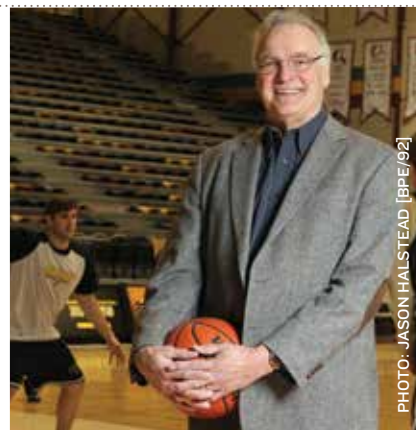


PHOTO: JASON HALSTEAD [BPE/92]

as a pathologist and educator. He spent more than 20 years at the University of Buffalo School of Medicine and Biomedical Sciences in various roles, including dean, before retiring in 2005.

As part of the reunion, Wright and his fellow attendees watched the Bison play their opponents from Lethbridge. The home team didn't disappoint, netting a 104-94 victory.



# OUR REACH IS GLOBAL

By most accounts, there are 196 countries in the world.

UNIVERSITY  
OF MANITOBA  
ALUMNI ARE IN

67%

A group of students and faculty attend 2013 G20 Youth Summit in St. Petersburg, Russia, draft recommendations to share with G20 heads of states.

Ninety-seven: the number of U of M Rhodes Scholars to date; the most of any university in Western Canada.

Science without Borders and Emerging Leaders in the Latin Americas programs attract undergrad, graduate students to the U of M.



Teller Peak, Antarctica, named after U of M professor emeritus James T. Teller.

## WHERE IS THE UNIVERSITY OF MANITOBA?

If you answered, *Manitoba*, you're right. Sort of.

In the following pages, you will learn it is also Karnataka, India, where Dr. James Blanchard's street-level mission to stem the spread of HIV/AIDS has the world taking notice, and taking cues. It is the French Riviera, where Drake International CEO and co-founder Bill Pollock continues to deliver talent management and recruitment solutions to companies around the world. It is Hong Kong, where Esther Suen runs the 'family company' — a manufacturing powerhouse behind many of

the household products we use every day; and where Rita Mui and fellow Hong Kong Alumni Association volunteers have for decades been ambassadors of the U of M. It is Toronto, where NHL marketing executive Laurie Kepron fuels the passion of professional hockey fans across North America, even on the heels of the season's most recent lockout.

Their stories, and tens of thousands more just like them, affirm the University of Manitoba's place in the world. We call Manitoba home, but our reach is global.

Shantou University/U of M academic partnership: more than a decade of Medicine student, resident, researcher and faculty exchanges.



## EXPANDING COMMUNICATIONS

In the '60s, the late Yvonne (Claeys) Brill [BSc/45] pioneers rocket propulsion system that allows communications satellites to maintain a fixed, geosynchronous orbit. Years later, U of M researcher Lotfollah Shafai and his team develop compact antennas that revolutionize wireless communications.



## GORILLAS IN THEIR MIDST

Prof. Michael Campbell [BA/80, MA/86] and Makerere University (Uganda) develop tourism and conservation programs that support local communities while protecting another resident: Africa's mountain gorilla.\*

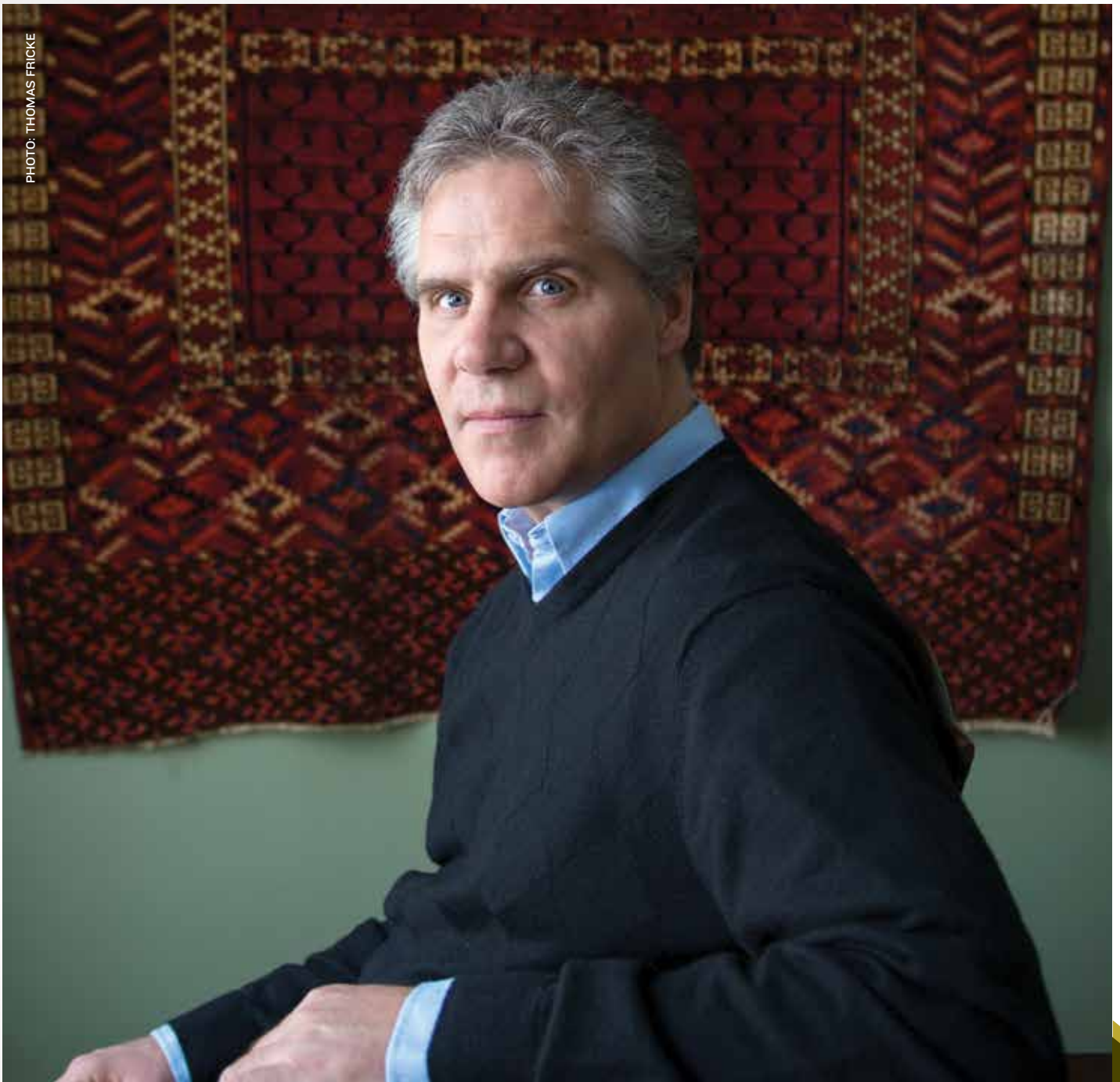


## LEARNING FROM EXPERIENCE

The Students for Development (SFD) program—a collaborative partnership between the U of M and Brazil's Don Bosco Catholic University (UCDB)—offers student internship opportunities to work with Brazil's Guarani Indigenous people.\*

\* Complete stories at [umanitoba.ca/onmanitoba](http://umanitoba.ca/onmanitoba)

PHOTO: THOMAS FRICKE



# THE MAN BEHIND THE MAP

---

## DR. JAMES BLANCHARD

BY SHAMONA HARNETT [BA(Adv)/96]



## THE MAP THAT'S MOST MEANINGFUL TO DR. JAMES BLANCHARD DOESN'T APPEAR IN ANY ATLAS OR GEOGRAPHY TEXTBOOK. Rather, it's the one that

Indian pimps, johns, sex workers—and even taxi drivers—helped him create in his war against HIV/AIDS.

Using equal parts science, detective work, marketing and sheer creativity, Blanchard—a University of Manitoba community health and medical microbiology professor who spends most of his time abroad—created an innovative map of sex workers that even has Bill and Melinda Gates taking notice.

Mapping the location of sex workers was the ultimate in grassroots efforts as Blanchard relied heavily on the street-savvy locals he hired. Some of his data collectors and informants are, themselves, in the sex trade.

"It's amazing how quickly you get this information. Because if you ask the right people, they do know where," says Blanchard [BSc(Med)/86, MD/86].

"They know where the brothels are. They know where the massage parlors are. They know where the street corners are. They know where the cinema halls are."

Using this information, field workers then visited locations to talk with sex workers there, confirming the findings were correct and that the numbers added up, says Blanchard, who is director of the U of M's Centre for Global Public Health.

The goal? To arm the purveyors of the world's oldest profession—one person at a time—with condoms and education so they can avoid one of the biggest killers in the region: HIV/AIDS.

The impact of Blanchard's micro effort is real. He says he has reached sex workers in more than 210 cities in Karnataka, a district of southwestern India that encompasses 50 million people. For Blanchard, these often forgotten victims are more than just dots on a map; he and his team even get to know many by name.

Because of the mapping project, Blanchard has been able to disseminate 1,300 peer educators directly to the sex workers throughout the state. Some of the peer educators trained by Blanchard's team are in the sex trade.

"We were able to make sure that a very high percentage of all of the sex workers was being reached by somebody that they knew, by one of their peers who cared about them. To tell them, 'This is what HIV is. This is how you can protect yourself. I can provide you with free condoms. Here's a clinic that you can go to get counseling and support. You can bring your kids to that clinic if you need to.'"

## A TIRELESS CAMPAIGN

### highlights from the U of M's three decades battling HIV/AIDS

#### 1979

#### THE U OF M STARTS WORKING IN KENYA, TEAMING UP WITH UNIVERSITY OF NAIROBI.

Now considered its flagship program, the U of M's work in Kenya is comprised of three areas; research about HIV/AIDS and other sexually transmitted infections (STIs); HIV/AIDS prevention, care and support; HIV/AIDS training and capacity building.

Groundbreaking achievements of this research team include:

- Identifying and confirming that there is indeed a largely heterosexually transmitted epidemic of HIV in Africa
- identifying the important role of "conventional" STIs in enhancing and facilitating HIV infection
- Understanding the important role of breastfeeding in the transmission of HIV from mothers to children
- Discovering that hormonal contraceptive methods can facilitate HIV transmission
- Discovering the important protective effect of male circumcision for HIV acquisition in men. This finding was called the most important medical breakthrough of the year in 2007 by *Time Magazine*
- Identifying highly exposed highly HIV-exposed female sex workers (FSW) who are resistant to HIV infection and the subsequent understanding of acquired immunity to HIV
- Recognizing the importance of focused prevention programs for FSWs and their clients in reducing HIV transmission in both of these groups and in the general community

Thanks, in part, to U of M research, condom use by female sex workers in Kenya has risen from virtually zero to 80 per cent.

As well, close to one million patients in Kenya are now treated annually.



Dr. Blanchard's programs bring scientists to the frontlines to service the people in need

Some of the challenges? Young sex workers—many of them, says Blanchard, like “giggly teenagers”—make enough money in their trade to buy the jewelry their fellow villagers can’t afford. Blinded by their gold baubles, they often don’t realize they are susceptible to AIDS until it’s too late.

“It’s a very big exercise,” says Blanchard over coffee in the Brodie Centre’s atrium at the Bannatyne campus. The Bill and Melinda Gates Foundation funds much of his work in India, including the mapping project, which now continues in other countries such as Pakistan and Ukraine. (In those other countries, the mapping is funded by various agencies).

And the Gates’s have checked the numbers; they commissioned two outside universities to study the project’s impact. The verdict? Not only has the number of HIV/AIDS cases in sex workers decreased in India, but so too has the prevalence of the disease in the general population—by at least 50 per cent. That’s thanks to less men picking up the disease and infecting their wives, says Blanchard.

A father to two grown daughters, Blanchard completed his medical degree before he got his PhD in epidemiology, the study of the patterns and causes of disease. Most would never guess the unassuming professor with blue eyes and an easy smile could handle the perils of territorial pimps and Taliban-controlled police, some of which his team encountered during their mapping.

“When we did it in Afghanistan and Pakistan, we ran into some real dicey situations. The local pimps or the police would be very aggressive. In Pakistan, there were several times that the team just had to run. I was part of the training. We said, ‘If things start getting really hairy and aggressive... just go. Don’t ask questions. Just go.’”

How did a Winnipegger who started his career as a physician in Fisher Branch (a community located 167 kilometres northwest of Winnipeg) switch to fighting HIV/AIDS in the rural corners of Asia, Africa and eastern Europe?

While working in Fisher Branch in the 1980s, Blanchard noticed how many community members grappled with Type 2 diabetes. He was struck by the toll the disease took on their lives, their bodies. That toll included complications such as kidney disease and vascular conditions that led to lower limb amputations.

“I kind of had the sense that you were sort of plugging holes in the dike but you weren’t really addressing the real pressure that was there from sort of the emerging epidemic,” says Blanchard.

After attending an international health conference in Arizona, he felt the urge to work on the front lines—with the poor in developing countries.



## PAKISTAN WAS ON HIS MIND.

That's where the Minnesota-born Blanchard had worked as a medical student.

And that's where he spent the best years of his childhood with his parents—both Winnipeegers—and three siblings.

The family had moved to rural Pakistan, near the legendary Kashmir, a tribal and disputed region that borders northern India and Afghanistan. Blanchard's father worked as a surgeon in a mission hospital in the area.

Blanchard fondly recalls his family's first home in the hills. Located just half a kilometre from the compound where the United States captured and killed 9-11 terrorist Osama Bin Laden, it was a far different Pakistan from the present day version—one with less religious extremism and political turmoil.

"That place becomes part of who you are because if I had had a childhood in a rural part of Canada, then that would have been integrated into who I was."

Since he began working abroad, he's headed a maternal and neonatal health project in the poorest parts of south India, where he's teaching Indian health authorities how to administer effective programs for mothers.

And he's about to take his mapping project to the Philippines; the World Bank and the Asian Development Bank are in talks with the professor to conduct an outreach program that helps at-risk individuals, particularly men who have sex with men.

His initiatives have a way of bringing scientists to the frontlines—the programs that service the people in need. It's a unique concept that has grabbed the attention of the Centers for Disease Control and Prevention (CDC). "This engagement, this interactive continuous...engagement between the people who are academics and people who are in programs seldom happens," says Blanchard, noting that the American federal agency wants to make sure future programs it supports are based on this model. The professor is modest when asked to confirm that the CDC is, in fact, changing their funding strategies, based on his ideas.

Blanchard admits it's not easy spending 70 per cent of his time on the front lines in places where food, water and safety are questionable. But for the scientist, doctor and humanitarian, the reason to keep going is clear.

## IT'S JUST WHO HE IS.

"As you're growing up...you think about what your parents are doing and why they're doing it," says Blanchard. "As I got older, I started to realize that this had been an important choice that they'd made. Instead of working in a lucrative surgeon's job in North America, they'd chosen to go into the middle of nowhere... I started to see they made a choice to go and serve."

## 1997

THE U OF M ESTABLISHES A PRESENCE IN INDIA IN TO HELP DEVELOP A NATIONAL HIV/AIDS CONTROL PROGRAM.

There, Dr. James Blanchard and his team have targeted India's Karnataka state, which encompasses more than 50 million people. Research has shown that their efforts have averted 100,000 HIV infections, or 42 per cent of the infections that would have occurred.

## 2002

THE U OF M ESTABLISHED A PRESENCE IN PAKISTAN, USING SOME OF THE LESSONS LEARNED IN INDIA.

The U of M has also worked on HIV/AIDS research projects in China, Afghanistan, Nigeria and Ukraine.

Key faculty members involved in HIV/AIDS prevention and care globally are Drs. Allan Ronald, Frank Plummer (Canada Research Chair in Resistance and Susceptibility to Infections), Stephen Moses, James Blanchard (Canada Research Chair in Epidemiology and Global Public Health), Lisa Avery, Blake Ball, Marissa Becker, Keith Fowke, Larry Gelmon, Shiva Halli and Robert Lorway.

Support for HIV/AIDS research projects and programs the U of M has been involved with globally has been provided by 33 sponsors comprised of various governments, private donors and community-based organizations including: The Bill and Melinda Gates Foundation; the Canadian government through the Canadian Institutes of Health Research, the Canadian International Development Agency, and the International Development Research Centre; the United States government through its President's Emergency Plan for AIDS Relief and the National Institutes of Health; the World Health Organization; the Rockefeller Foundation; the World Bank; and the Stephen Lewis Foundation.

\* Source: Dr. Stephen Moses, associate director, Centre for Global Public Health



PHOTO: STEPHANIE LAKE



# A DAY IN THE LIFE OF BILL POLLOCK

BY SARAH RICHARDS



HE'S THE CO-FOUNDER OF DRAKE INTERNATIONAL, a privately held global staffing and human resource management company with 1,200 employees that is also the namesake of the university's Drake Centre. The Winnipegger was born at home to a blue-collar railroad worker and a stay-at-home mother of nine. He started out selling bookkeeping and adding machines in the early 1950s, before realizing companies could benefit from hiring temporary workers during peak business periods. He was a pioneer when it came to hiring female employees. Living in the French Riviera, Bill Pollock [BComm/49] is in his sixth decade as the energetic CEO of the Drake International group of companies and still works seven days a week. We had to ask: what is one of those days really like?

#### 5:30 AM

Pollock's routine varies somewhat, depending on whether he's at his home in Monaco or visiting company offices in the likes of Melbourne or Toronto. In Monaco, he's up at the crack of dawn. He focuses on stretching and weights when he gets out of bed. He also tries to take a brisk walk every day.

#### 7:30 AM

Work begins. Pollock has been living in Monaco since 1970, so he's accustomed to early hours to deal with business in other time zones. With offices in nine countries and 1,200 permanent employees, Pollock's day is peppered with conference calls dealing with the wide gamut of human resource services Drake sells to other businesses—everything from training programs to employee skill assessments to payroll outsourcing.

## HE'S 84 GOING ON 44 AND HAS NO PLANS TO RETIRE

#### 9:30 AM

Breakfast is a standard affair, Pollock says: vegetable juice followed by granola with skim milk, banana and berries. He drinks two cups of decaf and reads the newspaper; at home, that's the International Herald Tribune. He also takes a power nap. "Since I only sleep about five-and-a-half to six hours per night, I have a 20-minute nap after breakfast and a 20-minute nap after lunch," says Pollock.

#### 11:15 AM

Back to work. Pollock saves time by using some 100,000 abbreviations when he types. TUFSTWWM—that's 'thank you for sharing your thoughts with me' in Pollock parlance. "I am very handicapped because in high school, I was in the 'smart kids' room and we never learned how to type," he says. Maybe not, but he attended the U of M on full scholarship at 16 years old. "If I hadn't won

that scholarship, I never would have gone because I never thought of going to university when I was about to graduate from high school," says Pollock. "Today, my funds in life are pretty well dedicated to scholarship."

#### 1:30 PM

Pollock takes lunch at home in his apartment. He sticks to a Mediterranean diet and enjoys poultry and fish. If he's visiting a Drake office abroad, he seldom dines alone. "I always try when I'm travelling on business to have lunch with different people in the business so that I get more acquainted with various people I otherwise might not meet," says Pollock.

#### 3:00 PM

After a quick siesta, it's back to the grind. Not that he calls it that. "I'm enjoying my work; otherwise I wouldn't be working at this," says Pollock, who has lead the company for 62 years. It all really started when Pollock and late co-founder Jim Shore were hired to do the inventory for the Hudson's Bay Company. "We hired two shifts of people, both day time and evening, to do this calculating," recalls Pollock. The bad news? They'd underbid the job by more than 50 per cent. But the Bay was ultimately impressed with the timely, accurate inventory, so they paid Pollock and Shore a higher rate. "It was a good move on the Bay's part, but it was also good that they hung on to us," says Pollock. Today, Drake's Sydney board room is named the Hudson's Bay Room.

#### 9:30 PM

Pollock usually has people from the company for dinner. "I might quit working at about 7:30 p.m. normally, but then I go have a drink with them and after that have dinner and keep talking business all night," says Pollock.

#### 12:00 AM

Pollock may have a glass of vegetable juice before turning in. No time now for a book, but he is always reading. Lately, it's *The Two-Minute Drill* by Clinton Longenecker, Greg Papp and Timothy Stansfield. "It's about lessons for rapid organizational improvement based on America's greatest game—football," he says. "It's a very good read." Here's hoping Pollock has enough time to write his own book one day.





# SIMATELEX

THOUGH SHE LIVES IN HONG KONG, ESTHER SUEN PROBABLY HAS A WELCOME IMPACT ON YOUR DAILY ROUTINE. It might be in the shape of Keurig single-cup coffee makers, Cuisinart food processors or any other of the dozens of household appliances her company manufactures. Those and other big time brands like Mr. Coffee, Procter Silex and Philips have something in common, a name you've maybe never heard of until now: Simatelex. "We've been behind-the-scenes," admits Suen, who is vice-chairman and managing director.

BY SARAH RICHARDS

It's all right, because that's the way it's always been since her late father Chi Sun Suen founded the company that makes so many of our home appliances. Back in 1969, Simatelex was a tiny 1,000-square-metre factory. Today, the company has 20,000 workers—more employees than Canadian companies like Dollarama, Research in Motion or the National Bank of Canada.

Suen [BComm(Hons)/85] says her father struggled to make a go of the business for five years. The company's first big break was making corn poppers—eight million of them in the late 1970s.

"He worked a full work week of six days, with a half day on Sunday," says Suen. "I didn't get time to see him when I was very young. He was extremely hard working."

So, too, was his eldest daughter. One of four children, Esther graduated at 17 from an academically stalwart catholic school in Hong Kong. A close friend's sister was attending the University of Manitoba, which convinced both the friend and Suen to hop a plane to Winnipeg.

"Of course it was a culture shock," she recalls. "Hong Kong is a very vertical city, while Winnipeg is so flat. And of course, the weather... but it was a good place to study, and the people are very nice."

Suen spent one year at Nelson McIntyre Collegiate before studying commerce at the U of M. During this time, she learned

more than just academics; she lived off campus, which encouraged her to learn how to cook and to drive. She also met her husband through the U of M—Derek Chan's sister, Julia Chan, was a fellow classmate of Suen's.

"She eventually introduced me to her brother after graduation," says Suen. Derek Chan runs the investment firm Megabase Securities in Hong Kong. The couple has three sons.

Upon graduating, Suen worked in merchandizing for Esprit before joining her father's company full time.

In 1995, Simatelex reached a milestone when it entered a joint venture with a well-known Japanese kitchen appliance company, Zojirushi. Two years later, however, Chi Sun Suen died from cancer—leading Esther to take over management of the company.

"It was quite a big responsibility," she says.

Fortunately, her father had set up a solid leadership team before his death. He had already moved his company's manufacturing plants to mainland China when the country ushered in an economic open-door policy of increased foreign investment and trade in the late 1970s.

Today, all four of the company's production plants are located in Guangdong province in southern China. The list of products the company has made over the years is in many ways representative of the different consumer trends that have passed





# MEET THE NAME

## Behind the Brands

through our doors: knife sharpeners and shoe polishers; coffee mills and smoothie makers.

Still, Suen plays down any notion that Simatelex has helped improve the way we take care of our homes and ourselves.

"I can't say we're changing the life of the consumer," says Suen. "We can't single ourselves out. It's a collective effort with our clients and our team."

One that involves a lot of pressure, as well. Chinese production costs have risen in recent years; the American Chamber of Commerce in Shanghai found that wages in Guangdong province rose 12 per cent in 2008. China's manufacturing sector is facing increased competition from countries like Vietnam and Thailand, not to mention the slowly growing phenomenon of 'reshoring' in the United States—bringing back manufacturing processes to America that had previously been moved to China.

Suen has fought rising costs by investing in automation and production technology, including robots and computer-assisted design and manufacturing.

"It's very difficult to compete on very simple products," says Suen from the company's Hong Kong headquarters. "So we've kind of moved on to high end, more complicated products with more electronics."

Enter Keurig single-serve coffee brewers for Simatelex's latest success story. The sleek coffee machines use small, cylindrical packs of coffee, tea or hot chocolate to make a single, fresh cup on demand. Simatelex began manufacturing the machines in 2004.

"At the outset, it was an entirely new technology," says Suen. "Over the last four years, there's been a sudden explosion of growth."

Suen says both companies benefitted from lucky timing, riding on the coat tails of Starbucks, smaller sized families and Americans' higher expectations for better-tasting coffee.

"With drip style coffee makers, you brew four to 10 cups of coffee in the morning," says Suen. "You probably can't finish it. Some people joke that the sink is the biggest coffee drinker."

The success of Simatelex's partnership with Keurig and other top appliance brands has helped Suen remain committed to following in her father's philanthropic footsteps. Chi Sun Suen believed strongly in charity, and the company has donated money and scholarships to various educational and art institutions for years, says Suen.

"We started early on in the late 1990s with the scholarships," says Suen. "We've always believed that education is important."

PHOTO: DAVID KAWAI



# SELLING PRO HOCKEY

## PUCK DROP OR NOT

BY SARAH RICHARDS





**LENGTHY LOCK OUTS AND A CANCELLED SEASON** have challenged alumna Laurie Kepron during her career with the National Hockey League, but never dulled her passion for promoting the game in Canada and beyond

If you dreaded this season's NHL lockout, you're not alone.

For Laurie Kepron [BComm(Hons)/92], the NHL's vice-president of integrated marketing, the worry wasn't just over a fan base she'd worked hard to build. The lockout also hit home on a personal level.

Like other league employees, Kepron's pay was cut 20 per cent, along with her workweek.

"When you lose 20 per cent of your salary, those are decisions that affect people and their budgeting," says Kepron, who lives in Toronto with her partner Mark and young daughter Trinity. "It adds stress."

Kepron, 44, has worked in NHL marketing since 1996. She's weathered a majority of the NHL's work stoppages and says this year's lockout wasn't as difficult as the one nine years ago, which resulted in the entire season being scrapped. Back then, Kepron was the lone soul who avoided being laid off in a six-person marketing department.

"To have your friends lose their jobs... I found it very, very difficult," she recalls. "Would I ever have wanted the season to be lost this time? Never, ever, ever, ever, again."

Fortunately for Kepron—and the rest of us—an agreement between the NHL's owners and players was reached in January this time.

**"I LOVE THE STRATEGY,  
THE SORT OF TAPPING-IN  
TO CONSUMER INSIGHT,  
CONSUMER BEHAVIOUR"**

That means Kepron is back to doing what she does: developing national marketing programs, working closely with NHL corporate sponsors like Canadian telecommunications firm, Bell, on digital, social and broadcast campaigns and helping individual clubs with marketing and promotional practices to improve their business.

"I love the strategy, the sort of tapping-in to consumer insight, consumer behaviour," says Kepron. "I love advertising."

The job certainly invites some interesting, if unusual, experiences. Some years ago, the NHL undertook a marketing initiative that included stamping Oreo cookies and Ritz crackers with team and league logos. The problem was the crackers emblazoned with the NHL shield were cracking during test marketing.

"The NHL imprint was cutting too far into the cracker," recalls Kepron from the NHL's Toronto office. "When you cut the shape of the shield and dropped the crackers into the box, the point at the bottom (of the logo) would break."

Kepron ended up working with Nabisco's chief engineer to lighten the imprint of the stamp and preserve the crackers—not a job she'd have ever imagined doing as a kid while watching her two younger brothers play hockey in chilly Winnipeg arenas.

"I was holding protests over the number of my brothers' hockey games I needed to watch," says Kepron. "The irony is now I'm the one working fulltime embracing the sport."

Kepron grew up in River Heights; her father was a respirologist and her mother, a University of Winnipeg counsellor. She still recalls U of M Prof. Beverly Cameron's class on economics, and how Cameron hit home a lesson on diminishing returns by using the example of drinking one too many beers.

Cameron remembers Kepron for her energy and interest in economics.

"There were always a few students who stood out in each class," says Cameron, who is now retired.

Kepron's first big career break came when then-Winnipeg Jets' marketer Madeline Hanson hired her in 1993. Back then, Kepron's favourite player, Teemu Selänne, was a Jets rookie... and women made up less than five per cent of the industry, she figures.

"Really, it was almost by good fortune that the Jets had a female in the head marketing position, which was unique," says Kepron. "It made me think, 'Of course she does it, so why wouldn't I do this?'"

The demise of the Jets pushed Kepron to move to Toronto, where she joined the NHL administration. She nevertheless continues to work with some of the people she met during her early days with the club.

"I can't recollect a time where I've ever talked to her where she's been half empty—she's always positive," says Norva Riddell, the senior vice-president of sales and marketing at True North Sports & Entertainment, the company that owns the Jets.

"Because you know what? Work is tough enough, trying to get stuff done; if you can deal with people that keep you fired up, it's just so much more enjoyable."

Kepron's responsibilities are complicated by the fact that a marketing strategy that works in Canada might not work in the U.S. Canadians have such deep knowledge of hockey's rules and personalities, they are essentially armchair general managers, she says.

CONTINUED ON PAGE 36



# THE UNIVERSITY OF MANITOBA'S GLOBAL AMBASSADORS

“We’re all connected  
because we help  
each other out”

PHOTO: HEBERT TSANG/ASSOCIATED PRESS

BY SARAH RICHARDS

FOR HONG KONG RESIDENT RITA MUI, the opportunity she and her siblings had to leave their homeland and get a degree at the University of Manitoba was more than just a chance to study abroad. It was a crowning achievement her parents never got to experience themselves.

“For me, it is the foundation of what I am today,” she says. “My parents worked really hard to support us there. They were never educated; they were illiterate.”

Her mother and father understood, however, the importance of getting an education. That understanding carried over to Mui, who has remained connected through her leadership of the University of Manitoba Alumni Association in Hong Kong.

Mui [BComm(Hons)/82], is currently the group’s president, and has been a core member since its founding in 1982. “I was enlisted to help out at one of the events organized for new-goers who planned to go to Manitoba,” Mui says about the group’s freshman year. “I was one of the most recent students to come back from the school, so it was easy to share my experience with those intending to go.”

Outside of North America, the U of M’s largest population of alumni is in Hong Kong, home to 1,389 grads. Mui believes part of the university’s draw is its reasonable tuition fees.

“It’s one of the cheapest institutions for foreign students,” says Mui. “It’s affordable, so a lot of people from Hong Kong and China go there.”

Mui, her sister and her brother all ended up attending the U of M. After completing her final year of high school at St. Mary’s Academy, she obtained a degree in commerce. She still remembers the late Prof. Ross Henderson’s course, which required that dreadful thing known as ‘class participation.’

“It was always scary for Chinese people,” says Mui. “You had to talk and voice your opinion on certain subjects and case studies. For us, because our main language was not English, we’d shy away from openly talking. You just had to deal with it. We pushed ourselves.”

Despite her intense studies, she did take a few days off to visit Toronto, Edmonton and Vancouver.

“Even though Manitoba is a bit quiet compared to Toronto or Vancouver, I have good memories,” says Mui. “I still remember midnight bowling on Friday night. After that, we’d go to Chinatown and have a Chinese meal before going back to the dormitory.”

Mui says not having to deal with the distractions of a big city was helpful when it came to staying focused on her education. She ended up graduating a year early in 1982.

Mui then returned to Hong Kong to be close to the parents who had given her so much. Her father had arrived in Hong Kong from mainland China at a young age and worked various jobs before training himself in photography. He supported his wife and six children selling scenic pictures of Hong Kong—a home-based business that involved everyone in the family.

Upon her return, Mui’s connection with then-alumni president Judy (Tse) Cheung helped land her a sales executive position at a beauty magazine.

“That was my first job in the media,” says Mui. “We’re all connected because we help each other out.”

Today, Mui is responsible for advertising in Hong Kong for Fox International Channels, part of Rupert Murdoch’s multimedia empire. She lives in southwest Hong Kong on Lantau Island, where she shares a home with husband Barrie Goodridge and their four dogs.

Mui and other alumni often organize dinner or cocktail parties when Manitoba’s premier or U of M deans visit the area.

The association advertises its big events like business forums, and Mui says alumni from mainland China have attended in recent years. That not only marks a shift in who is attending the U of M, it also highlights the increase in partnerships between the university and its Chinese counterparts. In fact, the U of M has more than 80 cooperative agreements with Chinese educational institutions.

**FOUNDED:** 1982

**FIRST PRESIDENT:** Judy (Tse) Cheung [BComm(Hons)/80]

**PURPOSE:** An informal networking organization for the U of M’s Hong Kong alumni

**CURRENT PRESIDENT:** Rita Mui

**ACTIVITIES:** Casual dinners, business forums, cocktail parties

“There are a lot of Chinese going to the University of Manitoba now,” says Mui. “The majority are probably coming from China.”

Up until the 1990s, it was mostly students from Hong Kong heading to Winnipeg, says Mui.

Otherwise, U of M alumni in Hong Kong keep up with each other through casual dinners and annual forums.

“Most of the time, it’s relationship building,” says Mui. “Helping out new students coming back, if they need career advice or connections. It’s almost like a family, where you help each other.”



Grad student's soil  
moisture analysis has  
far-reaching implications

# DOWN TO EARTH



Ojo took a break from his research to return home to Africa and marry Maria Olayinka. She joined Ojo in Winnipeg this spring.

PHOTO: JASON HALSTEAD [BPE/92]



Timi Ojo [MSc/11] is a first-year PhD student in the Faculty of Agricultural and Food Sciences specializing in agrometeorology, the study of the effects of climate and weather on agriculture. He's also president of the U of M's Graduate Students' Association and a member of the Alumni Association board of directors. Several awards ensure Ojo can focus on his research and volunteer commitments including: the Syngenta Inc. Scholarship, the University of Manitoba Graduate Scholarship, the Graduate Enhancement of Tri-Council Stipends (GETS), and the Nahlah Ayed Prize for Student Leadership & Global Citizenship.

**I started my research about a year ago, and I expect to finish in August 2015.** The timing is excellent, because NASA has begun work on a satellite that will take global soil moisture readings, and they've asked for my collaboration. Their satellite can only sense a few inches below the surface but I'll take deeper readings for them to create a more complete picture.

**When I was working on my bachelor's degree back home in Nigeria, we didn't have a lot of weather monitoring at the time; it was very vague.** My field trials were washed away twice in quick succession because I didn't know it was going to rain so heavily. It was so frustrating! But here I am now; my work is inspired by that experience, so I'm glad it happened.

**The funding I've received is absolutely the most important factor in completing my graduate studies, for a number of reasons.** It's crucial to attend conferences, for collaboration and gaining knowledge. The equipment we use is pricey, and I'm often driving four to six hours a day to research farms. I certainly couldn't afford it on my own. Funding allows you to strive for optimal results. You know, I could analyze soil only in Winnipeg, but including farms around the province allows for more informative data.

**Funding for graduate students is crucial—the research is always beyond the student.** For example, I collaborate with the province. Who knows how this research could affect future emergency flood measures? We can analyze the data, understand the phenomenon, and then predict and reduce the risk.

**It's amazing how variable the weather can be and how much it affects what we do.** It's actually intriguing to analyze the data and see the weather cycle from year to year. In 2011, we began with lots of rain and precipitation and the flood, but by July of that year, it was so dry.

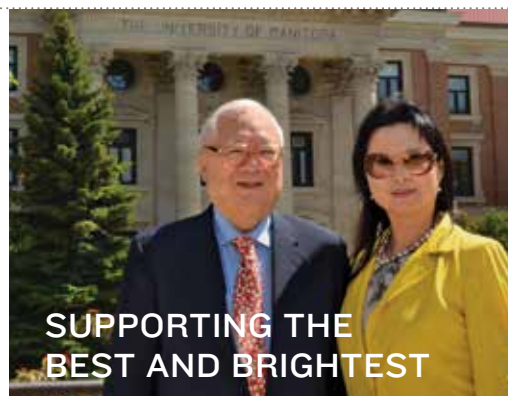
**The farmers I'm working with are open to research and collaboration.** They're eager and helpful, and I've been overwhelmed by their reception. This research helps them understand how much water they've got in their soil, in the surface and in the profile, which affects all their timeline decisions like seeding and fertilizing.

**It takes effort to meet graduate students in other disciplines, but it's great.** It gets me out of my bubble, and it's a great platform for collaboration. You have a conversation with a geology student, and who knows where it could lead.

**It was my childhood dream to become a professor.** After I finished my master's, I received some offers to work, but I knew it would be hard to return to get my PhD later. I decided to push through, and I'm very happy.

**I would gladly stay in Manitoba upon finishing my PhD, but I'll go where opportunity is.**

AS TOLD TO KRISTA SIMONSON



Sir Gordon Wu and his wife, Lady Ivy Kwok Wu

Simply tally up the hours spent with their noses in a textbook, poring over results in a lab or chasing answers in the field and it's clear graduate students at the U of M make sacrifices in pursuit of their research. Worrying about how to support themselves along the way ought to be the furthest thing from their mind. And now it can be, thanks to former U of M student and honorary degree recipient Sir Gordon Wu [LLD/12].

Wu, an entrepreneur and philanthropist who lives in Hong Kong, recently made a \$1 million gift towards the President's Fund in support of the president's highest priorities, which in this case is support of graduate students. As the primary component of a university's research workforce, grad students help drive innovation. Wu's gift—along with \$500,000 matched directly by the university—will support new opportunities for these talented men and women, and help the U of M continue to attract, and retain, the very brightest minds to the province.

Sixty years ago, in 1953, Wu came to the U of M as one of the first international students. And while he spent only one year here, the experience spawned an enduring relationship, and saw Wu emerge as a strong supporter of the university: in addition to his latest gift, he committed \$1 million to the construction of the Engineering and Information Technology Complex in 2004.

Today, Wu oversees Hopewell Holdings Limited, an infrastructure and property firm responsible for major infrastructure development within China and across Asia including bridges, superhighways and power stations. More recently, Wu has directed his engineering expertise towards the design and production of wind-powered turbines to help ever-developing China tap into clean energy sources.



PHOTO: NICK KOZAK

Henry and Saul Koschitzky



“Since Saul and I both went to U of M we felt it was time to recognize the fact that we got a good education there. It was what you would call ‘payback time’”

# ENGINEERING SUCCESS

Some people view life as a glass half full, while others see it as being half empty.

Through he has seen his share of ups and downs, Henry Koschitzky [BSc(EP)/58], definitely sees life in a positive light.

“You have to look at the bright side,” he says. “If you do, you’ll enjoy life more.”

Today, Henry and his brother Saul oversee the IKO Group, a family of companies that produces roofing products and has more than 25 manufacturing plants across North America and Europe.

Although IKO now has more than 3,000 employees, the family’s connection to the roofing trade are far more humble and go back to Henry and Saul’s father Israel, who started the business in their native Poland.

“He was quite an entrepreneur,” Henry recalls. “But when World War II broke out, he lost it all and we spent the war years in Russia. When the war was over, Poland was under communist rule and we didn’t think there would be anything there for us.”

The family decided to start fresh in a new country. With the help of relatives living in Canada, they moved to Winnipeg in 1948.

The teenage brothers and their family lived in Winnipeg for only a year before moving on to Calgary where in 1949, their father started the roofing plant that eventually became IKO. Despite their brief stay, the brothers retained fond memories of their time here.

“Being a new immigrant is quite difficult, but we always felt acceptance,” Henry says. “The people in Winnipeg are very friendly.”

Those memories made it easy for the brothers to come back to further their education at the University of Manitoba. Saul studied history and economics but finished his degree at the University of Toronto; Henry obtained his degree in engineering physics before going to Oxford on a Rhodes Scholarship, the first engineering student from the U of M to receive this prestigious award. He majored in economics at Oxford and entered the family business upon his return.

As their company has grown and become increasingly more successful, the Koschitzky family has never forgotten the opportunities they have been provided and continue to express their gratitude. The Koschitzkys recently made a generous gift of \$1 million to the U of M’s department of civil engineering to establish the IKO Construction Materials Testing Facility. This new complex will provide the Faculty of Engineering with three new leading-edge laboratories and equipment for construction materials research.

Asked why they’ve decided to make a gift of this magnitude now, Henry, who is president and CEO of IKO, says that it’s all about timing.

“Since Saul and I both went to U of M we felt it was time to recognize the fact that we got a good education there. It was what you would call ‘payback time,’” says Henry. “Our family believes in the Jewish concept of *hakarat hatov*, which translates as ‘recognition of good.’ If somebody has done something for you, you’re obligated to show your appreciation. We felt that we benefitted from the institution and that the university is providing a public service. Just as we were helped when we first came to the University of Manitoba, those at the university should now be helped.”

BY MARSHALL WIEBE

## Testing materials for a TOUGH CLIMATE

Henry and Saul Koschitzky’s gift will have a big impact on civil engineering students and boost research into better construction materials.

The IKO Construction Materials Testing Facility will consist of three laboratories, including environmental chambers for material testing to at least -40C.

Research will involve monitoring the performance of building components under freeze-thaw and wet-dry cycles.

More than 400 students are expected to use the facility each year.

# ALUMNI ENGAGEMENT AND PREFERENCES SURVEY UPDATE

In December of 2012, we invited you to participate in our engagement and preferences survey, and you did so, with enthusiasm. I am pleased to say the response rate to our survey was higher than similar surveys conducted with other Canadian universities. Thank you so much for your feedback. Your response shows you care about your alma mater, and we value your insights.

I'd like to share some key findings with you. Compared to our 2009 survey, alumni increasingly valued their academic experience and extracurricular opportunities, and their support for the university continues to grow. Nearly half of the respondents also indicated that the university's Trailblazer campaign positively impacted their pride in the U of M.

The majority of alumni who responded said they are interested in lifelong learning opportunities. Visionary Conversations, our award-winning speaker series continues to draw audiences eager to join world-class researchers in an exploration of issues affecting our lives. Extended Education offers a variety of learning opportunities for alumni at various stages of their lives including diploma and certificate programs, conversational language courses, even a lifelong learning program built around day sessions that explore topics such as health and wellness.

An effective way to ensure you don't miss out on these kinds of opportunities is to share or update your email address with us.

We send details about great alumni offers and e-vites for lifelong learning events, or marquee celebrations like Homecoming, throughout the year. As well, we e-mail monthly updates and University of Manitoba news through our Alumni FYI e-newsletter. You can update your e-mail information through our online address update form at: [umanitoba.ca/people/alumni/73.html](http://umanitoba.ca/people/alumni/73.html).

Celebrating alumni achievement and promoting student engagement are two other key priorities for us, and survey respondents indicated they were important to them as well. At Homecoming 2013, we will once again celebrate our Distinguished Alumni Award recipient. And we will continue to encourage student engagement by recognizing and supporting their academic pursuits—the Alumni Association offers scholarships annually at the undergrad and graduate level, as well as for a Bison student athlete.

We will use your survey responses as an invaluable guide as we pursue our goal of creating alumni programs and communications that are meaningful to you and help strengthen your engagement with the university. Thank you all for your participation, and congratulations to Greg Berko [BSc/71] the winner of our \$1,000 prize.

MARK ROBERTSON DIRECTOR, ALUMNI RELATIONS

## STAY CONNECTED:

update your contact information to include your email address at [umanitoba.ca/alumni](http://umanitoba.ca/alumni) and ensure you receive timely information about alumni programs, reunions and Homecoming, faculty events and more.

## 2013 ALUMNI ASSOCIATION ANNUAL GENERAL MEETING

### PLEASE JOIN US ON MONDAY, JUNE 17

During 2012 -13, the Alumni Association continued its strong collaboration with the University of Manitoba and began a new focus on student engagement, lifelong learning and alumni achievement. As part of this collaboration, there are a set of revised bylaws that will be voted on at the meeting. To review the proposed by-laws in advance of the meeting, please visit [umanitoba.ca/people/alumni/bylaws.html](http://umanitoba.ca/people/alumni/bylaws.html).

We encourage your input and attendance at the AGM.

TIME AND LOCATION:

**Monday, June 17**

**Marshall McLuhan Hall, 2nd floor University Centre**

Meeting commences at 7 p.m.  
with a reception to follow at 8 p.m.



# PIONEER VISIONARY

## ADVENTURER TRAILBLAZER CONVERSATIONS

A SPEAKER SERIES HOSTED BY

**DR. DAVID T. BARNARD**

PRESIDENT AND VICE-CHANCELLOR  
UNIVERSITY OF MANITOBA

## OUR EDUCATION SYSTEM: THE GOOD, THE BAD, AND THE SOLUTIONS

WEDNESDAY, MAY 22, 2013

**Engage with our experts as they share their perspectives on our  
education system and the research that shows why things must change.**

Jocelyn Fournier-Gawryluk (Alumna)

President, Canadian Association of Principals

Marni Brownell

Associate Professor, Community Health Sciences/  
Manitoba Centre for Health Policy, Faculty of Medicine

Marlene Atleo

Associate Professor, Educational Administration,  
Foundations and Psychology, Faculty of Education

Rodney Clifton

Senior Scholar and Retired Fellow, St. John's College;  
Senior Fellow, Frontier Centre for Public Policy

Robert B. Schultz Theatre,  
St. John's College, Fort Garry Campus  
Reception in Galleria – 6:30 p.m. to 7:00 p.m.  
Panel Discussion – 7:00 p.m. to 8:30 p.m.



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[UMANITOBA.CA/VISIONARYCONVERSATIONS](http://UMANITOBA.CA/VISIONARYCONVERSATIONS)  
JOIN THE CONVERSATION #UMVISIONARY

## ACCOMPLISHMENTS



**Ashton, Niki** [BA(Adv)/04] and **Rempel, Michelle** [BA/04] were named by their Parliament Hill peers as two of seven Parliamentarians of the Year for 2012. Ashton, who is MP for Churchill, was recognized as the Member who “best represents” their constituents while Rempel, who is MP for Calgary Centre-North, earned the honour in the “rising star” category.



**Ingebrigtsen, Anna** [BID/07] graduated with a masters in architecture from Sweden's Royal Institute of Technology in January and is now working for architectural firm Equator Stockholm AB. Prior to this, Ingebrigtsen was studying at T.U. Deft in the Netherlands after having spent two years working with a landscape architect firm in Vancouver, B.C.



**Collier, Andrew** [BComm(Hons)/92] joined the Winnipeg Goldeyes Baseball Club in 1994 and has been general manager since the 2002 season. In 2012, the team swept opponents 6-0 in the playoffs en route to capturing the American Association league championship. The Goldeyes also delivered Winnipeg its last professional sports championship when they won the Northern League crown in 1994. On top of their victory, the Goldeyes were voted Organization of the Year for the seventh time in 10 years by the league; they won the 2012 Manitoba Sportswriters and Sportscasters Maurice Smith Memorial Award as Team of the Year in Manitoba; and they picked up the Cactus Jack Wells Memorial award for having the biggest impact on the Manitoba sports scene in 2012.



**Price, Raymond A.** [BSc(Hons)/55] received the Penrose Medal of the Geological Society of America in November 2012 “for outstanding original contributions or achievements that mark a major advance in the science of geology”. In June 2012, he received a honorary DSc from Queen's University, and a teaching laboratory for structural geology and tectonics was named after him. In May 2012, he participated in the official opening of a new exhibit at the Canmore Museum and Geoscience Centre commemorating the Geological Survey of Canada's Operation Bow-Athabasca, which mapped the geology of the Canadian Rocky Mountains between Banff and Jasper, and was directed by him. In November 2010, he received the Massey Medal of the Royal Canadian Geographical Society, and in June 2009, an honorary LLD from the University of Calgary.



**Whiteway, Doug** [BA/74] has published under his pseudonym, C.C. Benison, his sixth novel, *Eleven Pipers Piping*, the second in a series of crime novels referencing the popular carol *The Twelve Days of Christmas*. The books are set in a village in Devon, England, and feature the amateur detective, the Reverend Tom Christmas. Doubleday Canada is the publisher.



## Births

**Zegalski, Allison** [BED/97] and Zegalski, Rennie [BComm(Hons)/95] are happy to announce the birth of Charlotte Lisa Bernadette Zegalski on Nov. 22.

**Hamblin, Kari Fielding** [BSc/05, BN/10] and Hamblin, Brad [BSc(Agric)/04, ExtEd/09] are pleased to announce the birth of Carson Donald Daniel Hamblin on Nov. 25, 2012.





**Hughes, Simon** [BFA(Hons)/96] was chosen to create Seven Oaks Sunrise, a giant mosaic for the new atrium at Seven Oaks Hospital in Winnipeg. Hughes's work is the largest indoor public art piece in the North End. The art wall was donated by the Jessiman Foundation in honour of Judith O. Jessiman.

From left: Peter Jessiman, Simon Hughes, Judith O. Jessiman, Carrie Solmundson, president and COO, Seven Oaks Hospital, and Duncan Jessiman

**Ceplis, Dinah** [BSA/75] was selected to receive the Queen Elizabeth II Diamond Jubilee Medal in the International Development Merit Category by Senator Joann Buth. Ceplis was also named as a Fellow of the Ghana Institute of Horticulturists at their annual meeting in September 2012.

**Cooper (Watson) Nora** [BSc(FS)/97] recently received the Outstanding Early Career Food Science Alumnus award from the University of Arkansas (where she completed her masters). Cooper is a product manager with Tyson Foods Inc.

**Hermann, Anndrea** [MSc/08] was elected president of the Hemp Industries Association, USA (thehia.org), and in April 2013 will launch the first-ever, for-credit course on industrial hemp, which will be offered at Oregon State University.

**Joseph Yuen** [BSP/72 BPharm/73] was awarded the Queen Elizabeth II Diamond Jubilee Medal for forty years of community service. He was nominated by the Kidney Foundation of Canada, Manitoba Branch.

**Levine, Allan** [BA/77, CertEd/82] is an award winning, internationally selling author and his

torian based in Winnipeg. He has written eleven books including *King: William Lyon Mackenzie King A Life Guided by the Hand of Destiny* (2011) and *Coming of Age: A History of the Jewish People of Manitoba* (2009). For more on Levine's books, visit [allanlevinebooks.com](http://allanlevinebooks.com).

**Nazarevich, Alexandra** [BEd/79] was one of 17 teachers from across Canada who received an A Day Made Better award from Grand & Toy last fall. Nazarevich was nominated for the prize package, which included \$1500 in school supplies, for her commitment to the English-Ukrainian Bilingual program at Springfield Heights School in Winnipeg.

**Maluzynsky, Svitlana** [BA/09] won the silver medal in education at the University of Winnipeg (June 2012)

**Mucz, Michael** [BSc(Hons)/70] recently published an historical account of folk remedies of Ukrainian settlers in western Canada titled *Baba's Kitchen Medicines*. Mucz is a professor in the department of biology at the University of Alberta, Augustana campus.

**Wong, Dr. Winnie** [BSc(Med)/89, MD/89] was awarded a Queen Elizabeth II Diamond Jubilee Medal by the Canadian Liver Foundation for her volunteer contributions in the fight

against liver disease. Wong is an associate professor in the division of gastroenterology at the University of Alberta; she is also assistant dean of education of the postgraduate medical education program there.

**Woodsworth, Anne** [BFA/64] received the Outstanding Alumni Award from the Faculty of Information at the University of Toronto, where she earned a BLS in 1964 and an MLS in 1969. The award was for "making a significant contribution to the information profession." She currently is editor of *Advances in Librarianship*, an annual book series published by Emerald Publishing Group in the UK, and resides on Long Island, NY.

**Woyiwada, Frederick** (Rick) [LLB, 79] was awarded the 2011 Ted Thompson Award in a ceremony presided over by the Deputy Attorney General of Canada. The award is presented from time to time to a Department of Justice lawyer whose career has demonstrated outstanding professionalism and excellence in trial advocacy on behalf of the Crown.

**Sherman, Michael W.** [MSc/91] of Sherman Orthodontics in Thornhill, Ont., was recently elected president of the Great Lakes Association of Orthodontists.



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An article in your August 2012 issue “Legacy of learning has international impact” prompted me to write about my journey and association with the late Prof. Roma Hawirko.

At the age of 20, with a master’s degree in chemistry, I moved from the small town of Moradabad, in the state of Uttar Pradesh, India, to pursue higher studies in Canada. In 1975, I joined Dr. Hawirko’s microbiology lab (pictured above) as a grad student. Upon my request, Dr. Hawirko permitted me to accept demonstratorship for the biochemistry lab in the chemistry department. I published three papers during the program and was awarded my MSc in 1977. Inspired by the publications to pursue my research career, I went on to complete my PhD from a World Health Organization collaborating center for Rheumatic Fever and Rheumatic Heart Disease, at Lady Hardinge Medical College, New Delhi. I continued to work in India as a medical

scientist with the Council of Scientific and Industrial Research (CSIR), before returning to Canada in 1997 for a one-year assignment at the University of Alberta. During this time, I went back to the University of Manitoba and visited Dr. I. Suzuki in the department of microbiology, seeking to re-establish some contacts, including Dr. Hawirko.

When I contacted Dr. Hawirko by phone, she jumped out of excitement and did not believe her ears. I visited her in Victoria, B.C., in 2005. We spent a few hours together in her apartment talking over wine and cheese, and thereafter shared many phone calls. She discussed in detail her desire to establish an endowment fund at the U of M for a graduate scholarship in the area of microbiology. I am so proud to see this materialized. She was fiercely independent, drove a blue Mercedes-Benz, and lived life on her own terms. Education and traveling were her two main treasures.

She created a multicultural lab with students of various nationalities. Working with her was an inspiring experience. Currently, I live in Edmonton with my wife, Kanta, and have two adult children: Kriti and Prateek. I am a regional advisor for Occupational Health with Alberta Health Services in Edmonton.

**Pravin K. Bhatnagar** [MSc/77]

## 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

**Denoon, Ethel L.** [BA/29] Oct. 11, 2012

### 1930-39

**Coyne, Dr. James Elliott** [BA(Hons)/31, LLD/61] Oct. 12, 2012

**Joyce, William A** [BSc(CE)/39] Jan. 25, 2013

**Lahaie, Louis T.** [BA(LatPh)/37, BEd/64] Oct. 20, 2012

**Nash, Florence Mary** [BA/36] Oct. 18, 2012

**Wyse, Ainslie G.** [BA/34] Nov. 3, 2012

### 1940-49

**Appleby, William R.** [BA/47, LLB/50, LLM/54] Oct. 17, 2012

**Ashdown, Ruby M.** [BA/43] Oct. 30, 2012

**Bergsagel (Sigurdson), C. Joyce** [BScHEc/47, DipEd/48] Nov. 5, 2012

**Bethel, Can. John E.** [BA/42] Jan. 14, 2013

**Bigelow, Dr. Dan R.** [MD/48] Nov. 20, 2012

**Bowman (Dechman), Margaret F.** [BA/46] Oct. 6, 2012

**Brook (Howey), Jean M.** [CertNurs(PH)/46] Nov. 4, 2012

**Brill (Claeys), Yvonne** [BSc/45] March 27, 2013 for her brilliant contribution as a scientist, and for the lesson she taught us about inclusiveness in education, the University of Manitoba celebrates her life and legacy.

**Cham, Dr. Max** [MD/45] Nov. 23, 2012

**Cooke, Dr. Ruth E.** [MD/49, MSc/66] Dec. 19, 2012

**Costley, Thomas R.** [BSc/48] Oct. 27, 2012

**Dunn, Ada Ann** [DipID/43] Sept. 29, 2012

**Gendron, Dr. James B.** [MD/45] Oct. 2, 2012

**Guest, Muriel E** [BA/46] Nov. 6, 2012

**Halper, Lily** [BScHEc/41] Jan. 17, 2013

**Halter, G. Sydney** [BSc(EE)/46] Oct. 22, 2012

**Kay, Harold C.** [BA/47] Nov. 5, 2012

**Mackling (Perfect), Margaret M.** [CertNurs(PH)/49] Dec. 11, 2012

**MacLeod, Norma L** [BScHEc/46] Jan. 3, 2013

**Menzies, Dr. James C.** [MD/49] Dec. 31, 2012

**Miles, Irene** [BSc/47, DipEd/50, BEd/72] Jan. 9, 2013

**Milne, Thos B.** [CA/46] Dec. 15, 2012

**Orlikow, Archie** [BSc(Pharm)/48] Dec. 6, 2012

**Peltz, Isadore (Izzy)** [CA/48] Nov. 23, 2012

**Rose, Ferne R.** [BHEc/42] Sept. 30, 2012

**Spring (Kennemore), Margaret Lydia** [BA/47, DipEd/48, BEd/70] Nov. 25, 2012

**Sigurdson, Engilbert** [BA/49, BSW/64, MSW/65] Sept. 29, 2012

**Tate, Virginia Dorothy** [BScHEc/45, Cert Ed/68, BEd/72] Nov. 4, 2012

**Thomas, Ross M.** [BSA/49] Dec. 17, 2012

**Thomson, Dr. Ashley Edwin** [MD/45, MSc/48] Jan. 12, 2013

**Waddell, Melville G.** [BSc(Pharm)/43] Dec. 21, 2012

**Wall, Dr. Mark** [MD/44] Dec. 20, 2012

**Young, Hugh J. T.** [BSc(ME)/49] Dec. 31, 2012

## 1950-59

**Bagnall, Robert A.** [BSc(ME)/56]  
Oct. 19, 2012

**Baragar, Michael J.** [BSc/55] Nov. 2, 2012

**Beatty, J. Hyland** [CA/53] Jan. 3, 2013

**Burrows (Machacek), Elizabeth Ann**  
[BSc/54] Nov. 23, 2012

**Chick, Walter S.** [BSc(EE)/50, BSc(ME)/51]  
Nov. 15, 2012

**Douglas, S. Stuart (Stu)** [BSc(Pharm)/55]  
Oct. 11, 2012

**Fraser, George E.** [BArch/50] Nov. 2, 2012

**Hay, Jean C.** [BSc(Hons)/58, MSc/60]  
Jan. 2, 2013

**Hiebert, Jacob** [BPed/57, BSc/61, BEd/62,  
MEd/71] Oct. 7, 2012

**Hird, J. W.** [DipAgric/54] Nov. 28, 2012

**Iseli, Dr. Henry** [MD/51] Nov. 12, 2012

**Isford, Arnold A.** [BA/50] Dec. 5, 2012

**Jowsey, Dr. John W.** [MD/55, DipSurg/64]  
Sept. 23, 2012

**Klym, Tony W.** [MSc/57] Oct. 3, 2012

**Kolt, Stanley E. T.** [BSc/52, BPed/56, BEd/60,  
MEd/66] Sept. 22, 2012

**Lamb, Rev. Omar Herbert** [BA/50, BD/53,  
BPed/56, BEd/59] Sept. 30, 2012

**Lovie, D. Grant** [DipAgric/57] Jan. 17, 2013

**McKinnon, Donald T.** [BSc/50, DipEd/51,  
BEd/55, MEd/71] Jan. 13, 2013

**Morrison, Eileen** [BA/55, BEd/62]  
Jan. 10, 2013

**Muldoon, Hon. Mr. Justice Francis C.**  
[BA/52, LLB/56] Jan. 9, 2013

**Pearce, Allan F.** [BSc(ME)/59] Jan. 25, 2013

**Pidde, Dr. William J.** [MD/54] Oct. 23, 2012

**Poidevin, Norma** [AMM/54] Dec. 2012

**Poole, Barbara C.** [BID/52] Dec. 17, 2012

**Poulter, George Edward (Ted)**  
[BA/58, Cert Ed/60, BEd/64] Dec. 12, 2012

**Ross, Alan Hope** [BA/53, LLB/60] Jan. 14, 2013

**Spencer (Field), Fay Z** [BSc/51] Dec. 27, 2012

**Stewart, Wallace E.** [BSc(CE)/53] Jan. 13, 2013

**Watowich, Vera N. L.** [BSc(Hons)/51]  
Oct. 21, 2012

**Weidman (Kopel), Miriam** [BA/58, MA/68]  
Dec. 9, 2012

**Wersh, Joanne** [BA/54, MA/62] Oct. 8, 2012

**Wilson, Robert J.** [BA(Hons)/52, BPed/53,  
BEd/56, MEd/71] Sept. 28, 2012

**Wood, George Duncan** [CA/53] Jan. 4, 2013

## 1960-69

**Black, John Errol** [BA/65] Nov. 3, 2012

**Chambers, S. Allan** [BSA/65] Oct. 21, 2012

**Cheetham, Edith B.** [CertNurs(T&S)/67]  
Sept. 21, 2012

**Cloutier, Rev. Laval** [Cert Ed/68, BEd/69]  
Oct. 18, 2012

**Cox, The Rev. Eric G. E.** [BA/60] Dec. 7, 2012

**Dandenault, Therese M.** [BA(LatPh)/67,  
BEd/69] Dec. 7, 2012

**Derksen, Arthur J.** [BSc/63, MSc/67]  
Oct. 20, 2012

**Easton, Mona Ruth** [BA/67] Dec. 31, 2012

**Gushuliak, George** [BA/68, BEd/70]  
Dec. 13, 2012

**Hicks (Farenhurst), Anne C.**  
[BA/65, Cert Ed/69, BEd/71] Oct. 3, 2012

**Lucas, Leonard J.** [BA/64, LLB/67]  
Sept. 22, 2012

**MacMorran, Dr. Ian S.** [MD/65, BSc(Med)/65]  
Dec. 24, 2012

**Manko, Leonard J.** [BA(Hons)/60, Cert Ed/69,  
MA/72, BEd/73] Sept. 27, 2012

**Morris, Mary** [BN/67] Oct. 19, 2012

**Morton, Joseph R.** [BA/66] Sept. 30, 2012

**Mudery, Peter R.** [BA/62, BEd/68] Oct. 1, 2012

**Peterson, James Leslie** [BSc(CE)/68]  
Jan. 18, 2013

**Philippot, Ludovic W.** [CA/62] Jan. 5, 2013

**Poff, John E.** [BComm/68, BComm(Hons)/69,  
CA/72] Jan. 1, 2013

**Proudfoot, John C.** [BA/61, Cert Ed/65,  
BEd/66, MEd/79] Jan. 15, 2013

**Puchniak, John T.** [BA/64, Cert Ed/65, BEd/69]  
Jan. 29, 2013

**Richardson, J. A. Elinor** [BA/60, BEd/62]  
Dec. 15, 2012

**Rocan, Rev. Fr. Jean-Louis** [BA(LatPh)/68]  
Dec. 2, 2012

**Ross, George T.** [BA/66, BEd/68] Oct. 11, 2012

**St. Hilaire, Gerard F.** [BA(LatPh)/63, BEd/75]  
Jan. 30, 2013

**Sundstrom, Norman V.**  
[BA/67, Cert Ed/70, LLB/72] Nov. 6, 2012

**Szwarc, Anne M.** [Cert Ed/66, BA/66, BEd/69,  
MEd/83] Dec. 18, 2012

**Touchette, Rev. Rene L.** [BA(LatPh)/62,  
Cert Ed/69, BEd/71] Dec. 16, 2012

**Urquhart, Glenn A.** [BSc(ME)/62, LLB/66]  
Nov. 12, 2012

**Waldie, Muriel D.** [BA/68, BEd/75]  
Dec. 2, 2012

**Whitten, Oswald E.** [BA/60, BEd/64]  
Jan. 28, 2013

## 1970-79

**Alarie, Sr. Berthe Emilie** [Bes A/71]  
Nov. 2012

**Batchelar, Terry R.** [BComm(Hons)/70]  
Oct. 28, 2012

**Bergen, Claudia Louise June**  
[BFA(Hons)/74] Oct. 29, 2012

**Berkis, Kenneth Edward** [BEd/79]  
Dec. 21, 2012

**Billinkoff (Terhoch), Cheryl Renee**  
[Assoc Ed/75, BEd/79] Jan. 25, 2013

**Campbell, David** [LLB/71] Oct. 26, 2012

**Chick (Paziuk), Anne** [BEd/77] Dec. 15, 2012

**De Ruyck, Sandra D.** [BSc/72] Oct. 23, 2012

**Einarson, Alan Wade** [BES/79] Oct. 15, 2012

**Eyolfson, Albert Walter Ragnarsson**  
[LLB/74] Sept. 24, 2012

**Flatt, Lorraine C.** [MA/76] Dec. 6, 2012

**Gagnon, Sr. Irene C.** [BA(LatPh)/70]  
Jan. 23, 2013

**Galatiuk, Mildred Eleanor** [BA/74]  
Jan. 14, 2013

**Grenkow, Bryne W.** [BA/71, Cert Ed/72]  
Nov. 30, 2012

**Hinds, Dr. Ronald C.** [BSc/75, MSc/83]  
Oct. 30, 2012

**Kalef, Marni E.** [BA/78] Dec. 3, 2012

**Lentowicz, Edward B.** [BSc/76] Jan. 6, 2013

**Locke, Michael** [BFA(Hons)/75, Cert Ed/76]  
Jan. 13, 2013

**Logan (Macphail), Wendy E.** [Assoc Ed/70,  
BA/77] Jan. 27, 2013

**McCasin, Ronald Henry** [BSc(CE)/75]  
Oct. 4, 2012

**McGimpsey, David Herbert** [Cert Ed/74,  
BEd/76] Nov. 9, 2012

**McInnes, Lawrence R.** [LLB/74]  
Dec. 5, 2012



# IN MEMORIAM

**McLean, Ruth Bernice** [BPed/75]  
Nov. 10, 2012

**Moscovitch, Jack** [BA/73] Dec. 13, 2012

**Partyka, Michael** [BPed/73] Nov. 20, 2012

**Robinson, Steven Eric** [BFA(Hons)/79]  
Jan. 4, 2013

**Schell, Adolf M.** [BPed/78] Jan. 4, 2013

**Semenko, David L.** [BPed/70] Oct. 22, 2012

**Soulodre, B. Alix** [BHEc/76] Dec. 2012

**Tokarz, Michael Brian** [BSc(AE)/74, MSc/77]  
Dec. 5, 2012

**Venselaar, Petronella (Nelly)** [BPed/72]  
Jan. 13, 2013

**Vigier, Ghislain J. R. G. (Gus)** [BA/74]  
Sept. 25, 2012

**Warren, Audrey B.** [BA/75] Nov. 8, 2012

**Yarmie, Michael** [BEd/72] Oct. 16, 2012

## 1980-89

**Bossuyt, Teresa Pauline** [BHEcol/86]  
Jan. 14, 2013

**Brooker, Dr. Brian Randall** [MD/80]  
Oct. 5, 2012

**Card, Susan Alice Margaret** [BHEcol/83]  
Dec. 9, 2012

**Desrosiers, Richelle May** [BA/80, Cert Ed/81]  
Jan. 30, 2013

**Frederick, Beatrice A.** [MA/81]  
Dec. 15, 2012

**Giesbrecht, Gary Neil** [BSc(CE)/81]  
Nov. 5, 2012

**Kuch, Laurie Barbra Anne** [BA/86]  
Dec. 21, 2012

**Loewen (Caine), Patricia Diane** [BA/88, MA/94] Jan. 31, 2013

## CONTINUED FROM 25

On the other hand, followers in certain American markets might need special signage on an arena jumbotron to explain a rule like boarding—a reality that shapes the sorts of marketing strategies the NHL undertakes.

There is, however, one recent campaign that Kepron felt deserving of all NHL fans: apologizing for the lockout that caused more than 500 games to be cancelled. The

**MacKay, William George** [BEd/83]  
Dec. 25, 2012

**Rempel, Dale Bradley** [BSA/85] Oct. 5, 2012

**Schultz, Alexandra Irene** [BEd/86]  
Dec. 2, 2012

**Shule, Stephen Brent** [BSc/89, MSc/95]  
Dec. 29, 2012

**Snyder, Shelly Rosemarie** [BSc(Hons)/87]  
Nov. 23, 2012

**Von Ramin (Mcrae), Geraldine M.** [BSW/80]  
Nov. 22, 2012

**Wong, Dr. Harry** [BSc(Hons)/84] Jan. 8, 2013

## 1990-99

**Barkman (Fehr), Deborah F. M.** [BA/93, MPAdm/95] Sept. 24, 2012

**Malazdrewicz, Valerie Karen** [DipDHg/90]  
Oct. 26, 2012

**Mangin, Lori Ann** [ExtEd/97] Dec. 2012

**O'Kane, Peter John** [BA/95] Nov. 21, 2012

**Pearase, Lucie Kathrine** [BSW/94]  
Jan. 23, 2013

**Richards, Dr. Eric Donald** [MA/99] Jan. 9, 2013

**Stewart, Donald R.** [ExtEd/95] Jan. 12, 2013

**Tymchuk, Kerri Klasiena** [BA/99, LLB/02]  
Dec. 29, 2012

## 2000-09

**Essex, Terri Gayleen** [ExtEd/07]  
Dec. 29, 2012

**Dworschak, Dr. Ragnar Galt** [PhD/04]  
Oct. 8, 2012

**Ateah, Melodie Lynne** [ExtEd/05]  
Nov. 23, 2012

campaign included remorseful newspaper ads and teams offering ticket discounts.

"If you have a good product, people will still consume," says Kepron. "But in my experience, if you apologize, people forgive quicker and are generous with forgiveness. The fans deserve the conscious acknowledgement of their passion and affinity."

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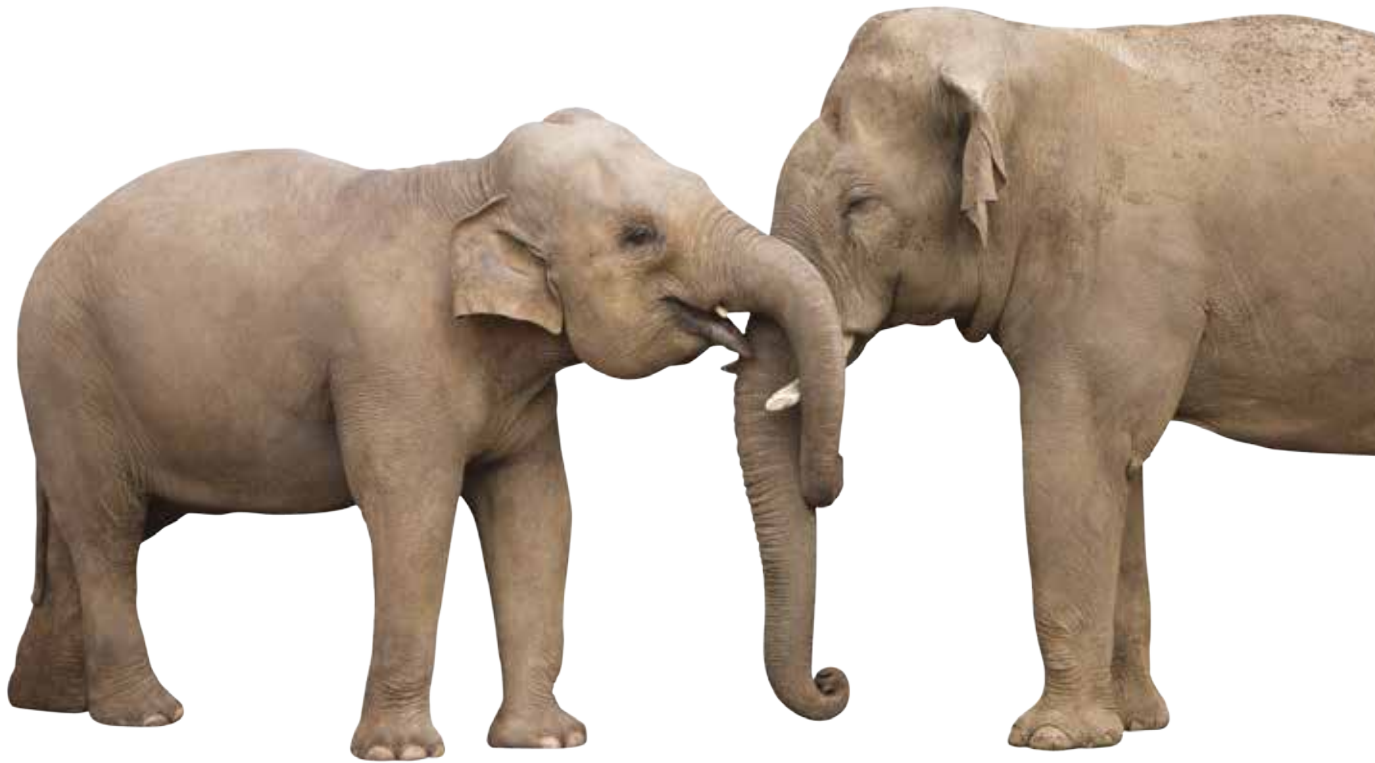
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