Campaign hits halfway mark, eyes what’s next

BY JASON WINDERS

AT SOME POINT this month, Western will cross – or may already have crossed – a milestone more than 375 million steps in the making.

As of Sept. 30, Western’s campaign tallied $373,525,061. That number put the university less than $1.5 million away from the campaign’s financial midpoint of $375 million.

While not a destination, Western officials see more than enough reason to mark the accomplishment with a bit of fanfare.

“Halfway is a tribute to the investment by our donors. It shows they believe in the mission and vision of the institution. More importantly, not only do they believe in it, but they are going to back it with their financial resources,” said Kevin Goldthorp, External Relations vice-president.

“One of the things I’m most proud of is the fact that this is the first time the University of Western Ontario has reached the halfway mark in a campaign of this size,” Goldthorp added.

“Like running a race, it means you’re half done with only half to go. It’s important we all celebrate this.”

In 2007, the current campaign was launched with a goal of raising $300 million, and $1.5 million of that comes from the newly created campaign’s financial reserve.

The first phase has been “quiet,” during which there has been a lot of change. Since 2007, the university has seen a change of presidents and its administrative team, as well as more than half the deans. That’s not the most stable of environments to continue fundraising. But that fact fuels excitement in fundraisers, who see a second half starting off with a lot more stability.

“We have achieved this success during a time of fundamental change at the university. With stability for the next couple of years, imagine what can happen,” Goldthorp said.

As part of that change, Western launched a refocused fundraising campaign last fall at a formal event, with key volunteers and donors.

There, the university revealed its new goal of raising $750 million by 2018. Hence, the university is marking halfway this month.

“From a metrics point of view, from a psychological point of view, we are well past that point,” Goldthorp continued. “Our community has come together to support this university at a heightened level it has never done in the past.”

Today’s rebuilt campaign features not just a new number, but a new set of goals, rooted in Western’s global aspirations. They touch on four key areas: students, faculty, research and infrastructure.

While not unique in those categories, the campaign’s story can be found in the breakdown of the numbers which signal the university’s order of priorities – $267 million for students, $218 million for faculty, $163 million for programs and $102 million for infrastructure. This represents a major swing for Western – and many Canadian universities – in terms of...
Coming Events

OCT 18 – 24

// THURSDAY

THE AFRICA INSTITUTE
True Partnerships with Africa, a day-long symposium brings together researchers, representatives from the governments of Canada and various African nations, funding agencies, and research partners.
8:30 a.m. Great Hall, Somerville House.
Register at theafrica@uwo.ca.

LEARNING SKILLS PRESENTATION
Reading Strategies for Graduate Students
11:30 a.m.-1 p.m. Western Student Services, room 3134. Register at sdc.uwo.ca/learning.

WESTERN’S UNITED WAY TARGET
Western’s United Way target will be announced at a kick-off event at The Wave.
12 p.m.

APPLIED MATHEMATICS COLLOQUIUM
Libin Rong, Department of Mathematics
and Statistics, Oakland University, Rochester, Michigan. Modeling within-host dynamics of influenza virus infection
2:30-3:30 p.m. Middlesex College, Room 204.

CENTRE FOR THE STUDY OF THEORY AND CRITICISM AND MCINTOSH GALLERY
A lecture by Mary Jacobus. Psychogram and Parnassus: How (not) to read a Tennyson with Raphael
5 p.m. Conron Hall, University College.

DENTISTRY RESEARCH SEMINAR SERIES
Rick Carvalho, Department of Oral Biological and Medical Science, Division of Biomaterials and Director, Frontier Clinical Research Centre, UBC Dentistry. Preventing the extinction of resin-dentin hybrid layer and its clinical relevance
12:15 p.m. HAS 101.

INTERNATIONAL EXCHANGE PROGRAM
Study abroad at one of 85 universities in more than 25 countries. Gain global experience, all while paying Western tuition and earning credits. Info session Oct. 18
12:30-1:30 p.m. Chi International Centre, WSS 2130. Visit international.uwo.ca/exchange.

PHYSICS & ASTRONOMY COLLOQUIUM
M. Howard Lee, Department of Physics and Astronomy, University of Georgia. Defining chaos the physics way
1:30 p.m. Physics and Astronomy, room 100.

CENTRE FOR RESEARCH ON MIGRATION AND ETHNIC RELATIONS COLLOQUIUM
Michael Molloy, University of Ottawa, former Director General, Citizenship and Immigration Canada, former Ambassador of Canada to Jordan. Ugandan Asian Refugee Movement 4:53 p.m. SSC 5220.

THE AFRICA INSTITUTE
Free screening of the film, The Wooden Camera. 4:6 p.m. McKellar Room, UCC.

THE END OF GROWTH
David Suzuki and Jeff Rubin. How to achieve a truly sustainable future
7 p.m. Alumni Hall. $10 students, $15 non-students. Purchase tickets at endgrowth.ca or Western Connection and the Book Store at Western.

// FRIDAY

CENTRE FOR THE STUDY OF THEORY AND CRITICISM AND MCINTOSH GALLERY
Mary Jacobus discusses her recent book, Romantic Things: A Tree, A Rock, A Cloud which examines literature and art with reference to post-Hegelian philosophy and decorative theory
10:30 a.m. Somerville House, room 2348.

DEPARTMENT OF ANATOMY AND CELL BIOLOGY
Lynee Postma, Department of Anatomy & Cell Biology at Western. Embryogenesis Meets Tumourigenesis: Nodeal Points: 12:30 p.m. MSB 282.

EARTH SCIENCES COLLOQUIUM
Sabhi Nasir, Sultan Qaboos University. Geologic CO2 storage in Oman Ophiolite.
3:30-4:30 p.m. B&G 0153.

DON WRIGHT FACULTY OF MUSIC
Part of a two-day masterclass for voice and guitar duos. Lucas Harris (lute, guitar) and mezzo soprano Violí St. Pierre perform Renaissance and Baroque music. Lucas Harris lecture on Baroque guitar.
12:30, 1:30 and 2:30. Masterclasses at 6:30 p.m. von Kuster Hall.

DON WRIGHT FACULTY OF MUSIC
Wind Ensemble, featuring guest faculty artist Alain Trudel, trombone.
8 p.m. Paul Davenport Theatre.

WOMEN’S FASTBALL
Ontario Championships at Western. Until Oct. 21st.

DEPARTMENT OF MODERN LANGUAGES AND LITERATURES
Spanish Film Series. Postales de Leoncillo.
7 p.m. UC 84.

// SATURDAY

DON WRIGHT FACULTY OF MUSIC
Preparring for multiple-choice tests.
1:30-2:30 p.m. Western Student Services, room 3134. Register at sdc.uwo.ca/learning.

CANADIAN BLOOD DONOR CLINIC
Delaware Hall Residence. New donors and walk-ins welcome. Visit blood.ca.

DEPARTMENT OF MODERN LANGUAGES AND LITERATURES
Italian Film Series. L’eclisse.
7:30 p.m. UC, room 84.

// WEDNESDAY

DON WRIGHT FACULTY OF MUSIC
Cathedral to Celtic, by the Western University Singers.
12:30 p.m. von Kuster Hall.

DON WRIGHT FACULTY OF MUSIC
Western’s Symphonic Band opens their performance season.
12:30 p.m. Paul Davenport Theatre.

DEPARTMENT OF CHEMISTRY
Michael G. Szarka, Green Centre Canada. Commercial of Green Chemistry. Contact Kim Baines at kbaines@uwo.ca. ext. 83122. Visit uwo.ca/chem.
12:30 p.m. Physics & Astronomy, room 34.

LEARNING SKILLS PRESENTATION
Writing multiple-choice tests.
3:30-4:30 p.m. Western Student Services, room 3134. Register at sdc.uwo.ca/learning.

TOASTMASTER’S CAMPUS COMMUNICATORS
Build your confidence in public speaking.
12:15 p.m. UCC, room 147B. Visit 9119toastmastersclubs.org/. Contact Donna Moore, dmoore@uwo.ca or 85159.

LA TERTULIA
The Department of Modern Languages and Literatures hosts La Tertulia. Anyone wishing to speak Spanish and meet people who study Spanish is welcome.
12:30 - 1:30 p.m. International Lounge, Huron. Email hwi@huron.uwo.ca.

VISUAL ARTS - ARTLAB GALLERY

MEN’S BASKETBALL
Ashland University at Western.
7 p.m.

// TUESDAY

SENIOR ALUMNI PROGRAM
Peter Ferguson, Department of Political Science, Western. Election Day in the U.S.A. Discussion of the upcoming presidential election.
9:30 a.m. McKellar Room, UCC.

DON WRIGHT FACULTY OF MUSIC
Early Music Studio recital.
12:30 p.m. von Kuster Hall.

LEARNING SKILLS PRESENTATION
Preparing for multiple-choice tests.
1:30-2:30 p.m. Western Student Services, room 3134. Register at sdc.uwo.ca/learning.

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GRAPHIC UNDERGROUND:
LONDON 1977-1990
CURATED BY BRIAN LAMBERT
FRIDAY OCTOBER 26TH AT 7:00 P.M.
FORTY CITY GALLERY, 258 RICHMOND ST.
WWW.GRAPHICUNDERGROUNDLONDONCA

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Flickr.com/groups/western/
END OF GROWTH
RUBIN: PRICE CAN STRONG-ARM A SUSTAINABLE FUTURE

So, what’s the economically and ecologically sound answer, according to Rubin? “It’s simple – just keep hiking the price of oil and coal. “Even our seemingly inexorable drive to environmental self-destruction is about to run out of fuel. When you stop growing, you stop combusting hydrocarbons like coal and oil. Whether we choose it or not, triple digit oil prices and coal prices are going to lead us to some very green places,” Rubin said.

“...he’s an environmental activist, academic and broadcaster, is perhaps best known for The Nature of Things on CBC TV. He has written more than 40 books and is known as a leader in sustainable ecology. The End of Growth Eco Tour came out of a meeting earlier this year in which the two realized their goals of addressing climate change and sustainability were the same, despite an approach from different disciplines. The cross-Canada tour started Sept. 18 in Victoria, B.C. and will conclude Nov. 8 in Victoria, B.C.

“When the economy slows down, environmental concerns usually get shoved to the back seat – if not all the way to the trunk. The more difficult the economy, the less likely we are to make (sustainable) choices,” Rubin said in an interview this week.

Because of fuel and oil processes, he noted, economies worldwide are no longer capable of growing at the comfortable rates seen over the last three to four decades. “Unlike in the past, where the oil process caused recessions, today, there is no oil shock. No one is shutting off the spigot; it’s wide open. Never before has more flowed through it. The problem is that we can no longer afford the prices needed to get the oil out of the ground,” he said.

Despite current discussions surrounding peak oil, the issue at hand is not one of oil production and how much we can drill, Rubin explained, it’s about what our economy can afford to burn. “There may be 170 billion barrels in the Tar Sands, but, unfortunately, the kind of prices needed to develop those kinds of resources translates to energy prices our economy can’t run on,” he said.

And that’s precisely why we’re no longer growing. “No doubt it’s a message the electorate doesn’t want to hear, Rubin continued, saying policy-makers are desperate for growth. They are instructing the central bank to print as much money as possible, to keep interest rates at zero while running a huge deficit trying to stimulate the economy with government spending. “These measures aren’t working and we’re finding that traditional levers for stimulating the economy don’t seem to be doing the job, and the reason for that is there isn’t enough government spending. Credit costs too much because the fuel our economy runs on is increasingly out of reach,” he explained.

So, what’s the economically and ecologically sound answer, according to Rubin? “It’s simple – just keep hiking the price of oil and coal. “Even our seemingly inexorable drive to environmental self-destruction is about to run out of fuel. When you stop growing, you stop combusting hydrocarbons like coal and oil. Whether we choose it or not, triple digit oil prices and coal prices are going to lead us to some very green places,” Rubin said.

“We live in a finite world. When I say triple digit oil and coal prices will lead us to some green places, it’s precisely because they will change our behaviour. (Prices) are the messengers of the economy and when it becomes more and more expensive to consume energy, we’re going to find all kinds of ways of consuming less.”

The potential result is not only a revamped economy, but a revamped lifestyle as well. “I think we’ll find quite a few silver linings in this economy. Maybe this is an economy where we’ll have job sharing, where we have multiple tasks, instead of just working one job. Maybe this is an economy where we have more leisure time, where all of a sudden distance costs money, and long lost manufacturing jobs we thought were gone forever will come back, and with them, the skillsets of a manufacturing labor force,” Rubin explained.

“And perhaps in the world I’m talking about, consuming less is better than wanting more. I think it’s very much a new world we’re looking at.”

3rd Annual Diabetes Research Day

Date: Tuesday, November 13, 2012.
Time: 11:00 a.m. - 5:00 p.m.
Location: Shuttleworth Auditorium, St. Joseph’s Hospital, 268 Grosvenor Street, London ON

Keynote Speaker: Catherine Chan, PhD, Professor of Physiology and Nutrition, Alberta Diabetes Centre, University of Alberta.

“Eating For Health: the PANDA Approach”

Registration is FREE.
Visit: schulich.uwo.ca/research/diabetesresearchday/for details.
Commentary

Award should fuel ‘embarrassment and outrage’

BY STEPHEN D’ARCY AND DAVID MCCOLL

ON OCT. 17, the Richard Ivey School of Business will award Rick George, recently retired CEO of Suncor Energy Inc., the 2012 Ivey Business Leader Award. Suncor Energy is a major oil industry company which extracts, processes and distributes fossil fuel products. The burning of these products is one substantial contributing factor to global climate change, which exacerbates both the ecological crisis and the social and environmental injustices faced by the world’s poorest people. For students and faculty members at Western who work hard to research and promote social and environmental justice, as well as climate mitigation and adaptation strategies, this award should be a source of both embarrassment and outrage.

By conferring this award, the university positions itself as part of the problem, effectively offering Suncor Energy an ill-deserved cloak of legitimacy. Of course, Suncor’s PR department would insist the company has shown a commitment to supporting sustainable and renewable energy sources, such as wind and ethanol. Indeed, some of these efforts may even contribute something useful. But let’s not bury our heads in the sand, pretending not to see the obvious.

We know that Suncor has put far more effort and resources into Tar Sands extraction, showing a disturbing lack of concern for the public interest or the need to address climate change. It is estimated the volume of ethanol Suncor produces is less than 2 per cent the volume of crude oil extracted from its Tar Sands reserves. If Suncor were serious about wanting to mitigate the effects of climate change, it (and other oil companies) would act quickly to substantially and rapidly reduce its crude oil extraction and production. There is no evidence that Suncor has any such plans. As if its indifference to the public interest were not bad enough, Suncor adds insult to injury by brazenly over-compensating its irresponsible executives, including the retiring George. The Occupy movement across North America, including here in London, has highlighted the income inequality between the 99 per cent and the 1 per cent, and George is an all-too-vivid illustration of the problem. In 2011, he pocketed $15 million. The real issue at hand is Ivey is discrediting itself by lending its support to an industry that has seen its day, and which now stands clearly behind the 99 per cent. Oil barons like George should be shunned by responsible members of the university community, not celebrated as models for Ivey students to emulate.

The way we were: 1947 and 1957

CONTRIBUTED BY ALAN NOON

In 1947, a donation from London physician WJ Stevenson supported additional purchases and improvements to the Medical School Library. A portrait of Dr. Stevenson, partly visible over his shoulder, was unveiled at a dinner to recognize his generosity. Eight years later, a bequest from his estate enabled construction of Western’s first administrative building, Stevenson Hall. The funds were given in memory of his parents, Dr. Hugh Stevenson (a former Western benefactor) and Margaret Stevenson. The original structure, pictured on the left in 1957, was eventually enlarged and connected to the adjoining Lawson Memorial Library building.
Running a risk: Return security to lecture hall logins

BY DAVID STANFORD

WESTERN'S INFORMATION TECHNOLOGY Services (ITS) has implemented a policy of requiring users to enter their Western login on classroom computers, in the name of enhanced computer security. The end result, however, is a situation in which student grade information and the financial information of teaching faculty are more vulnerable.

This situation is untenable, and must be changed.

The crux of the problem stems from ITS’s pursuit of a single-user ID policy, which it has stated will lead to enhanced security on campus. The thinking behind this policy is, if all staff have a unique identity on campus, Western will have a better handle on who is using its resources.

The nature of the problem is the change has merely transferred a large amount of risk to the instructor. This is because the user ID and password teaching faculty are now required to enter happen to be the same as the ones used to access Western’s financial and grade-management systems. Western employs a ‘single-lock’ system, in which the user ID and password are enough to gain access to this data.

If it had exercised due care for the security of its information systems overall, ITS would have implemented a ‘double lock’ on the student grade and financial information systems in advance of its pursuit of the single-user ID policy.

A burglar who now gains access to the user ID and password of an instructor has access to change grades and redirect pay, as well as change pension information. By implementing the change as it has, ITS has provided those intent on harm increased access to do so.

Instructors must work within a tight window of 10 minutes, during which the departing instructor must log off the system and gather up and answer questions, while the arriving instructor must log onto the system, load software, start response software and likewise answer student enquiries. In many classrooms, it is virtually impossible to cover up what is entered.

A likely scenario is that a dedicated group of individuals manages to capture the information via cell phone video – one person distracting the instructor while the other captures the key strokes. In large classes, where all of these factors are at play, the likelihood the user ID and password will be captured by a party intent on getting it becomes very high.

As is well known in probability, if an event is repeated often enough, that which has a positive chance of happening will eventually happen.

Access to this secure information will be obtained by parties not entitled to it. It is only a matter of time.

At the Senate meeting on Sept. 21, in response to my question of the president on this matter, the provost responded that Western takes its responsibilities with regards to computer security seriously, but did not in any way address the issues raised here. It is commendable to defend the policies of those working for administration as best they see fit, but surely not at the expense of the increased vulnerability we now face.

At my department’s September meeting, not a single voice was raised in support of the change, the entire focus was on how best to mitigate a bad policy (my words). Either we are a department of malcontents, or the problem is being perceived in the trenches much more seriously than the administration would have us believe.

One of the solutions being considered seriously is to purchase a number of laptops for instructors to use in class. If replicated across campus, such a strategy would render the classroom computers effectively useless, not to mention a large waste of resources.

In light of this, I call on administration to reverse this login measure until they can provide an acceptable alternate method for teaching staff to establish their identity on classroom computers.

While it is bad enough that student privacy is put at risk in this way, the financial side is even worse. No one would think of asking us to enter our bank card information to access classroom computers; asking us to enter our Western Financials login places us at a similar risk.

If administration does not take action to protect us better, then teaching faculty will have to reflect on whether other legitimate avenues exist to restore the security of the personal information that is in administration’s care.

WESTERN NEWS • October 18, 2012

Letters to the Editor

// Renewing questions on academic freedom

One should expect a decent demonstration of scholarship from the Social Sciences Chair Brian Timney – or at least the good judgment to refrain from relaunching his obvious personal animosities toward a just-deceased former colleague, J. Philippe Rushton, as Timney did in a recent London Free Press story.

The facts published in that article contradict Timney’s claim he and the university defended academic freedom. When a faculty member’s work is judged not on its merits for scholarship but for personal and political reasons, this is an attack on academic freedom. In the starkest contrast possible, Rushton’s peers, amongst them his most severe critics, awarded him the Guggenheim Fellowship, a most competitive distinction bestowed upon only those with the most vigorous scientific standards, including Linus Pauling.

Another fact going against Timney’s claim is Rushton being barred from the classroom. To bar a Guggenheim fellow, and not the thugs who threatened violence, hardly supports Timney’s claims of defending academic freedom.

As then chair of undergraduate studies of the Psychology department, Timney had an obligation to prevent thugs from running the school and affecting students’ safety and their academic freedom. Timney failed to do so.

As well, Timney’s claims are refuted by the only peer-reviewed article on this subject, The Case of Philippe Rushton, as it appears in Academic Questions Fall 1990.

TOM BECKETT, LONDON

// Transit confrontation leaves student ‘disappointed’

I am writing to you today with regards to an incident that occurred on a London transit Commission bus on Tuesday. I want my story to be heard, just so that no one ever has to experience the same humiliation and fear that I did.

As usual, I got on the 10 Wonderland this evening headed home, and again, as usual, the bus was crowded with many students from the university. So the bus driver asked everyone to move to the back of the bus, and as I was trying to move toward the back, he pushed me. He pushed me because as he said I was “in his way.”

I of course, told him he had no right to lay his hand on me and push me. He then decided to stop the bus, and demand I get off.

After 20 minutes of argument, I decided for the sake of others on the bus that I would get off. Note that it was raining and freezing cold outside. All I wanted was to get home safe to my family.

I felt humiliated, embarrassed and in fear. I have every respect for our bus drivers as they do a great job serving Londoners. However, I got to sleep tonight disappointed – disappointed because our London community is no longer a community where one can live in peace and dignity and enjoy his/her rights.

I wonder if this man would have done the same if I was not a woman. Did he feel more powerful and that I would not be able to defend myself because I am a woman?

SHERIN KAMAL
FACULTY OF SCIENCE STUDENT

Celebrating the ‘father of Family Medicine in Canada’

BY DR. TOM FREEMAN

ONE OF THE most celebrated medical scholars and family physicians in the world died on Sept. 28. Dr. Ian Renwick McWhinney is known as the ‘father of Family Medicine in Canada,’ but his influence extends far beyond national borders.

As a young general practitioner in Stratford-on-Avon in Britain, McWhinney travelled to North America in 1964 on a Nuffield Fellowship Tour, visiting numerous practitioners and discussing the practice of medicine. As a result, he published a seminal paper in the Lancet, in which he laid out the fundamental framework for establishing family medicine as an academic discipline. This proved to be the first step in moving general practice from what was, until then, a craft skill to a recognized branch of academic medicine.

The next step became possible when, through the work of Dr. Carol Buck in the Department of Community Medicine and then-Dean Douglas Bocking, McWhinney was recruited to become the first chair of the Department of Family Medicine at Western in 1968. He was also the first professor in this new discipline anywhere in Canada.

Beginning with a postgraduate program in family practice at St. Joseph’s Hospital, and later at Victoria Hospital, McWhinney’s fledgling department gradually established the standards for training in family medicine. Recognizing the need to develop faculty in the new discipline, he initiated a graduate program in family medicine leading to a master’s degree in 1976. It remains the only master’s program specifically in family medicine in Canada and has graduated more than 85 individuals from around the world who have taken leadership positions in medical education and research. It has recently graduated its first PhD student in family medicine.

Recognizing the importance of dedicated research focusing on the unique questions that arise in family practice, McWhinney established the Centre for Studies in Family Medicine in 1986. That centre is recognized as one of the top research units in family medicine and primary care in the world.

His intellectual contributions to family medicine are perhaps among the most important in the discipline and are conveyed through more than 100 published papers, book chapters and his enormously popular textbook of Family Medicine, now in its third edition.

Recognizing the need for a more humanistic medicine, one that valued heart knowledge as well as head knowledge, he was the intellectual force behind the patient-centred clinical method developed here at Western and used around the world. Going beyond a conceptual model of care, this involved a new clinical method, one that could be practiced, be the subject of research and be taught. This culminated in the publication of Patient Centred Medicine: Transforming the Clinical Method.

McWhinney is remembered for his unfailing politeness, graciousness, humility and generosity. He received the Order of Canada in 1998, and was inducted in the Canadian Medical Hall of Fame in 2006. He received honorary degrees from the University of Oslo and Western.

He was preceded in death by his beloved Betty in 2001. He is survived by his daughters, Heather and Julie; three grandchildren; and his sister.

Dr. Tom Freeman is a professor and former chair of the Department of Family Medicine in the Schulich School of Medicine & Dentistry.
Fueling research via geek power

BY ADELA TALBOT

YOU COULD COMPARE it to a pledge drive, a fundraising initiative familiar to most who’ll associate the effort with that of a Public Broadcast Service telethon asking for donations in exchange for a CD compilation of 1960s hits.

This particular pledge drive, however, doesn’t help keep Big Bird on the air. It can help university students fund their research, inventions or projects by way of FundaGeek, an online crowdsourcing marketplace that unites potential supporters and innovative ideas.

“FundaGeek gives the power of funding an idea or a service to the individual. It takes away the need to find (external) funding,” explained Cary Harwin, president of FundaGeek.

Individuals looking for ways to fund research, inventions or ideas can create a funding goal and project profile on the FundaGeek website, fundageek.com, where they are then encouraged to promote among their colleagues, contacts as well as individuals and groups with shared interests.

Potential backers can pledge to a project on the website, in exchange for a reward to be determined by the project owner. It doesn’t cost anything, anyone can create or fund a project and its rights always remain that of the owner.

Though not exclusive to university students, Harwin noted the initiative is ideal for academics and university students, especially given the current economic climate.

“The economic crisis is filtering down and making everything way more difficult to finance. Grants have been cut down for students and this has increased competition for (them). We felt this was important to address,” he said, adding undergraduate students who don’t always get major grants or scholarships could also stand to benefit from a crowd-funding initiative.

“Undergrad researchers – they have so many summer projects and internships. They have things they’d like to do – posters, conferences, travel for research, having to pay for their own costs,” he said.

“There are scholarships but the competition is greater, so (access) is also getting restricted and reduced.”

What’s great about an initiative like FundaGeek, Harwin continued, is that it’s essentially risk-free, costing nothing but time and effort.

“It costs no money unless you succeed, and it’s an opportunity that takes some work, but if you can put the time together, is it not worth it, when you’re getting money you don’t have to pay back?” he explained.

The company takes 5 per cent of the total funding and project owners get whatever money is raised, even if the goal is not met by deadline.

For those who might be wondering how to reach others, promote their project and solicit funding, FundaGeek provides training and tips, Harwin added.

“Once the project is launched, we start sending coaching emails to deal with social media and networking. It doesn’t have to start with friends and family – you can start by sharing with a variety of networks you belonged to,” he explained.

By targeting individuals and groups with similar interests, the potential backer will feel like a participant, with a vested interest in seeing the project succeed. The reward the individual would get for investing, Harwin continued, can be anything at all, from a promotional poster to a sampling or presale of a proposed product.

The best reward will make supporters feel involved in the process.

At the end of the day, new avenues of funding such as this are all about empowerment, Harwin stressed.

“People need to empower themselves. It’s getting harder and harder to rely on outside support. This is an opportunity that is in the individual. A grant needs approval. If you’re looking for subsidies, you have to wait for the budget to come,” he said.

“The limitation here is really nothing more than your willingness to commit time. The power is yours and there is no financial risk.”

Research

Scientist looks to beat cancer to the punch

BY PAUL MAYNE

ONE OF THE biggest challenges in cancer treatment is tackling the spread of cancer (metastasis) as the disease becomes more difficult to treat once it spreads.

Through the use of powerful imaging techniques developed in her lab, Schulich School of Medicine & Dentistry professor Paula Foster hopes to determine how cancer cells change the tissue environment to which they migrate.

Through the use of powerful imaging techniques developed in her lab, Schulich School of Medicine & Dentistry professor Paula Foster hopes to determine how cancer cells change the tissue environment to which they migrate, before they arrive.

A $200,000 innovation grant from the Canadian Cancer Society will assist Foster in studying this corridor of cancer research.

In her research, Foster is concentrating on breast cancer and brain metastasis. If diagnosed with metastatic breast cancer, 20-40 per cent of patients will suffer a brain metastasis, with the diagnosis often being just months.

Foster has no preliminary data yet, given the newness of this area. This will now change, thanks to her funding. It also allows her the opportunity to use the imaging tool she has developed called ‘Cellular MRI,’ which loads cancer cells with iron nanoparticles, allowing her to see them with the MRI – to the point of detecting a single cell in the brain of a mouse.

Admittedly a “very challenging area to work in,” Foster’s creative approach of looking at cancer cells’ new destinations, rather than the initial tumour, could change the current understanding of metastasis.

In her work, mice are injected with the cancer cells, with a percentage of these cells growing in certain tissues without the primary tumour ever existing.

“That’s why I hypothesized that maybe just individual cancer cells themselves, after they arrive in a tissue, can start to create that environment, so it’s not necessarily the primary tumour that’s doing it,” she said.

There are a number of cases where an undiagnosed primary tumour isn’t found until after it spreads elsewhere. Studies are now showing the spread of cancer cells from a primary tumour is an early-on incident, not the late-in-the-game event many tend to think.

“People who have a primary tumour and have it treated successfully, sometimes find they have an occurrence months or years later, and that’s often because of metastasis,” she said. “The spread is early, but they just sit there and do not grow. The fact the cancer cells spread early means we have to understand what they’re doing in those tissues to better understand how to treat it.”

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Welcome to Hogwarts, er, Brescia University College

2012 Canada Gairdner Laureate Lecture Presentation

Presented by Schulich School of Medicine & Dentistry and Robarts Research Institute

Dr. Michael Rosbash
Peter Gruber Professor of Neuroscience, Brandeis University, MA
2012 Canada Gairdner Laureate

Rosbash will share his discovery on how our circadian clock – commonly known as our biological clock – ticks, affecting patterns of sleep and wakefulness, metabolism, and our response to disease in his lecture titled:

Circadian Rhythms: Molecules, Neurons and Circuits

Monday, October 22, 2012
10:30 a.m. — 12:00 p.m.
London Health Sciences Centre
University Hospital, Auditorium A

Evanna Lynch, the actress who played Luna Lovegood in the Harry Potter film franchise, spoke at Brescia University College this past week in celebration of International Day of the Girl, part of Brescia’s annual Sophia Series. The lecture series showcases women who embody leadership, or play active roles in the environment, arts, politics or spirituality. Beyond her role on the big screen, Lynch is actively involved in various organizations and charities, including the Multiple Sclerosis Society and the Harry Potter Alliance. She spoke openly about body image and self-esteem, herself having battled anorexia as an 11-year-old.
Trudeau: Keep mental health’s signs in mind

Editor’s note: This story originally appeared in the March 29 edition of the Western News. It is reprinted here in advance of the rescheduled Faculty of Health Science Distinguished Lecture.

BY ADELA TALBOT

MARGARET TRUDEAU'S DAYS as a student at Simon Fraser University are tinged with hints of mental illness.

"That’s when my symptoms started showing. As a student, I was living a very unbalanced life. I didn’t eat well, I stressed too much. I was susceptible, with triggers for an emotional disorder," said Canada’s former first lady, who at 22 married Prime Minister Pierre Trudeau.

Speaking at Western this evening, she is urging students to watch for health’s signs in mind.

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"I think students have to be particularly careful. The more you are informed, once you can identify the problem, then the problem can start to disappear," she said.

Diagnosed with bipolar disorder almost three decades after graduation – following the tragic death of her then youngest son, a divorce from the former prime minister and a failing second marriage – Trudeau said she felt “tremendous relief,” finally getting an explanation for years of tumultuous emotions and breakdowns that, she said, strained some personal relationships.

Still, Trudeau said, she had to find a way to live a life with the disorder.

While Trudeau advocates for a healthy diet complimented with exercise and meditation as starting points in both a physically and emotionally healthy lifestyle, she has taken to advocating for individuals suffering from mental illness, as well as their friends and families.

"My motivation for it was two-fold. One, I just had extraordinary gratitude because I had struggled with mental illness most of my adult life, without proper treatment available. When I lost my child, and then my husband, I completely lost it. The help I got changed my whole path, and that’s what I’m advocating," Trudeau said.

"And I became an advocate for people with mental illness, to help them, their families and their communities because I’ve been through it all. I want to turn people’s anger and frustration toward their family members who are troubled into compassion," she added.

"As a young prime minister’s wife, I was a lonely one, and Trudeau used its ups and downs to rationalize the rollercoaster of emotions she was on. Because I was a very young, 22-year-old wife of a prime minister, I thought my mood swings were because one night I was dressed in the prettiest dress, floating in my husband’s arms, travelling when mostly, I was alone. He worked all the time; it was a quiet life," she said.

Trudeau explained because of recent advancements and new diagnostic tools such as brain mapping, early detection, improved treatment and understanding of mental illness is possible.

For her, this wasn’t the case.

“Nothing really worked for me. The pharmaceuticals made me feel as though I had had a chemical lobotomy. I wasn’t myself. Too much medication isolates people as much as the illness does," she said.

“Through later treatment and therapy, I was helped to understand that nutrition and how you treat your body is so essential. Those things are all our choices and what I’m recommending is being mindful of those choices and then your life will be balanced.

But just because diagnostic and treatment advancements are increasing understanding, it doesn’t mean the social stigma often associated with mental illness has subsided, Trudeau added.

The stigma is huge and if this was understood as a brain issue that can be corrected, it can stop. The conversation has to get started. We have lived in shame, isolation and tremendous discrimination and that has to stop," she said, noting that the struggles of mental illness are still different for women and men.

“Women have traditionally been more open with emotions – we’re much easier to diagnose and treat whereas men really try to hide their frustration and feelings and sometimes they’re simmering and ready to blow. They don’t have the same release the community gives women.”

Whatever your gender or situation may be, Trudeau said, it is important to recognize symptoms of mental illness, not just in yourself but in your friends and family as well, and make a choice to do something about it.

“It’s about making a choice and getting the support you need – whether it means quickly calling a friend, cooking up a meal for family – do something positive to make you feel purposeful. It’s the losing of hope that gets us down," Trudeau said.

On Dec. 13, Western News will publish its annual Newsmakers edition honouring those members of the Western community who made 2012 a year to remember on campus and beyond. As part of that issue, we are turning over the cover design to you.

We want a design, in your medium of choice, that captures the Western community this past year. Beyond that, you are limited only by your creativity and size of our front page. Winner will appear on the Western News cover; entries will be showcased in an online gallery.

Send entries to newseditor@uwo.ca by Nov. 22.
Arts

You don’t have to fall in love to write a great love song

BY JANIS WALLACE

Frazer Mac (BA’10) has a winning formula for songwriting. And last week, it nabbed the Popular Music Studies alumnus the Best Electronic artist title at the Toronto Independent Music Awards (TIMA).

Mac (or Fraser McGregor off-stage) had to beat hundreds of entries over a two-year period, survive three judging panels and score in the Top Five in his category to be considered by the grand jury, which included Canadian singer-songwriters Bif Naked and Jolly Black. The TIMA awards showcase the best independent music in 21 categories and 11 live performances.

Mac won the top category of the 2011 John Lennon Songwriting Contest, and claims two of the top three nomination spots in the same competition this year. As part of the contest, his songs are on the playlist for some very big names – Yoko Ono, Bob Weir, Fergie of the Black-Eyed Peas and Natasha Bedingfield.

Two of his songs are charting the Hot AC (adult contemporary) charts in Canada. Walk of Shame and Addicted.

Mac set his demanding schedule while a student at Western, performing to sold-out crowds at the Sound Academy and Alumna Hall as lead singer of the Pink Floyd tribute band, PULSE. He also wrote and performed the band song for Ovarian Cancer Canada, Let’s Walk for the Cure.

“I’ve been writing songs for almost 20 years,” he said. “Practice makes perfect and the more you write, the more you learn. I write songs better today than I did six years ago. I wrote better songs six years ago than I did 12 years ago.”

Winning contests and working with established artists helps spread the word. But it’s Mac’s work crafting the notes that really earns the accolades.

“When I began my studies at Western, my interest in the craft of songwriting underwent a metamorphosis from hobby to passion,” he said. “I finally realized there is an unmistakable anatomy of a hit. I’d grown up thinking songs had to come from an honest place, when the truth is, they don’t. You don’t need to fall in love to write a love song or have a crazy night out to write a dance song. You do, however, need to understand that there is a formula. My time at Western really taught me how to critically and analytically listen to a hit.”

He explained how after comparing all the top billboard songs on the Hot AC charts, for instance, he noticed they all have an ‘epic’ chorus – “and you better get it to within the first 30-45 seconds or else you’re going to lose the listener’s interest.”

Clearly, his method works.

He entered Green Light in the John Lennon Songwriting Contest in 2011 because it has the anatomy of a hit. “The verse, pre-chorus, (epic) chorus, b hook and bridge,” he said. “I also feel Green Light has a particularly hokey chorus – something paramount in successful pop music.”

He won. Part of that win included more than $7,000 in project studio equipment and other prizes.

This year, he decided to submit two songs: a ballad called Goodbye, and Walk of Shame.

“Pop music is pop music because it gets stuck in the listener’s head,” he said, “which is why my only pop songwriting rule of thumb is: Keep it simple.”

In January, Mac met radio producer Bobby Gale at Songposium, an intensive seminar organized by S.A.C. Gale was one of three panelists who critiqued songs. “Bobby was the blunt Simon Cowell of the group. However, when it came to my song, Blackout, he gave me a glowing review and said he would 100 per cent take it to radio,” he said.

Mac followed up with Gale and began working with him in March.

“Radio stations receive hundreds of songs a week, and when you don’t have a label, manager, publicist or marketing team, it’s important to be aligned with somebody who knows what they’re doing,” Mac said.

“You only get one chance at a first impression.”

With Gale’s guidance, Mac’s songs are making that chance count. As well as charting on the Hot AC, and the song contest nominations, two of his songs are being pitched to A-list artists.

“When you don’t have a label behind you or a publishing deal or a manager, you end up wearing a lot of hats yourself,” he said. “It’s up to you to create your own buzz – to make it happen. It’s important to keep putting yourself out there.”

“So that’s what I’m going to do. I’m going to keep working with different producers, collaborating with songwriters, networking with industry pros and write, write, write.

“Wearing many hats is not new to Mac; He was a film and television actor, performing with Patrick Dempsey, Jason Priestly, Elizabeth Perkins and Burt Reynolds. He studied voice with Western alumna Elaine Overholt (BMus ’75), who is known as vocal coach to the stars because of her work with Queen Latifah, Richard Gere, John Travolta, Renee Zellwegger and more. By age 16, Mac ranked in the Top 100 of Canadian Idol.

“I’m chasing my dream and I’m dreaming big,” Mac said. “I know that getting there takes time, patience, rejection and drive, but I’m a hard worker and I’m not giving up. The day will soon come.”

“When I began my studies at Western, my interest in the craft of songwriting underwent a metamorphosis from hobby to passion...”
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Two new Canada Research Chairs named at Western; eight renewed

Western professors Bipasha Baruah and Girma Bitsuamlak have been named Western’s newest Canada Research Chairs (CRC). Gary Goodyear, Minister of State (Science and Technology), announced the two new and eight renewed CRCs at Western University, marking the kickoff to National Science and Technology Week.

Baruah, new Tier 2 CRC in Global Women’s Issues, develops theories, methodologies and analytical frameworks for conducting interdisciplinary research on gender and property ownership. Bitsuamlak, new Tier 2 CRC in Wind Engineering, combines the use of experiments and computer simulations to uncover the impact of hurricanes, tornadoes and downbursts on buildings and energy infrastructure. An additional eight Western shareholders had their CRCs renewed for another term:

- Daniel Ansari, CRC in Developmental Cognitive Neuroscience, Tier 2;
- Irena Creed, CRC in Watershed Sciences, Tier 2;
- Jason I. Gerhard, CRC in Geoenvironmental Restoration, Tier 2;
- Nusha Keyghobadi, CRC in Molecular Ecology and Landscape Genetics, Tier 2;
- Isaac N. Luginaah, CRC in Health Geography, Tier 2;
- Charles A. McKenzie, CRC in Translational Magnetic Resonance Imaging, Tier 2;
- Eric Schost, CRC in Computer Algebra, Tier 2; and
- Charles Weijer, CRC in Bioethics, Tier 1

The Chairs program has been designed to encourage and promote top research and innovation in universities. Tier 1 chairs receive $200,000 annually for seven years to fund their research and are awarded to outstanding researchers who have developed reputations as world leaders in their fields. Tier 2 chairs receive $100,000 annually for five years and are recognized as exceptional and emerging researchers with the potential to lead their respective fields.

A return to Studio 18

Having made his recital debut in Paris, France, at the age of 14, it’s safe to say John W. Vandertuin (BMus’82, MMus’88) is one of Canada’s premier organ recitalists, composers, teachers and music critics. Hosted by Western’s Don Wright Faculty of Music, Vandertuin, blind since birth, returned to campus to participate in the 12:30 Fridays free concert series, for a rare concert on the Studio 18 Casavant organ. For a list of upcoming shows, visit music.uwo.ca. Vandertuin returns to campus again on Oct. 27 as he will be inducted in the Music Alumni Wall of Fame.

NEWS AND NOTES

- Take a walk around Western without leaving your desk. Google Maps with Street View has completed work on Western’s interior campus after a summer mapping a number of universities across Ontario. Visit maps.google.ca to explore Western through 360-degree street-level imagery or drop right in on campus at wu.ca/h7g2w.
- Joseph C. Rotman, Chairman and CEO of Roy-L Capital Corporation, received the Ernst & Young Entrepreneur of the Year 2012 Ontario Lifetime Achievement Award for his significant accomplishments as a game-changing entrepreneur. He received the honour Oct. 10 at a Toronto gala. On July 1, Rotman was appointed as Chancellor of Western for a four-year term. The chancellor is the titular head of the university, and its foremost ambassador. Western’s Rotman Institute of Philosophy and the Rotman School of Management at the University of Toronto are named in his honour.
- Working in partnership with Brescia University College, London’s Phoenix Interactive and Labatt Brewers of Canada have each committed $10,000 to establish the Susan Truppe International Day of the Girl Scholarship. The scholarship provides $10,000 per year for two years and will benefit a student entering Brescia from a London-area high school who has demonstrated leadership in her family, school or community.
- Former Western vice-president (Research and International Relations) Ted Hewitt has landed in the nation’s capital, taking over as executive vice-president of the Social Sciences and Humanities Research Council (SSHRC).
- Hewitt served as Western’s vice-president (Research and International Relations) from 2004-11 pushing the university’s research funding from $125 million-$220 million during that time frame. Holding a PhD in sociology from McMaster University, Hewitt is well-known in Ottawa, most recently for his contributions to Canada’s efforts to enhance international relations with Brazil, especially at the graduate level.
- Workplace Health and the Staff/Faculty Practice Clinic will be providing adult-only influenza immunization clinics for Western faculty, staff and postdoctoral scholars again this year in the University Community Centre Health Services Resource Centre. The staff and faculty immunization clinics will be held on the following days: 9 a.m.-3 p.m. Tuesday, Oct. 23, Monday, Oct. 29 and Thursday, Nov. 1. These clinics do not require an appointment time. Bring your health card.
- Only employees of the university are eligible to use these immunization clinics. These clinics are unable to provide immunization for children of staff and faculty, and Western student employees, including master’s and PhD students, are asked to arrange an immunization appointment through Student Health Services (519-661-3030).
- For further immunization clinics in the London community, visit healthunit.com.
Learning that no matter how funny you think you are, you’re really not that funny, was just some of the sage advice Western alumnus Deepak Sethi (BNsc’02) shared with students this past week as part of a Screenwriting Workshop. Sethi, who has written for a number of shows including Family Guy and Daniel Tosh’s Brickleberry, gave the students an opportunity to receive feedback and get the inside scoop on what it takes to be a Hollywood screenwriter.

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