Western Homecoming 2012
Alumni Award of Merit Recipients

**DR. IVAN SMITH AWARD**

Agnes Chan, BACS’81

**YOUNG ALUMNI AWARD**

Carolyn Lawrence, BA’00

**COMMUNITY SERVICE AWARD**

Towhid Norman, BA’90

**PROFESSIONAL ACHIEVEMENT AWARD**

John Roder, PhD’77

**WOMEN’S ATHLETIC ALUMNAE ELFRIDA BERZINS AWARD RECIPIENTS**

Jo Anne Bugler, BA’66 Athlete

Sharon Lane, BA’81, MBA’85 Track & Field

Michele Mommersteeg, BA’92, BEd’95 Basketball

Mary Ross Barker, C.M. Builder - Director of Physical Education for Women, 1925-1942

**‘W’ CLUB HALL OF FAME INDUCTEES**

Trevino Betty, BA’95 Track & Field

Barry Howson, BA’74 Basketball

Dave Mottram Wrestling

Claude ‘Ripper’ Riopelle, BA’77 Football

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**2012 L.S. Lauchland Engineering Alumni Medal**

Recognizing outstanding contributions to the engineering profession

Western Engineering is proud to honour James Douglas (J.D.) Hole, BESc’67, past president and CEO of Edmonton-based Lockerbie & Hole, with the 2012 L.S. Lauchland Engineering Alumni Medal.

An active member of the community and a supporter of educational institutions and the arts, Mr. Hole is well-known for his commitment to the community and engineering profession.

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**HOMECOMING: by the numbers**

Ever wonder what it takes to pull off the event of the year at Western? Well, now you know.

*40,000*

HOMECOMING BROCHURES SENT OUT BY ALUMNI RELATIONS IN 2012.

*12,000*

ALUMNI EXPECTED TO RETURN TO CAMPUS.

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Bell tolls for thee
University, provider boost campus cellular coverage

BY JASON WINDERS

Western's long-suffering cell phone users have been waiting on this call for some time.

Today, Western and Bell Canada officials announced a “significant investment” by the company over three years to improve cellular capacity and coverage across campus.

“We are beyond excited,” said Mona Brennan-Coles, Telecommunications Business Solutions manager with Western’s Information Technology Services (ITS). “It has been a really positive process, a two-year process. This has been an excellent partnership internally and externally. Everybody has worked really well – and quickly – to roll this out.”

According to the deal, Bell has committed $3 million over the three years to operating a distributed antenna system. Bell will deliver cellular signal onto the Western campus via fibre-optic cable. That signal will then be distributed to buildings with capacity/coverage issues as well as heavy-traffic outside spaces.

What that means is a stronger, more dependable signal for Bell and, in turn, Telus customers, who partner with the Bell network.

And the benefits, according to Bell, should be immediate for their customers.

Phase One of the project was completed this month. In-building systems have been installed in the University Community Centre and Western Student Services Buildings. A macro site is being installed on the roof of the D.B. Weldon Library to provide increased capacity and coverage to the Concrete Beach and surrounding areas.

Western listened to comments from users, Brennan-Coles said, and focused the initial phase on high-traffic student areas.

The fix also eases the burden on the off-campus network, as Western on-campus users will no longer be competing for signal.

Brennan-Coles said Bell is leading the project to design and build a system that will work with other major Canadian operators. Western has worked with Bell to ensure campus infrastructure supports the Bell and Telus customers who will see increased coverage.

Thus far, Rogers has declined to participate.

“The partnership with Bell has been amazing,” Brennan-Coles said.

This past summer, Bell was selected as Western’s preferred vendor for cellular services through an RFP process that included Procurement Services, Facilities Management and ITS.

Western’s initial agreement with Bell began on Aug. 1 and ends on July 31, 2017. Western has an option to extend the contract twice for successive one-year extensions.

“Bell is our preferred vendor, and we would encourage people to consider them,” Brennan-Coles said. “The university wins by getting good plans, and better capacity and coverage at the centre of campus.”

Going forward, Bell and Western continue to evaluate the increased capacity and coverage and will decide on the next areas to be serviced. In each of the next two years, two more in-building systems and one macro site will be completed. Locations will be determined according to need after a post-implementation site survey.

CHECK IT OUT
For more information, visit mobility.uwo.ca.
Relive your Western Experience.

Celebrate Western Homecoming with a weekend filled with events for everyone. From class reunions to sporting action to family-fun events, Canada’s best Homecoming offers plenty of opportunities to relive the Western Experience.

Featured Events: Saturday, September 29

Start the day at the Homecoming Hospitality Centre in Alumni Hall, and enjoy the Parade on Western’s campus. Then at 1 p.m. look to the skies as Harvard aircraft fly over TD Waterhouse Stadium to kick off the Homecoming Football Game between Western and McMaster.
Family’s gridiron tradition keeps rollin’

“It was 1981, and I’m pretty sure it was the playoffs against Laurier at J.W. Little Stadium. It was a very sunny day and Greg Marshall went about 95 yards through people, over people and around people with what has to be one of the most spectacular touchdowns that I’ve seen.”

BY PAUL MAYNE

Safe to say Jim MacLauchlan’s memory is bang on when it comes to the history of Mustangs football. After all, he’s had a few games to choose from. The Western business graduate and his wife, Kathy, are starting their 32nd year of as season ticket holders for Western football. In fact, this weekend’s Homecoming match-up against McMaster will be the pair’s 175th Mustang football game.

“I believe life is full of relationships and we have a lot of great relationships here at Western,” MacLauchlan said. “We are so connected to this university.”

MacLauchlan’s connection to Western began in the early 50s as a business student. One of the stars of the Mustangs intercollegiate soccer champions, he would go on to graduate in 1956, but not forget what Western gave him.

Recently, almost 50 of his Class of ‘56 classmates celebrated their 55th reunion by raising $100,000, which was then matched by the government to create an ongoing scholarship for Richard Ivy School of Business students.

“The foundation I got at the business school at this university permitted me to have an interesting, challenging and very rewarding career with Chrysler Canada,” he said. MacLauchlan retired as a sales and marketing executive after 38 years with the car company.

MacLauchlan’s connection with Western football began in 1981 when his son, Scott, started his career as a Mustangs running back. Coming full circle to today, when his son toured campus prior to starting in 1981, it was 1980 Hec Crighton Trophy winner – and current Mustangs head coach – Greg Marshall who led the walk around Western.

The Marshalls and MacLauchlans have been close friends ever since. “When Scott played, we went wherever they played, even on the road,” he said, proudly noting his son’s two Yates Cup titles while at Western. “We’re always supportive of the Mustangs, and now, we can both sit in the stands and be more relaxed than when our boy was playing. When he was playing, we were always so anxious to see him contribute and do well. You just felt your were on the field with him.”

At a recent game, as MacLauchlan and his wife made their way to their 175th football game.

Once again, the memory doesn’t fail. Also not failing are the vehicles the two have been driving to the games over all these years. The MacLauchlans live in Windsor and, according to Jim, have driven more than 72,000 kilometres in support of their beloved Mustangs. If that love and support for the purple and white isn’t enough, MacLauchlan and his son have supported the Adopt A Mustang program, which helps the university attract the country’s top student-athletes, for the past seven years.

“We’re still so excited about the Mustangs. Each year we look forward to them being competitive and possibly winning a Yates Cup, and more particularly getting that Vanier Cup,” MacLauchlan said. “As long as health permits, we’ll keep coming.”

Western business graduate (’56) Jim MacLauchlan and his wife, Kathy, are starting their 32nd consecutive year as Mustangs football season ticket holders. This Saturday’s Homecoming match-up against McMaster will be their 175th football game.
Editor’s Letter

Wente’s actions a product of world we created

JASON WINDERS
Western News Editor

“Plagiarism has evolved from a malicious act to one born out of pressure, laziness and/or desperation brought on by a lack of creativity or dearth of ideas.”

I sent that oh-so-important message of responsible citizenship to this student. And, staying with my classroom for one more minute, let’s take the situation the next step further, which is where it would go. News of my student’s plagiarism leaks to other students, as does the salve of the explanatory note appended retrospectively.

What do the rest of my students consider? It’s okay to plagiarize, because there’s nothing to lose. If you’re caught, put in the excusing note. You can now cite precedent. And nothing will happen to you. It’s open season for cheating.

Academics and writers who want to maintain standards of honesty and integrity in the journalistic sphere are watching you for the example you set. The example which will help to define not only your newspaper, but the world of news.

I hope you haven’t plagiarized this essay. It’s too tantalizing. And they know you’re not.”

Editor’s note: This letter was originally sent to Globe and Mail public editor Sylvia Stead. On Monday, the newspaper disciplined columnist Margaret Wente over allegations of plagiarism, with the paper’s editor calling the work in question “unacceptable.”

On Sept. 21, I sent an email to The Globe and Mail in which I argued that, as a university professor, I hold my students to the highest standards of honesty and integrity when they use the resources of others; simply put, if they plagiarize, they fail.

That email message was originally sent to a different editorial desk, but the person who replied to me promised she would send it along to you. I have not received your reply, nor do I expect to, knowing you’re quite busy. However, it was quite shocking later that day to read your response to that email you admitted exists in Wente’s usage of Robert Paarlberg’s original material.

You offer as the solution the following: “Editor’s Note: This column contains thoughts and statements by Professor Robert Paarlberg which are paraphrased and not always clearly identified.” This note will now appear after the fact, that is, after the deed has been done.

Let me return to the example of my classroom, and create an analogy. A student plagiarizes an essay for me. I detect the unattributed source and/or suss out the faulty citation practice. I give the paper a grade of zero, if not advocate for his dismissal from my course.

Under such a scheme, what I should really do is place a Post-It Note on the essay stating: “Professor’s Note: This essay contains thoughts and statements by (insert real author’s name here) which are paraphrased and not always clearly identified.”

But the grade the essay would have earned had I not detected the cheating would remain, as is forgiven by this appended note (which is in no way an apology, just a dissembling factoid). The student gets an A, because the content of the essay is smart.

Has that student been fairly served, would you say? Have principles of academic integrity been upheld? Have music of her life, yet has a library of worthy belongings. Of course, there are millions of Emily Whites stealing music, movies and books every day. And we don’t care.

We have created a world where the theft of ideas – to pass off as your own or simply to fill up your iPod – is accepted.

A New York Times story, Plagiarism Lines Blur for Students in Digital Age, pointed to an ugly future.

According to the Times, surveys show about 40 per cent of 14,000 undergraduates admitted to copying a few sentences in written assignments. Perhaps more significant, the number who believed copying from the web constitutes ‘serious cheating’ is declining – to 29 per cent from 34 per cent earlier in the decade.

Plagiarism is not solely a media problem, but a societal one, because there is a lack of respect for content, and the people who produce it. We have created a world based on the perceived ‘free’ nature of such content, and the people who produce it.

For the record, the Wente story, as reported on by a lack of creativity or dearth of ideas.”

Understand, plagiarism is not solely a malpractice. It is a media problem, but a societal one, because there is a lack of respect for content, and the people who produce it. We have created a world based on the perceived ‘free’ nature of such content, and the people who produce it.

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Life lessons continue years after founding

BY JOSHUA ZYSS

THIS IS MY third year back to the Philippines. When I first arrived as part of a pre-medical trip with a Western group, I had no idea I would start a charity and work so hard raising money to keep 20 children out of the dumpsite and on the road to independence.

I have truly learned the meaning of the saying: ‘Give a man a fish and he will eat for a day. Teach a man to fish and he will eat for a lifetime.’

Three summers ago, I stumbled onto the ‘dumpsite children’ — young children scavenging in the dumpsite outside of Tacloban City, Philippines, to survive. They had no hopes or aspirations. Every day they concentrated on finding enough food so they could live to the next day.

Today, these children have been in school for two years, gained weight, received medical attention, housing, food (a nutritious breakfast and lunch in school everyday) and can dream of a future. Most have had various skin diseases and vitamin deficiencies, which we have taken care of, and now they look like healthy children.

Last summer, my partner, Blair Smart, and I set up a basic webpage, feedingafuture.org. We have successfully raised enough money to sponsor 20 children. Our goal now is to keep them sponsored until they finish their education.

There are so many more children here who need help. But if we spread ourselves too thin, we will not be able to help our original 20. It is heartbreaking to have to choose who will eat and who will not.

This summer, we have enlisted the help of the Tacloban City Rotary Club and are planning on setting up a small farm behind the school so the children can learn the benefits of farming. We will be able to grow some of our own vegetables, which will reduce our grocery costs, while teaching our children more independence.

In these three summers, I have seen and learned a great deal. I know I cannot help everyone in dire need. I must choose who I think will benefit the most from our program. I offer food as an inducement to the children to go to school rather than scavenging the dumpsite. This is all they have ever known and it is hard for them to believe they will be able to survive if they don’t do what they’ve always done.

I’ve learned that after several generations surviving in the dumpsite, people believe that is their entire world. That there is no world beyond these invisible barriers.

Each year it is harder to solicit money from people who have donated previously. Every year, we need to become more innovative to keep our project going.

We have been fortunate to have medical supplies, school uniforms and clothing donated and shipped. For all of these children, this has been the only time in their lives when they had new clean clothes. Seeing their eyes light up in their school uniforms and backpacks makes all the hard work worthwhile.

Many well-meaning organizations and programs initially help the most malnourished children. However, once their children reach a healthy weight, they are removed from the program and replaced by more unhealthy malnourished children. This becomes a vicious cycle. A child is given a very brief look into the possibility of a better life, which is then forcibly pulled from them, leaving them in a worse mental state than before. Any hopes and dreams are stamped out for good.

Our goal is to make a long-term difference by ensuring the children get a chance to graduate so that they can find good jobs and help their families out of the dump and, ultimately, to end the cycle of poverty.

For some charities, much of the money raised is spent on miscellaneous expenses and administration, leaving very little for its intended purpose. All of our donations go directly to maintaining the children. We pay for our costs and administration ourselves. We are keeping all the costs down to a minimum by pricing out everything, planning healthy nutritious cost-effective meals, soliciting school uniforms, school supplies, and medical supplies. The Tacloban City Rotary Club has installed a water well with an electric pump for us. In the meantime we will work together with them to develop a farm behind the school.

And finally, the most important lesson of all, to believe in something to the point where you make it a reality.

Joshua Zys is in his final year of a Biological and Medical Sciences degree in the Faculty of Science. Contact him at jzys@uwo.ca.

THE PAUL de MAYO AWARD LECTURE
Dr. Hossein Ismaili
Department of Chemistry, University of Ottawa
Semiconductor-Based Photocatalytic Organic Transformations and Efforts Toward Single-Moleule Catalysis
Thursday, September 27, 2012
2:00 p.m. – Room 384, Medical Sciences Building

3-COURSE STEAK DINNER
5 pm – 9 pm • Served nightly

APPETIZERS (choice of one)
The Café Caesar
Finely cut Romaine, double-smoked Bacon, Croutons, & a Parmesan Wafer
Butternut Squash & Pear Soup
Gamished with Crème Fraiche & crispy Ginger, served with Grissini Bread sticks

ENTREES (choice of one)
Grilled AAA Beef Striploin
served with smoked Barley Risotto, roasted seasonal Vegetables & Honey Stung Ale carmellized Onion Jus
Pan-roasted Chicken Supreme
Chicken Supreme with a fricassee of young Spinach, Corn & double-smoked Bacon, drizzled with a Dijon Cream Sauce

DESSERT (choice of one)
Crème Brûlée
Honey, White Chocolate & Seasonal Berry Doughnuts
Trio of housemade Doughnuts, with Maple Anglaise

BEVERAGE
Honey Stung Apple Cider
Homemade, Honey Stung, Cinnamon-spiced Apple Cider

This menu is available to groups of 10 guests (non-alcoholic)

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New minor logs students onto the humanities

**BY ADELA TALBOT**

*A FIRST-OF-ITS-KIND* minor in Canada will help students examine some of the oldest questions using the newest technologies.

A new minor at Western – one in Digital Humanities – offered, for the first time this year, through the Department of Modern Languages and Literatures, is bridging the past and future through innovative courses that will foster culturally and digitally literate students.

The minor is supported by the Interdisciplinary Development Initiatives (IDI) program at Western, which provides seed funding for projects that further research and teaching missions, attract scholars and graduate students and bring prestige to the university.

“I think the courses are very well thought-out in terms of what a new generation coming into the university needs,” said Juan-Luis Suarez, director of The CulturePlex research lab at Western who, with a diverse group of faculty, helped establish the new minor. “Students still want to deal with humanistic problems, know about their heritage and people and other cultures. But they feel the need to do that through digital tools, and not totally as a consumer – but as someone who is able to get an autonomous grasp of technology and tools, and at some point, use their own methods and solve their own problems.”

The minor brings together disciplines such as literary studies, history, media and information technology and computer science. Courses are designed to help students get a “good understanding of humanistic problems through digital technology,” giving them access to course materials on mobile platforms and equipping them with programming skills to create their own.

“Most of these courses will use a cell phone platform we’ve developed to teach the students so they can do their activities on an iPad, a phone, a BlackBerry – that’s completely natural to them,” Suarez explained. “And they will learn to program, too.”

The program is generating great excitement among students, so much so, the first two courses open to students – *Digital Creativity and Programming My Digital Life* – filled up within minutes, Suarez added. “It has been a good response. Students and parents keep calling because they want to get into the program. With Digital Creativity, we had to change it to a bigger class; we have 80 students (registered) and over 20 students on a waiting list,” he said.

What’s fantastic about the program, Suarez continued, is has the potential to revitalize studies in the humanities and, likewise, prepare students with valuable, marketable skills upon graduation.

“Companies will be hiring people who have a good background in the humanities and understand big problems but the same time are able to talk to an engineer, because they have to work (together) to solve a problem,” he said. “In my opinion, it’s a very valuable addition to the marketplace. I think this is the way to go.”

The Digital Humanities minor will start off with two courses offered in the winter term. Dependent on resources, the plan is to offer all courses by next year and eventually offer a major.

IDI funded eight projects in 2007-08, five in 2008-09 and six in 2010-11. These 19 projects were selected from 47 proposals received. Among the notable alumni of the program are Environment and Sustainability, Neuroscience, Planetary Science and Exploration and Bone and Joint Health.

Round four of the program will take place in 2012-13, with a deadline for proposals to a dean’s office set for Oct. 1, and up to $1.5 million is available for projects of one to three years duration. Further competitions may be held in 2013-14 and 2014-15 if any of the funds remain.
Western launches redesigned website

BY PAUL MAYNE

THINGS ARE LOOKING a bit different today on the university’s website. Actually, they look a lot different.

Following almost a year-long process of online surveys, stakeholder consultations and usability studies, Western’s re-designed website went live this morning. It’s a long overdue change, said Terry Rice, Marketing and Creative Services director in Western’s Communications and Public Affairs Department.

“The previous design had been tweaked over the past few years, but was in need of a significant overhaul,” Rice said. “Our website is such an important tool for telling the Western story. Whether it’s a prospective student thinking about applying here or faculty member thinking about working here, the site serves many audiences and it’s critical that we have a design that is engaging, clean and, above all, user-friendly.”

Judy Steward, team leader of the Customer Support Centre, Information Technology Services (ITS), played a major role in creating the templates, data definitions, content types, configuration sets, formats and other behind-the-scenes needs to bring the website to life. She trumpeted the number of sites now operated by Cascade, a content management system (CMS). “There are a number of benefits to having the new design available in just one CMS,” Steward said. “From an ITS perspective, we can focus our support on just one product. This affects front-facing assistance, like the Help Desk, documentation and training as well as server-side support like software implementation, maintenance and backups. This is beneficial to us as a support unit, as well as to any of our customers.”

With literally hundreds of people involved in the redesign, it was important for the university to consult with students, faculty staff and alumni on all aspects of the design to deliver a great end product, Rice said. He added his team poured over existing stats to learn as much as they could about what Western’s audiences want and need.

The changes will be quite dramatic for people when they see it for the first time, Rice admitted.

AMONG THE NEW FEATURES:

- A rotating banner that will feature big news stories, recruitment activities, research stories, as well as athletic and cultural events;
- The main website navigation is now in a ‘mega-nav’ format, which streamlines access to the most-visited pages;
- On second-level pages, the secondary navigation is moving from the right to the left, which will be more intuitive for people.

Western launched its first website in 1997, and has seen around a half dozen full redesigns and countless tweaks to it over the years. Over the last year, Western’s homepage has boasted more than 6.6 million visits by more than 1.8 million unique visitors.

As you would guess, a majority of those 6.6 million visits are from inside Canada, but a number come from around the globe – 180,990 from the United States, 95,614 from China, 34,838 from India and 31,135 from the United Kingdom.

Social media has become an ever-increasing driver of traffic to the website, and you will see that reflected in the changes made to the homepage. Nearly 16,000 visits came in from Facebook, 2,677 from Twitter and 2,067 from LinkedIn. Nearly 64,000 visits came in via iPads, another 60,000 from iPhones.

Those visitors viewed more than 9.4 million pages, averaging of 1.42 pages or three minutes per visit.

Western’s traffic remains steady throughout the year, with predictable dips in December around the holidays. Rice said the web redesign was the next logical step following the rebranding work the university rolled out earlier in the year.

Stewart agreed. “Overall, it makes for a stronger design and easier maintenance for Western’s collection of websites,” she said.

That said, the launch is just the beginning. Rice pointed to feedback tabs on the homepage and key second-level pages. The comments gathered from those areas will be used by developers to help improve the sites in the days and months ahead.

“At every stage of the consultation, people pointed out things to us that kept making the site better and better,” he said. “This has been an incredible amount of work for our talented team of student designers, web designers in our department, as well as a few key partners in ITS. It will be rewarding for all involved today (launch day).”
THE WESTERN WIDE WEB

1. Western Ribbon and Tools
   - At the top of every website that uses the new Western template, users will find something developers are calling the Western Ribbon. By clicking on the tab, a suite of tools appears, including directory search, links to maps, and other tools Western users find useful.

2. Emergency Notifications
   - The Western Ribbon (not pictured) doubles as an emergency notification system. In the case of an emergency (or test of emergency systems), Western users will be able to push out a notification across every site that uses the Ribbon, directing the community to more information about the event.

3. Improved Navigation
   - After extensive consultation, Western has redesigned the homepage navigation and organized links into task-based collections. Developers got rid of the confusing list of links on the homepage to make it easier to find what you’re looking for in a well-organized manner.

4. Mobile-Ready via Responsive Design
   - The new website has been optimized for mobile devices. Depending on the device, the website adapts and reorganizes content and features for easy access.

5. Improved Design Without Sacrificing Content
   - The current Western homepage design has been updated without sacrificing any of the content found on the current homepage. In fact, by streamlining the site, developers have managed to add new features to the homepage. All of the templates have also been updated for modern widescreen displays.

6. Events Calendar Included
   - One of the features of the new homepage is the inclusion of the Events tool, which takes all of the events posted in the Western Calendar and displays upcoming events on the homepage.

7. Simplified Campus News
   - Campus News now occupies much less space on the homepage, which allows us to add new features and improve the design by simplifying the layout.

8. Western Initiatives and Sites of Interest
   - Presented in a much clearer way, the Western initiatives page highlights some of the key areas Western faculty, staff, and students are focusing on, like sustainability, mental health, and internationalization.

9. Connect with Western (Social Media Included Right on Homepage)
   - For the first time, Western’s homepage will include social media in a content type. Live updated Twitter streams, weekly YouTube videos, links to the week, current articles, and other popular social media outlets can be found here.
Student support helps power new design

BY PAUL MAYNE

MATHEW HOY IS the first to tell you rebuilding the university’s web presence is not a one-man show. “We’re not just adding a fresh coat of paint on an existing framework of code; we’ve built all of the templates from scratch,” said Western’s senior web designer. “We’ve added brand new templates; code has been refactored numerous times to work with different desktop clients and mobile devices.”

With the support of fellow web designer Gulnara Shafikova, the pair spent the last 10 months working on the project. And for the last few months, Hoy and Shafikova have worked side-by-side with a bit of a student presence – six Western and Fanshawe College students.

Cody Boyko, Andrea Kim, Genevieve Moreau, Narmata Naguleswaran, Travis Neilans and Bhavin Prajapati worked for more than four months tackling a number of departmental and faculty website redesigns.

“We were very lucky to have had the chance to hire these students, who were simply fantastic in what they did,” Hoy said. “The students provided invaluable help in rolling out the new design and customizations through faculties and areas to ensure they are launch-ready.”

Prajapati, a recent Anthropology and Biology graduate, who is beginning his masters in Health Information Sciences this fall, was tasked with the redesign of the Faculty of Science website and assisted with Western’s main homepage.

“It wasn’t just overall appearance that mattered, we wanted to focus on the user experience such that students, faculty and visitors are able to visit the sites and get what they need without a problem,” Prajapati said. It didn’t occur to him how big the project was until the first day of work when he was given an overview.

“To be honest, I was very surprised. These websites will have thousands of visitors every day for years to come,” he said. “When you think of it that way, there is a lot of pressure to try to do the best job you can. But it has also been a surreal experience.”

“Especially as a Western student, it’s nice to give back to the campus in creatively and test my knowledge of such a unique way,” Moreau couldn’t agree more. “It was definitely cool,” said Moreau, who was assigned to redesign the Communications and Public Affairs sites as well as Faculty Relations sites. “I quickly realized this wasn’t so much a summer job to pay for my rent, but an opportunity to be a part of something major, apply myself to see. And to help with that.”

With a background in photography, the recent MIF graduate played a key role in the use of new visual content in her redesigns. Her skills even landed her a six-month contract with Communications and Public Affairs as a web designer.

“I had been so wrapped up in my student life that I’m so happy I’ve had the opportunity to be part of the behind-the-scenes work here,” said Moreau, adding working with the other students was rewarding.

As the redesigned website goes live today, there are nerves. But Hoy admitted it’s “great to get to the point where our labours can finally be shared with the outside world.”

He continued, “While we’ve done lots of consulting with staff, students, faculty and alumni, the knowledge that the pages will be accessed thousands of times per day always puts you on edge. We’re really looking forward to releasing our designs, code and supplemental materials (like style guides) into the wild.

“It’s been a long process that’s been both challenging and very rewarding. In the end, the team has learned a lot about web design, about Western, and about ourselves.”

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Western University
Dean, Faculty of Social Science

Western University invites nominations and applications for the position of Dean of the Faculty of Social Science.

The Faculty of Social Science is the largest faculty at Western with 239 faculty members, over 6,400 undergraduates and 550 graduate students. The Faculty is widely recognized for its excellent research programs, the quality of its undergraduate teaching and its innovative graduate programs. Over the last four years, the Faculty has consistently been ranked as one of the top 100 Social Science Faculties in the world by the Higher Education Evaluation and Accreditation Council, the QS Corporation and the Academic Rankings of World Universities. The Faculty’s departments include: Anthropology, Economics, Geography, History, Political Science, Psychology, Sociology, Women’s Studies & Feminist Research, and the Dan Management and Organizational Studies Program. Social Science is also home to several interdisciplinary centres and programs that draw upon expertise from academic units across Western’s campus. Further information can be found at ssc.uwo.ca.

Candidates for Dean should possess both a strong record of research and scholarly achievement in areas relevant to the academic mission of the Faculty, and a record of achievement in administration that demonstrates the ability both to balance fairly the demands of a multi-departmental Faculty and to capitalize on opportunities for synergy. A commitment to interdisciplinary scholarship and to the value of research in and across the multiple areas represented in the Faculty is essential. This challenging position demands superb interpersonal skills and sound judgment to provide leadership for the continuing development of the academic programs, research, and creative life within the Faculty and within the University. Financial acumen and fundraising capabilities are also essential.

Western University is committed to employment equity and welcomes applications from all qualified women and men, including visible minorities, Aboriginal peoples and persons with disabilities. All qualified candidates are encouraged to apply; however, Canadians and permanent residents will be given priority.

The appointment, to be effective July 1, 2013, is for a period of five years, renewable. Consideration of candidates will begin in October 2012. Nominations, applications and expressions of interest should be submitted in confidence to the address shown below.

Janet Wright & Associates Inc.
174 Bedford Road, Suite 200
Toronto, Ontario, M5R 2K9
westernsscl@wasearch.com
Western Heads East still answers the call

Organization celebrates 10th anniversary

BY ADELA TALBOT

FOR WESTERN HEADS East, an upcoming celebration is the fruit of a lamentation that mobilized the campus community to action.

More than a decade ago, Stephen Lewis – then the United Nations Special Envoy for HIV/AIDS in Africa – visited Western’s campus for a conference of the Ontario Association of College and University Housing Officers. There, he mourned the inattention and limited efforts allotted to the HIV/AIDS crisis. While the Sept. 11 attacks, killing roughly 3,000, had united the world, the same number perishes daily in Africa, yet he has to beg everyone to pay attention, Lewis noted.

But Bob Gough, as well as other staff, students and faculty present, heard him loud and clear. “What he said shocked some us. It even shocked a diversity speaker from the United States. She said, ‘I’m so ashamed of this.’ And, I think that’s true – to the extent of this (crisis) happening, I don’t think we had really let it in and understood the extent of it,” said Gough, Western Heads East (WHE) project coordinator.

This fall, the university’s response to the HIV/AIDS crisis in Africa celebrates its 10th anniversary.

A decade ago, Gough formed a committee with other employees, expecting to start something like a United Way campaign, he said. “We had to act and had to do something. We knew we wanted to send people, not just money, focusing on what we’re learning – what are we doing – and that we wanted those people to come back and educate those on campus,” he explained.

“We met with groups on campus to explore what might we do as a response, and we saw, in Western News, there were people (here) working with probiotic yogurt, which builds immune system and educate those on campus,” he explained.

“Scaling up is really a big challenge, growing with probiotic yogurt, which builds immune system – by the health and nutrition they are able to bring. They’ve become leaders, standing up and speaking in their local governments,” he explained.

Gough noted the partnerships WHE has established with communities in Africa, government agencies and organizations, with universities, research institutes and the Western community at large has been phenomenal and it is a key to WHE’s past, present and future success.

“I’m so proud of the staff and faculty and students at Western and how they’re collaborating so well with our community partners (in Africa). We’ve had students from every faculty go on an internship,” he said, noting some 50 students have gone on an internship to date.

The group works with partners both on campus – Brescia University College, Housing and Ancillary Services, Lawson Health Research Institute, Research Western – and in country – Kivuli Women’s Rights Organization, National Institute for Medical Research, St. Augustine’s University, City of Mwanza and Tukuvamiwane Women’s Group, all in Tanzania, Orande Women’s Group, Nyanam Women’s Group, Kenya Medical Research Institute and Kachuonyo District Hospital, all in Kenya.

The next step, Gough added, is building on the success WHE has already seen. “Scaling up is really a big challenge, growing by micro-operations, not big factories. My hopes for the future would include large-scale funding to scale up through East Africa,” he said. “I’m hopeful and excited about how WHE is growing, partnering and working with east African countries.”

And as Western turns its focus to internationalization, Gough noted, maintaining something like WHE and its approach to working with developing nations is worth keeping in mind.

With the whole emphasis on internationalization, just as important as what we do, is how we do it. At WHE, we’re really conscious of respecting our partners, their way of doing things, their culture, focusing on what we’re learning – what are we leaving behind is equally important.”

CELEBRATE A DECADE
If you haven’t checked in some time, you’ll be amazed at the difference a decade makes. Find out what Western Heads East has been doing for the last 10 years at the organization’s website, westernheadseast.ca.

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Western's Alternative Spring Break, a week-long, hands-on, service-learning experience that has seen more than 1,000 students work in communities at home and in countries like Peru, Mexico and Guatemala, is celebrating its 10th anniversary this weekend.

BY ADELA TALBOTT

STEPHANIE HAYNE BEATTY has many tales of transformation she could share. At least a thousand, in fact.

For the past 10 years, the team coordinator for experiential learning through Western’s Student Success Centre has witnessed great change and personal growth in more than 1,000 students who participated in the university’s Alternative Spring Break (ASB), a week-long, hands-on, service-learning experience she co-piloted in 2003.

This weekend at Homecoming, ASB is gearing up for its 10th anniversary celebration, hosting an event on Saturday and inviting past program participants to share their experiences and reunite with former teammates.

Alumni of the program are flooding back, Hayne Beatty said, eagerly asking to speak and share their stories and experiences.

“It’s great to hear, years later, what (former) students will hold with them from the program. They will share stories and say, ‘To this day, the way I live my life is different because I participated in ASB,’” she said.

While the goal of the program was never to alter a student’s personal, professional or academic path, such change often emerges as a result.

“Students have gone on to do exchanges, to study different things, to work with non-profits here and abroad. My excitement is that maybe ASB sparked different things, to work with non-profits here and abroad.”

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BY ADELA TALBOTT

HAYNE BEATTY

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BY ADELA TALBOTT

Some 175 students are set to participate in ASB this year, with seven different locations lined up. The program’s coordinators are also planning a two-week summer ASB experience that emerged as an option to expand following a 2009 snowstorm that prevented three teams from contributing during their spring break.

Hayne Beatty said ASB is continually looking to grow, foster its current partnerships and develop new ones. The program also fits nicely under Western’s internationalization umbrella, reflecting Western president Amit Chakma’s vision for the university.

“This idea is that you don’t just come to Western, soak up all this knowledge and then keep it for yourself. But you take your knowledge and you use it for good in some way around the world. Not only can students do that while at Western, by participating in something like ASB, they get inspired to do other things. We can say Western graduates all over the world are socially responsible and civic-minded.”

PROVIDED PHOTO
Bipolar, pregnancy link sought

BY PAUL MAYNE

WESTERN PROFESSOR VERINDER Sharma knows the subject needs clarity. So he went looking for it.

Researchers understand bipolar disease is most common among young women, especially at the height of their reproductive years. Building off that, a handful of recent – and somewhat contested – studies have eyed pregnancy’s potential positive impact on controlling the disease.

Bipolar disorder – characterized by depression, hypomania or mania – can lead to suicide, infanticide and longer episodes while pregnant. Pregnant women also had a lower risk of any other mood disorder than non-pregnant women.

"There is no period in a woman’s life when the risk of relapse of bipolar disorder is as high as in the post-partum period. This is in sharp contrast to pregnancy, when women may experience an improvement in their symptoms," Sharma said. "If we fail to understand the effect of pregnancy on bipolar disorder, we will fail to understand bipolar disorder.

Through a comprehensive literature review, Sharma, a Lawson Health Research Institute scientist, and his team sought to define clearly what scientists already knew about bipolar disorder during pregnancy, and where they should look next.

The study, funded by the Ontario Mental Health Foundation, was published online last month in The Journal of Clinical Psychiatry.

Despite contradictory findings, Sharma suggests pregnancy could have a positive impact on bipolar disorder. Throughout the literature, bipolar II disorder was either uncommon or in remission during pregnancy, and women already diagnosed had fewer and shorter episodes while pregnant. Pregnant women also had a lower risk of any other mood disorder than non-pregnant women.

"Misdiagnosis are unfortunately are very common," Sharma said, more so with bipolar II disorder where the depressive episodes (low) can be more frequent and intense than the manic episodes (high).

"There are some people who may assume that treatment is always better than no treatment for bipolar, but that is not necessarily true, because if you use the wrong treatment, actually you may be making it worse."

Similarly, many women taking mood stabilizers discontinue their prescriptions to avoid potential side effects on their unborn babies and this rapid break appears to provoke bipolar episodes.

These circumstances have made it challenging for scientists to separate the impact of the drugs from the impact of the disorder. As far as next steps, Sharma called for large, multicentre studies that specifically address the natural course of the disorder.

"We really need to look at all the underlying factors and be able to make a clearer distinction," he said.
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The deadline to opt-out is Sept. 28. Contact the Dean's Office of your faculty to opt-out.

Do you use Twitter? Follow @UWO_Scentral before Oct. 1 at 12 a.m., and be automatically entered in a draw to win great prizes. This contest is only open to current Western students, faculty, and staff. Organizations/groups and Western Student Services employees will not be entered in the draw, but they are still encouraged to follow.

**WESTERN'S CAREER FAIR**

Thursday, Sept. 27, 11 a.m.-4 p.m., Western Student Recreation Centre. Western's Career Fair returns. Recruiters are visiting campus hoping to hire the best and the brightest from Western. Be sure that you don't miss this event that could help you gain the industry connection that you need in order to get the job you want.

**SDC PSYCHOLOGICAL SERVICES**

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**UNDERGRADUATE COURSE REGISTRATION DATES**

Oct. 1: Last day for students on exchange or a letter of permission to submit transcripts for graduation at Autumn Convocation. Last day to withdraw application for graduation.

**NEW ADDRESS**

16 Western News | September 27, 2012

Strong, Dean, Schulich School of Medicine & Dentistry via email attachment to selection-committee@schulich.uwo.ca no later than Nov. 1 by 5 p.m. To request a full job description please email selection-committee@schulich.on.ca

**PHD LECTURES**

Lingzhi Xia, Electrical and Computer Engineering, Development of 3-D Neutron Kinetic Model and Control for CANDU Reactors, Oct. 1, TEB 234, 9 a.m.


Jing Chao, Chemistry, Studies of Microscopic Scale Strains in Nickel Alloys resulting from Mechanical and Chemical Forces, Oct. 3, MSA 204, 1 p.m.

Creating realistic ‘patients’ a matter of listening, reacting

BY PAUL MAYNE

THERE ARE DAYS when Justin Quesnelle deals with cardiac arrest, a hip replacement and appendicitis. He may even follow that up with a mild case of the flu or even a battle with diabetes.

And no, he’s not the unluckiest person in the world.

Quesnelle is the new manager of the Clinical Skills Learning Program at the Schulich School of Medicine & Dentistry. There, he helps train more than 400 ‘standardized patients’ (or SPs for short). These ‘patients’ are actually healthy individuals who offer their time playing the role of a sick patient to hone the bedside manner of soon-to-be doctors.

“This is a great facility and program,” said Quesnelle, who worked at Western for five years as a full-time trainer and exam coordinator, and is two months into his new role.

As founder and artistic director of the London-based Passionfool Theatre, Quesnelle is starting his sixth season with the company. While he’ll be directing The Crucible this November at the Arts Project, his day job also finds him directing in a whole new way.

While there are scripts for the SPs, only 10 per cent of participants have acting experience. The rest are everyday folks, from high school students to seniors, who are hired on by Quesnelle to fill an important need.

“In essence, it is like casting a role,” said Quesnelle, who earned his degree in English Language/Literature at Western in 2003. “Each patient’s case can involve up to three pages of a background description. Quesnelle said he might go over the ‘script’ with the SP for an hour or so before the student training begins.

“What we try to do is in the training session is really discuss who this person is, what makes them tick, what are they worried about and why are they here. What happens with the student is we try to simulate, as closely as possible, what this experience would be like if this were a real patient,” he said.

It’s less acting and more directing and discussing the background of the scripts, trying to find the link between who the SP’s really are and who they’re supposed to be.

“That’s what’s important, finding a way for them to understand who this person is. The students are suspending their disbelief and we’re trying to get the patients to know the background and know the history, and then forget that they know it,” he said. “The interaction isn’t scripted in any way, the standardized patient just has a lot of background and is taught to listen and react. The interview goes wherever it goes. Acting would be more scripted — it’s really more an exercise in active listening and reacting.”

Afterward, the SPs offer feedback to the students, which a real patient doesn’t always have the opportunity to do.

In addition to practice, up to 200 SPs work on the Objective Standard Clinical Examinations as students run through a circuit of rooms, each with a different discipline of medicine, from cardiology to pediatrics.

Quesnelle says feedback from the students, faculty and standardized patients play a big role in what sort of cases are presented each time.

“If students are struggling in a specific area, we may need to go back to adjust our cases for first- and second-year students,” he said.

In the end, it’s all about giving the students a judgment-free area where it’s safe to make mistakes.

“Here, they have the opportunity to, frankly, fail and for that to be okay,” Quesnelle said. “If they don’t learn where they can improve, then there’s no sense in doing it. If everyone is going to be flawless at it, then why are we here?

“It’s about listening, communicating and improving those skills.”

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17 Western Staff Members who work to ensure Homecoming goes off without a hitch.

80 Homecoming signs prepared for 2012.

90 Volunteers expected to work over Homecoming weekend.

500 Balloons floating around campus during Homecoming.

2,000 Face tattoos available at the hospitality center.

2,000 Harvard airplanes set to fly over the stadium before the big game.

1,000 Capacity of the souvenir Polaroid at the Homecoming hospitality center.

1,000 Meals to be served – or, the number of expected to come.

3,060 Email invitations sent out this year.

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27 // THURSDAY

HOMECOMING KICK-OFF & ALUMNI ASSOCIATION ANNUAL GENERAL MEETING 7 p.m. TD Waterhouse Stadium.

RETRO 80’S DANCE PARTY 8 p.m. The Coepts, 671 Richmond Street.

28 // FRIDAY

29TH WESTERN HOMECOMING SPORT MEDICINE SYMPOSIUM 8 a.m. London Convention Centre, 300 York Street.

DENTISTRY SYMPOSIUM Schulich School of Medicine & Dentistry 8:15 a.m. London Convention Centre, 300 York Street, ballroom 4 & 5.

31ST ANNUAL ALUMNI AWARD OF MERIT DINNER 5:30 p.m. The Great Hall, Somerville House.

SCHULICH SCHOOL OF MEDICINE & DENTISTRY DEAN’S GALA 6 p.m. London Convention Centre.

DENTISTRY ALUMNI AWARD OF DISTINCTION RECEPTION Schulich Medicine & Dentistry 6 p.m. London Convention Centre, ballroom 3.

WOMEN’S HOCKEY ALUMNI WEEKEND 7:30 p.m. Thompson Arena.

IVEY CLASS GATHERINGS 8 p.m.

SIX DEGREES HOMECOMING 9 p.m. Barney’s Lounge, 671 Richmond Street.

29 // SATURDAY

CONTINUING MEDICAL EDUCATION PROGRAM 7:30 a.m. Medical Sciences Building, M-146.

NURSING ALUMNI HOMECOMING BREAKFAST 8:30 a.m. Ivy Spencer Leadership Centre, 501 Windermere Road.

IVEY WELCOME BACK OPEN HOUSE 9:30 a.m.

‘PLAY IT YOUR WAY’ HOMECOMING VOLLEYBALL GAMES 10 a.m. Gymnasium, Alumni Hall.

HOMECOMING PARADE ON CAMPUS 10 a.m.

HOMECOMING WELCOME CENTRE 10 a.m. Alumni Hall Lobby.

MENS AND WOMENS EXHIBITION TENNIS 10 a.m. Tennis Bubble.

FACULTY OF ENGINEERING HOMECOMING OPEN HOUSE 11 a.m. Claudette MacKay-Lassonde Pavilion.

FACULTY OF LAW BRUNCH 11 a.m. Common Lounge, Faculty of Law.

SCHULICH SCHOOL OF MEDICINE & DENTISTRY DEAN’S LUNCHEON 11 a.m. The Great Hall, Somerville House.

SCIENCE ANNUAL HOMECOMING BBQ 11 a.m. Grad Club, Middlesex College.

HEALTH SCIENCES BRUNCH 11:30 a.m. Arthur and Sonia Labatt Health Sciences Building lobby.

IVEY NEW BUILDING PARTY

11:30 a.m.
MANU LIFE SOUTH END ZONE PACKAGE 11:30 a.m. TD Waterhouse Stadium south end of field.

WESTERN ALUMNI CHALLENGE FENCING TOURNAMENT 12 p.m. Althouse College, Faculty of Education gym.

HOME COMING FOOTBALL GAME 1 p.m. TD Waterhouse Stadium.

MEDS & DENTS OPEN HOUSE 1 p.m. The Great Hall, Somerville House.

WOMEN’S VOLLEYBALL 1 p.m. Thames Hall.

BACK TO THE CLASSROOM SESSION 2 p.m. Ivy.

IVEY RING TRADITION CEREMONY 2 p.m.

MCINTOSH GALLERY TOUR 2 p.m. McIntosh Gallery.

WOMEN’S SOFTBALL 2 p.m. Stronach Park, 1221 Sandford St.

ASIAN 10 YEAR CELEBRATION 4 p.m. The Wave, University Community Centre.

GOLDEN ANNIVERSARY DINNER 6 p.m. The Great Hall, Somerville House.

LAW HOME COMING DINNER 6 p.m. Blu Duby, 32 Covent Market Place.

30 // SUNDAY

GOT BRAINS ON THE MIND? 9 a.m. Paul Davenport Theatre, Talbot College.

GOLDEN ALUMNI LUNCH 10:30 a.m. Ivy.

HOME COMING GOLF 11:30 a.m. Forest City National Golf Course.

WESTERN VARSITY SWIMMING 12 p.m. Western Student Recreation Centre.

WOMEN AND MEN’S RUGBY 12 p.m. Practice field 2, Huron Drive, Western University.

WOMEN’S SOFTBALL 12 p.m. Stronach Park, 1221 Sandford St.

MEN’S BASEBALL 1 p.m. Labatt Park.

MCINTOSH GALLERY TOUR 2 p.m. McIntosh Gallery.

RUGBY 3 p.m. Men’s Practice Field.