Ivey marketing jumps into Dragons’ Den

By Heather Travis

The Richard Ivey School of Business is hoping a few dragons will breathe fire into their new marketing campaign. Ivey recently started running commercials during CBC’s hit television show, Dragons’ Den. The show features Canadian entrepreneurs looking to impress five so-called ‘dragons’ or investors with their pitch on the next big idea or product.

“The essence of Dragons’ Den is about creating opportunity in business, whether you’re an entrepreneur or a corporate intrapreneur,” says Eric Morse, Associate Dean, Programs, at Ivey. “Dragons’ Den is a great catalyst to get prospective students or participants thinking about their potential.”

The commercial says “great businesses just don’t happen by accident” – it takes leadership, and Ivey is the next step on your path to success, says Morse. “The spirit of entrepreneurship threads throughout all of Ivey’s programs, so it’s a natural fit for us.”

Ivey is home to the Pierre L. Morrissette Institute for Entrepreneurship which has been a supporter of this initiative. Ivey also runs a Quantum Shift executive development program each year for successful high-growth entrepreneurs from across Canada.

It also helps that outspoken dragon, Kevin O’Leary, is an Ivey grad (’80).

Morse says O’Leary has been a keen supporter of the school, returning annually as a guest speaker. He also voices his support for Ivey in media interviews and gave a plug for his alma mater on the show this fall.

“We can’t afford to buy that kind of exposure – and it’s much appreciated,” says Morse.

Running commercials on the small screen is a different approach to marketing, deviating from traditional print or radio ads. However, Ivey continues to use these methods to promote its MBA and Executive MBA programs.

Rob Way, Associate Director, Marketing and Communication at Ivey, says the first two months of

Continued on page 9

Stretch and Study

Project opens access to Ontario’s past

By Paul Mayne

A new $10-million project, shared by The University of Western Ontario and McMaster University to preserve Ontario artifacts and create digitized images, will get underway after the provincial government promised $4 million towards its completion.

With Western’s portion of the funding (approximately $7 million), an 11,000-square-foot facility will be attached to the current Western-based Ontario Museum of Archeology off Wonderland Road. About 8,000 square feet of the new structure will be for storage, with the rest for classes and digital labs. Construction will begin in the spring or summer of 2010.

While the storage space will preserve objects collected in southern Ontario, often gathered before highway or housing projects are built, the project takes archeology a major step farther.

With about 30 researchers participating in this project, Western’s Lawson Chair in Canadian Archeology, Neal Ferris, says objects and collections will be converted into digital data which can be accessed online by researchers worldwide.

“We are bringing archeology into the 21st century,” says Ferris, who is cross-appointed to the Ontario Museum of Archeology. “This will be able to put you right into the past by looking at objects in a way you otherwise can’t do. You can see it and play with it around the world.”

Archaeologists and area First Nations will work as partners in the research, transforming Ontario archeology into a socially and scientifically sustainable practice.

Including the archeology building, the Ontario Research Foundation announced Dec. 4 it would provide $19 million to about a dozen University of Western Ontario research projects. This funding - 40 per cent of the cost of the projects - was matched earlier this year through Ferris’s own research projects.

Ferris is one of about 250
**Community Service award honours and inspires**

By Carmen Dowling

Lindsay Sleeth is changing lives and London West with her work with the Dream Team, as well as at Parkwood Hospital and as a Faculty of Health Sciences student.

Because of her volunteer work with the Dream Team, as well as at Parkwood Hospital and as a Faculty of Health Sciences student, Lindsay Sleeth was chosen to receive the Bruno DaSilva Community Service Award worth $4,500.

Lindsay lives and breathes community,” says Holder, who along with his wife Judite donated $100,000 to Western to create the award to honour the memory of their late son Bruno, who was killed in a car accident when he was 14 years old.

They are products of everything we have learned and everyone we have met,” says Holder. “Their time to bettering the lives of others.”

Holder says he believes in giving back to Western and its students because he recognizes what his alma mater has done for him.

“We are products of everything we have learned and everyone we have met,” says Holder. “Our school is a huge community,” says Sleeth. “It is our donors that allow so many of the wonderful things that happen at Western to occur.”

Sleeth says she was thrilled to receive the Bruno DaSilva Community Service Award.

“Lindsay’s generosity, compassion and commitment to community services,” says Holder. “When he was 14 years old, Bruno’s life was cut short. The family’s generosity is a wonderful way to honour him.”

Fourth-year Health Sciences student, Lindsay Sleeth, is congratulated by donor Ed Holder (BA’76) after receiving the Bruno DaSilva Community Service Award. Holder and his wife, Judite, created the award to honour the memory of their late son Bruno, who was killed in a car accident when he was 14 years old.

“It is my hope that this award will continue to honour the students that continually devote their time to bettering the lives of others,” says Sleeth. “It is our donors that allow so many of the wonderful things that happen at Western to occur.”

Sleeth says she was thrilled to receive the award in person for her family’s generous gift.

“It is my hope that this award will continue to honour the students that continually devote their time to bettering the lives of others,” says Sleeth. “It is our donors that allow so many of the wonderful things that happen at Western to occur.”

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Western’s ‘Mr. Google’ retires

BY HEATHER TRAVIS

When Walter Zimmerman walks out the doors of Weldon Library for the last time as a librarian, he will take a lot of institutional history with him.

Zimmerman has been a fixture at Weldon for nearly 40 years and on Friday, Dec. 11 he will deliver his last lecture from noon to 1 p.m. in North Campus Building, Room 113. A retirement reception was held on Monday at Michael’s Garden. Although he is retiring on Dec. 31 from his career at the University of Western Ontario, he leaves as a Librarian Emeritus. He will have a lifetime access to Western Libraries’ online databases, a favourite pastime that earned him the nickname ‘Mr. Google.’

“I was destined to become a librarian before I was born,” says Zimmerman, who grew up in Brookline, Mass. (near Boston).

Initially, Zimmerman and his wife moved to London, Ont. so he could begin a master’s program in economics at Western. But a fateful meeting with a neighbour in Hayfield Hall residence who was studying Library and Information Sciences, combined with growing dissatisfaction with his program, helped Zimmerman switch to what would become a lifelong passion and career.

He began working in 1971 at the library in Lawson Hall and moved to Weldon Library when it opened in 1972.

After 38 years, he leaves as a subject librarian for Classical Studies and Philosophy, the Writing, Rhetoric and Professional Communications Program, and the Electronic Services Librarian. Ask him any question on just about any topic and he is likely to refer you to book title and publication date without pause, or help to navigate effortlessly through an online database dedicated to the subject.

“I think my brain has been wired the right way to be a librarian,” he says.

Among his many longstanding commitments, Zimmerman has worked with History professor Craig Simpson for more than 30 years teaching students how to obtain academic accommodation for absences, in accordance with university Senate policy.

Self-reporting of flu-like absences will be re-instated when classes resume Jan. 4. Students who also work for the university should continue to self-report flu-like absences if they are scheduled to work during this period.

The university will resume ILL-related absence tracking in January because holiday-bound students may be traveling in areas where flu viruses are more prevalent. The tracking will allow Western to monitor for a potential rise in illness after students return to campus.

Senior Librarian Walter Zimmerman retires at the end of December.

Student self-reporting suspended

The need for students to self-report absences due to influenza-like illnesses (ILI) using the online Student Centre tool has been suspended during the exam period.

The university administration says ILL levels are low and manageable in London so the need to track absences has diminished.

Instead, during the exam period students will be required to provide a medical note to obtain academic accommodation for absences, in accordance with the Ministry of Education and the University of Western Ontario Student Centre tool.

Vance book hits Globe’s Top 100 - again

BY PAUL MAINE

It is a bit of déjà vu for History professor Jonathan Vance as he finds himself on The Globe and Mail’s annual list of the Top 100 most influential books.

For the second year in a row, Vance is in the company of some of the country’s top writers, this time for his book A History of Canadian Culture.

“You don’t write for the accolades, but rather so people can ‘real - your work,’ admits Vance, whose book Unlikely Soldiers made the list in 2008.

“And because writing is a solitary craft, you never know how people are going to respond to a book - it may sound great to you, but will anyone else care? So to be included in a list like this - a list that tells people that this really is a book worth reading - is a great honour.”

Vance says he writes because he loves the subjects he writes about. For others, to see merit is “a real bonus.”

In his latest book, Vance talks about a country of great diversity, where culture has many different shades of importance and meaning. From Aboriginal culture to plays created by Canadian sailors, Vance weaves together many “I didn’t know that” tales in exploring Canada’s cultural history.

Vance says worrying about Canadian culture is one of the definitions of ‘Canadianness’ - whether it’s ‘Are we doing enough to support it?’ and ‘Should we do more?’ or ‘Why are we doing so much to support it?’ and ‘Why can’t it stand on its own?’

“If we weren’t fretting about culture, we wouldn’t be Canadian,” says Vance.

“I finally decided that there’s no one answer to where or what is Canadian culture, because it means so many different things to so many different people. But it’s all important, and we need to admit that to ourselves. People outside of Canada have always valued our culture more than we have - it’s time for us to recognize its quality and significance.”

A History of Canadian Culture was the No. 5 best-seller in Canada earlier this year and the book was also shortlisted for the 2009 Pierre Berton Award, Canada’s top honour for writers and producers of Canadian history in popular media.

There is no slowing down for Vance, who has three projects on the go - one on enlistment into the Canadian Expeditionary Force during the First World War, another on Canadian-British relations during the two world wars, and the third is a biography of a Jewish-Canadian doctor who was a prisoner of war in the Far East during the Second World War.

“It’s been a terrific year, and it sure makes it worthwhile when you reflect back on those countless hours spent toiling away in obscurity,” jokes Vance. “Now if I could only sell a screenplay, my kids would really be impressed.”

Early retirement offered

A new voluntary faculty retirement program will soon be offered to about 220 faculty members.

The voluntary program, recently approved by the Board of Governors, has been designed for faculty who meet certain eligibility requirements and offers a minimum incentive of $65,000. Eligible faculty who choose to participate in the program must retire on June 30 or July 1, 2010.

Alan Weedon, Vice Provost, Academic Planning, Policy and Faculty, says personalized information packages outlining the details of the retirement incentive program will be made available to eligible faculty members through their respective deans by Dec. 10.
My best student experience

BY CHRISTIE PRESTON

If you ask a Kinesiology student what they will do post-graduation, most would tell you they want to work in physiotherapy, become a teacher or enter the health care profession as a doctor or nurse.

How do I know this? Until about a month ago I was one of them!

While there is nothing wrong with these options, I’d like to encourage fellow students to keep their options open and broaden their horizons. It is so important that we take advantage of our situation - we have virtually limitless resources to investigate and discover career opportunities. Go ahead, as our friends at Nike say and, ‘Just Do It’.

I have always been interested in health and fitness but I’ve never considered what a full-time career in the industry would be like. As I entered my senior year this year, I was leaning toward becoming a naturopathic doctor - so what if it’s another four years of school.

Until recently I had never considered working with the baby-boomer and older population; they are almost considered competition in many kinesiology-based professions. “I can’t wait until teachers retire so there are more job opportunities…”

During the fall semester I needed half an activity course and, as it happened, my schedule had room for only one class, Exercise for Special Populations. My enthusiasm was low - honestly I thought I’d be incredibly bored.

But it’s funny how life works. I now realize it’s probably the most practical class I will take in four years at Western. We’re learning how to tailor exercise to special populations - pregnant women, young kids and older adults - and in each section we have an assignment.

In the older adults section we were to go to the Canadian Centre for Activity and Aging (CCAA) - a Western research centre near campus - and do a fitness class with adults 55+. Being a life-long fitness nut, I figured this would be a walk in the park. Well, was I in for a big surprise.

This class, tailored for seniors, was harder than any class I’ve attended at Campus Recreation. I was shocked. But what impressed me beyond the training itself was the feeling of family and community as soon as you entered the gymnasium. Attending these classes is the highlight of the day for many participants.

This experience has caused a light bulb to turn on in my head.

For the first time, I am excited about life after graduation. I haven’t finalized specific details but I would love to work with this group in this type of setting.

Working with the 55+ population is becoming a booming industry. I’ve just read every seven seconds someone turns 50. I also really enjoyed the experience. The adults I worked with were all eager to learn how to perform exercises properly.

I recently started developing business models and then took a step that terrifies most students; I asked a stranger for help. I met with the CCAA’s program director, Clara Fitzgerald, to talk about the centre and its programs. I gathered as much information as I could and now feel my journey to ‘what’s next’ has begun in earnest.

Not everyone will be as excited as I am about working with older adults, but that’s not really my point. What I want to get across is it’s really important to keep your eyes, ears, mind, and, as a result, options open here at Western. Last month if you’d told me I would be starting to plan a business centred around people over 55, I probably would have questioned your judgement. Now I can’t wait to learn as much as possible about this group - and all because of a class I was initially unenthused about taking.

So, fellow students, step outside the box and explore your options. If you’re like me you four years will fly by and there is no better moment than right now to plan your future. If that involves a career as a physiotherapist or MD, that’s awesome. But don’t be afraid to check out new possibilities that may have greater potential for you personally.

You might be pleasantly surprised, like I was, exercising beside a man in his 70s and having him zoom by me.

Life is all about options. Create yours now.

“The writer is an honours Kinesiology student.”
Elite sport focus misguided

BY EARLE F. ZEIGLER

W e in the field of physical activity education (and related health education) know that physical activity on a regular basis can be a wonderful educational/recreational experience for people of all ages. The problem is this: in Canada we have typically got it backwards. Whatever bona fide, educational/recreational experiences are out there should be made available to all children and youth. If this were the case, adults would follow through with physical activity for their entire lives until that coffin lid falls in place.

Those experiences deemed essential for the finest life in a democracy should be mandated regularly through high school graduation for all, to the extent that each person is capable of being involved. Adequate physical activity education for all boys and girls should have a regular, excellent, graduated program including related health and safety education and intramural sport competition.

Qualified, full-time teacher/coaches should be available to provide these educational experiences. When these curriculum needs are met, children and youth should be able to choose to get involved with extra-curricular opportunities in physical, social, communicative, aesthetic and creative, and learning recreational interests.

Whether these opportunities are made available through public education or public recreation should make no difference theoretically. It is granted that some parents are in a position financially to provide additional experiences for their offspring. If government chooses to get involved in the promotion of any of these educational/recreational experiences for youth, that’s fine only if the curriculum needs listed above for all have been met.

Excellence should be the goal in extramural (varsity) sport, but it should come from the ground up, not from a top-down, own-the-podium, subsidizing mentality that has dominated the sport for far too long. That all donations from UWOFA should make no difference when I raised this issue with some board members, they indicated that each cheque was less than $2,500, the regulation which stated “Donations in excess of $2,500 must be approved by the membership.”

Cruelly, what almost everyone I’ve talked to does agree on is the current donation regulations of UWOFA do not allow for the board to issue $1,000 cheques on a continuing basis without first getting the approval of the membership. More specifically, in January 2008, UWOFA passed a regulation which stated "Donations in excess of $2,500 must be approved by the membership.”

When I raised this issue with some board members, they indicated that each cheque was less than $2,500, the regulation was not being violated. Further, the argument was made that action undertaken in the past and, hence, precedent made the present action legitimate.

More recent conversations with board members indicate this opinion may be changing however. In an effort to clarify these issues once and for all, for all future situations of this sort, 122 UWOFA members have submitted a petition to request a vote on the following motion:

That all donations from UWOFA in excess of $2,500 to support a single organization or individual must be approved by the membership in a mail (electronic) ballot. The figure of $2,500 shall be taken to refer to the total amount of the donation, whether comprised of only one donation or a series of donations, that can be authorized by the UWOFA Board to one organization or individual in a one year period.

The vote will take place via electronic ballot. When it occurs, I encourage everyone to decide whether they believe the action of issuing cheques below $2,500 on an ongoing basis without first getting membership approval is an inappropriate interpretation of UWOFA’s regulations, or not, and then to vote accordingly.

Steve Lupker
Department of Psychology

PART-TIME ACADEMIC EMPLOYMENT OPPORTUNITIES

ANTICIPATED LIMITED-DUTIES (PART-TIME) APPOINTMENTS

Intersession/Summer 2010

The University has a central Website displaying complete advertisements for all vacant academic positions. The following academic units have anticipated Limited-Duties vacancies and these anticipated appointments are among those being advertised currently on the Website at http://www.uwo.ca/pwp/facultyrelations. Please review the Website for complete details, including application requirements and forms, or contact the Faculty, Department, School or Program directly.

General Notes

Summer 2010

Course Dates (unless otherwise stated in posted notices)

Summer Evening: May 3 – July 23

Intersession: May 10 – June 18

Distance Studies: May 3 – July 23

Summer Day: July 5 – August 13

Above dates include examination periods.

See http://www.westerncalendar.uwo.ca/

The calendar description of undergraduate courses offered in the academic units is available at http://www.westerncalendar.uwo.ca. In accordance with the Collective Agreement, consideration of applicants will include an assessment of previous performance, experience, and qualifications, including qualifications which go beyond the requirements for the positions. Candidates must apply for each course separately, using the application form available at either http://www.uwo.ca/pwp/facultyrelations or from the Department, School, Program or Faculty offices. In addition to the application form, candidates should submit a curriculum vitae and evidence of successful teaching, together with the names and contact information of qualified individuals who could be contacted about the candidate’s teaching experience and ability, to the contact name provided in each individual notice.

Please note offerings could be assigned to the workload of full-time faculty or to part-time faculty with First Refusal Rights in accordance with the Collective Agreement, or left unfilled based on operational/enrolment requirements.

Closing date for applications is January 8, 2010.

WESTERN NEWS D E C E M B E R 1 0 , 2 0 0 9 5

LETTERS TO THE EDITOR

UWOFA SUPPORT OF LTC WORKERS PROVOKES PETITION

In a letter in the Nov. 26 issue of Western News, Al Slivinsky expressed concern about the decision of UWOFA’s board to give the striking LTC drivers’ union $1,000 per week. Based on discussions I’ve had recently, I’m finding this opinion is fairly widespread. Physical activity advocates believe this is not an area UWOFA should go into. Others believe that, while support for the drivers’ union is legitimate, $1,000 a week is too much.

Crucially, what almost everyone I’ve talked to does agree on is the current donation regulations of UWOFA do not allow for the board to issue $1,000 cheques on a continuing basis without first getting the approval of the membership. More specifically, in January 2008, UWOFA passed a regulation which stated “Donations in excess of $2,500 must be approved by the membership.”

When I raised this issue with some board members, they indicated that each cheque was less than $2,500, the regulation was not being violated. Further, the argument was made that action undertaken in the past and, hence, precedent made the present action legitimate.

More recent conversations with board members indicate this opinion may be changing however. In an effort to clarify these issues once and for all, for all future situations of this sort, 122 UWOFA members have submitted a petition to request a vote on the following motion:

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The vote will take place via electronic ballot. When it occurs, I encourage everyone to decide whether they believe the action of issuing cheques below $2,500 on an ongoing basis without first getting membership approval is an inappropriate interpretation of UWOFA’s regulations, or not, and then to vote accordingly.

Steve Lupker
Department of Psychology

FACTS QUESTIONED

In his commentary on the environment in the Nov. 26 issue of Western News, Allan Irving states “the sea is rising.” I was in St. John’s, Newfoundland and asked marine officials specifically about the ocean level. They reported there is no change. The sea is not rising, Allan Irving.

Bill Corfield

Corrections

In an article titled “UWO awards scholarships to undergrads” that appeared in the Dec. 3 edition of Western News, the name of Faculty of Arts and Humanities student Jade Shapiro was misspelled.

In an article that appeared Dec. 3 “Lecturer by day, rock star by night,” a quote attributed to Andrew Hines was not accurately presented. In referring to guitarist Jimi Hendrix, Hines actually said: “I’ve kind of set my own personal goal to be a better guitarist than I am and to be more like him. It’s my current aspiration.” Western News regrets these errors.
They will be missed

The month of December provides a time for reflecting on the passing during 2009 of members of Western’s extended family. Each left a mark within the community.

Paul M. Gaudent, retired faculty (English)
Winston St. Clair, retired staff (Ivey)
Cecilia Jackson, retired staff (Libraries)
Dorna Davies, retired staff (Physical Plant)
Josephine Moore, retired staff (Computer Science)
Clement Yung, student
Balachandra Rajan, retired faculty (English)
Donald Gibson, retired staff (Pathology)
Greg Snyder, student
Ivan (John) Jenenvikar, retired staff (Physical Plant)
Tim Liddiard, staff (Registrar’s Office)
June Denomy, retired staff (Food Services)
Hannah Gordon-Roche, student
Jeffery Roche, alumnus
Frank Rutledge, faculty (Schulich)
Bob Gage, Mustang supporter
Alan Davenport, retired faculty (Engineering)
Robert Uffen, retired faculty (Science)
John Gehman, retired faculty (Anthropology)
Feike Prins, retired staff (Physical Plant)
Brian Innes, faculty (Health Sciences)
Keith Kraul, retired staff (Physical Plant)
David Meaney, former staff (Campus Police)
Norma Grant, retired staff (Political Science)
Henning Rasmussen, retired faculty (Applied Mathematics)
Nan Cumming, retired staff (Obstetrics & Gynaecology)
Mir Maswood Ali, retired faculty (Mathematics)
Margaret Dickson, retired staff (Housing)
Robert Farlinger, retired staff (TRAC)
Jean Collins, retired staff (Libraries)
Audrey Gauthier, retired staff (ITS)
David Falls, retired staff (McIntosh Gallery)
Dorothy Jones, retired staff (French)
Mary Lorenzowicz, retired staff (Food Services)
Gordon Chess, retired faculty (Engineering)
Harold Warwick, retired faculty (Medicine)
Maxine Abrams, retired staff (Arts & Humanities)
Harold Stewart, retired faculty (Graduate Studies)
Don Rix, alumnus/donor
Betty Tousant, former staff (Book Store)
Lewis Staffor Carey, former faculty (Diagnostic radiology)
Margaret McBain, retired staff (Physical Plant)
Helen Lutes, retired staff (Book Store)

LOOKING BACK
From the Western News archives of Dec. 12, 2002

Western earns largest grant from the Social Sciences and Humanities Research Council of Canada. $3 million is awarded for the Workforce Aging in the New Economy project, led by Sociology professor Julie McMullin.

Dr. Popov, Rector of the International University of Moscow, presented Western President Paul Davenport with an honorary doctorate in celebration of the institution’s academic partnership. The International University opened in 1992 and began its collaboration with Western in 1998 following the initiative of Natalya Appolonova, Western’s first exchange student to the International University.

Fifth annual Grad Club “Stuck in London” free dinner returns on Christmas afternoon. Non-perishable food bank donations are welcome. Last year’s dinner attracted more than 100 participants.

The Grad Club goes smoke-free Jan. 1, 2003. Although it does not fall under the current London bylaw, SOGS believes private clubs will be included in the future.

Delaware Hall residents organized a volunteer day Dec. 1, providing student help to more than 15 London organizations. A cap had to be placed on the number of volunteers.

– compiled by Joshua Safer
Carrying the torch ‘my Olympic dream’

By Paul Mayne

It’s safe to say Ruth Harland is excited. As the manager of Conference Services at the University of Western Ontario, she was awarded the honour of being an Olympic torch bearer when the flame makes its way through London later this month on the way to Vancouver.

Harland’s nine-year-old daughter Rachel and her love of the Olympic Games were behind sending in entry after entry in hopes of being one of 12,000 torchbearers across the country.

Following months of anticipation, she struck gold. She’ll be walking down a portion of Dundas Street shortly after 8 a.m. on Dec. 27 with the torch in hand.

“Everyday it gets closer and I hear something about the Olympics, or someone asks me about the torch run, I started getting all excited again.”

Her daughter will be watching from the sidewalk as she makes a 300-metre trek with the three-and-a-half pound torch held high.

Harland would have never liked for her daughter to be part of the event, but torchbearers must be at least 13 years of age or older.

“To me, it’s amazing that I am going to be part of history,” she adds. “As soon as I found out I was selected I began calling everyone I knew.”

Harland’s brother Dave McLean was also chosen to be a torchbearer, and will do his route five days earlier.

To earn the right to carry the torch, Harland was required to pass a number of stages, including writing a short essay outlining why she wanted to carry the torch and how she would promote a healthy lifestyle.

Here is Harland’s entry:

Ruth Harland, Manager of Conference Services, will show her Olympic spirit Dec. 27 as she carries the torch on its way through London.

A MOTHER’S DREAM

Last summer, my eight-year-old daughter fell in love for the first time. The object of her affection was the Summer Olympics’ athletes’ spirit. The torch was lit and she was enthralled, enamoured by the athletes as they strove to achieve gold. Watching her inspired me to challenge myself to become more active. This year, my commitment is to do exactly that, by exercising more and maintaining a balanced diet.

It is my hope that I can provide her with that same inspiration. I am fortunate that my career has enabled me to introduce my daughter and her friends to various events and athletes who promote active living everyday. Included in these was a memorable 2006 Paralympic event, with a simple message: challenges can be overcome and dreams can be realized.

For the past few years, I have actively participated on the local Sports Council. We manage the area chapter of Kidsport, an organization that provides financial assistance for sport registrations to families in need. We have anonymously helped more than 100 children to live actively.

I will never be an Olympic athlete, but carrying the torch is my own Olympic dream. And so to my daughter I say … ‘Dream big and believe in those dreams; challenge yourself and keep the flame burning bright’!

Artifacts to find new home

Continued from page 1

researchers at Western who will be supported to varying degrees by the funding.

“This will allow us to do valued-added research at such a scale we otherwise couldn’t have done,” says Perri, noting most artifacts are simply stored in warehouses and are not truly accessible.

“It will allow us to collaborate about the past and be able to use this information to learn more and more about our history. It means a degree of research that is not possible now.”

The work will ensure archaeological collections (field records, artifacts and plant/animal remains) amassed over the years from southern Ontario are collected and consolidated at two repositories at Western and McMaster University.

President Amit Chakma says all the projects being funded will provide for infrastructure and allow London and Western to continue its leadership in the area of research.

“This (archaeology) is a first-of-its-kind project; a centre where digitally recorded artifacts will not only help us preserve our history, but help us and the world understand our history,” says President Amit Chakma.

Other ORF-supported projects (and lead researchers) include:

■ Centre for the Study of Biomaterials and Tissue Regeneration - Douglas Hamilton
■ The Wind Engineering, Energy and Environment (WEEE) Dome - Horia Hangan
■ Improving Testing to Diagnose Genetically Inherited Disease/Disorders and Cancer - Joan Knoll
■ Molecular and Behavioural Genetics Laboratory - Amanda J. Moehring
■ Nanobeam Materials Analysis for Probing Planetary Evolution and Resources (NanoMAP-PEER) - Desmond Moser
■ Image-Guided Minimally Invasive Intervention and Simulation - Terry Peters
■ A Laboratory for Investigating the Role of Fetal Programming in Metabolic Syndrome - Timothy Regnauld
■ Chromosomal and Point Mutation Discovery and Interpretation in the Post-Genome Sequencing Era: Tools for Bioinformatic And Genomic Analysis - Peter Rogan
■ Using Advanced Light Sources to Better Understand Nanostructures - T.K. Sham
■ Translational Imaging Centre for Cardiovascular Outcome Research (TRICORE) - Samuel Sin
■ Facility For Stable Isotope Analysis (Facsia) Of Modern And Ancient Biogeochemical Cycles In The Global Environment - Elizabeth A. Webb and Neil Banerjee

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Student journalists tackle ‘maker culture’

By Heather Travis

Students in the online journalism classes at The University of Western Ontario and Ryerson University are taking things into their own hands to examine “maker culture.”

Lecturer Wayne MacPhail, who teaches online journalism at both universities, has brought this two classes together for a unique collaboration to examine people who make their own technologically gadgets and software, art, and citizen journalism.

The multimedia special report, ‘MakerCulture - Taking Things Into Our Own Hands,’ will be published in an 11-part feature series containing dozens of articles, a podcast series and a collection of video clips and mini-documentaries. It will be published in January on journalism websites rabb.ca and The Tyee.

Students are documenting the work of the innovative citizens who are reacting to consumerism and globalization by finding new uses for hardware, hacking their own software, printing parts with 3D printers, open sourcing recipe and creating their own books, magazines and clothing. The ‘makers’ also share their creations online.

“I wanted to do a project that really took advantage of a lot of the things you can do online, particularly around social media,” says MacPhail.

“I’ve always been frustrated by the inability or lack of desire of traditional journalists to really fully embrace what you can do online and to stick with a model of journalism that was really predicated on things that don’t make a lot of sense online anymore—broadcast, central command and control, and secrecy.”

Social media and collaborative tools online allow journalists to engage the community in the writing process, he adds. He used online social networking tools often adopted by those involved in maker culture, such as a wiki (a collaborative website), blog, Facebook and Twitter, to get the students to share their work online and to encourage trans-parent, collaborative storytelling techniques.

Forty-five students produced stories for the online publications.

A community of followers has been watching the students’ work as it developed online through the social media networks.

“People are really interested in what we are doing,” says MacPhail. “It sort-of turns journalism on its head.”

Using these online social tools to showcase the journalistic process can help to create a sense of community, he adds, noting the project helped to pull together the worldwide maker culture.

The project marks a first for the Journalism program at Western. MacPhail challenged the students to think about online journalism in a new and different way than the content produced by most media outlets. He hopes traditional journalists can learn from the project and the process of creating it.

“I think it fundamentally changes the nature of story; it changes the nature of journalism; it changes the nature of communication. If all you do is the same stuff in a new medium, that’s not very interesting.”

Paul Benedetti, program co-ordinator for the Masters of Arts in Journalism program at Western, says the future of journalism is about “innovation, collaboration and creativity. This project captures all those things.

“Western Journalism is pleased to be working for the first time with Ryerson’s journalism students to produce state-of-the-art online content,” he adds. “We’re also thrilled that students are showcasing their work on quality journalism sites like The Tyee and rabb.ca.”

Amnesty International London is hosting its annual Write for Rights event on December 12, 12pm to 3pm at the London Central Library, 251 Dundas Street.

Drop in anytime for letter writing or to sign a petition. All are welcome!

Care to comment?

Western News welcomes your opinion.

Send letters to the editor and opinion articles to newseditor@uwo.ca
CAMPUS DIGEST

TWO NEW BOOKS

History professor Charles Ruud published two books this fall, one on Soviet history and the second on Russian history. The Constant Diplomat: Robert Ford in Moscow charts the experiences of Canada's longest serving ambassador to the Soviet Union. The book assesses Ford’s work as ambassador from 1964 to 1980 and focuses on his knowledge of Russian life and familiarity with the Soviet leadership. Ford, the son of Arthur Ford, long-time editor of the London Free Press, graduated from Western in 1938. Ruud’s second book was published by the University of Toronto Press as the second edition of a history of the Russian czarist system of press controls first published in 1982. The volume is entitled, Fighting Words: Imperial Censorship and the Russian Press, 1804-1906. A new introduction traces recent developments in Ruud’s work on the Russian censorship.

FROM FIMS TO VJ

Faculty of Information and Media Studies student Liz Trinear may not be quite done with school, but she already has a job lined up - as the newest VJ on MuchMusic. After a fierce online competition and more than 4,000 entries, the 21-year Trinear was selected to begin her career at the music station. “Being a MuchMusic VJ is my own personal fairy tale – it’s a dream come true,” says the London resident. She expects to begin work in the new year.

RETIREES LECTURE

The Retired Academic Group (upwarg.com) will hold its Christmas banquet on Friday, Dec. 11 at noon at Windermere Manor. The guest speaker will be Psychology Professor William Fisher. His topic will be ‘Erotica, Pornography and Behaviours: A Critical Review.’ More information at uworag.com/

METEORITE PROSPECTORS SUCCESSFUL

Meteorite hunters have so far found 13 fragments from a dramatic Sept. 25 fireball that blazed across Ontario and showered the Grimsby, Ont. area with space debris. Following a search led by University of Western Ontario planetary science academics, the St. Catharines Standard reports three stones were found by area residents, two by meteorite collectors from the U.S. and the remainder by hunters led by Western’s Phil McCausland. Western is planning a clinic to help people identify the meteorite pieces. National Research Spending Up

Statistics Canada projects spending on research and development in Canada will reach $29.9 billion in 2009, a 1.2 per cent increase over 2008. Of this, spending by the higher education sector (second largest behind business) is expected to reach $10.4 billion, about 35 per cent of the total.

NAGL RECEIVES AWARD

Film Studies professor Tobias Nagl has received international recognition for a recently published book on German Cinema. Nagl’s book, Die unheimliche Maschine: Rasse und Repräsentation im Weimarer Kino (München: edition text + kritik 2009) was awarded the Willy Haas Award in Hamburg, Germany at the Cinefest Internationales Festival. The award is given to an important international print and DVD publication on German cinema.

Audience size high

In its two-month commercial run, Ivey has seen great response to its “Idea is Just the Beginning” website, which is tied to the television campaign and banner ads on the Dragons’ Den website. “Television is not new media, but it certainly generates buzz and word of mouth with students, faculty and alumni, which re-inforces pride in the brand, the school, and its future,” says the London resident. “Being seen alongside Cadillac and Rogers reinforces the high-quality of the Ivey brand.” Ivey is the exclusive business school sponsor of the show. With no other business schools running television commercials in the same way, Ivey is breaking new ground, he adds.
Styrofoam, concrete and the persistent woodpecker

By Joel Tiller

Kelly Jazvac has the North Campus Building (NCB) under surveillance. She thinks it’s only a matter of time before she captures the perpetrator on tape. In her office she has a camera mounted on a four-foot high tripod aimed at a softball-sized hole in the NCB’s second-storey façade.

“I have been trying to catch a video of this amazing woodpecker burrowing out a nest for itself,” says Jazvac.

The small bird can break through the building’s wall because it contains a Styrofoam façade that is sprayed with a thin layer of concrete for aesthetics – a construction technique Jazvac finds highly unusual.

Jazvac is a Canadian artist and sculptor. She teaches sculpture, installation and performance in the Visual Arts department at The University of Western Ontario. In addition, she is researching the surface quality of just about everything.

“I do a lot of looking in the world at where surface treatment hasn’t been applied to things … and I try and figure out what that means and why,” she says.

Born and raised in Hamilton, Ont., Jazvac has always considered herself a ‘maker.’ “My family liked to make art, as she remembers it, was a huge influence,” she says.

In her late teens she says good-bye to Hamilton and took her curiosity for art and enrolled at the University of Guelph, from which she graduated with a B.A in studio art and art history in 2003. With a degree under her belt, and a newfound confidence to work as an artist in a big city, Jazvac headed east, dividing her time between Toronto, Ontario’s art scene before heading west in 2004 to pursue her MFA at the University of Victoria.

Upon completing graduate school in 2006, Jazvac found herself back in Toronto where she embarked on an art project – commissioned by the Toronto Sculpture Garden – that seemed impossible to build.

In her Toronto-based studio Jazvac pulled off the unbelievable: she turned a 1998 Pontiac Sunfire into a 2007 Porsche 911 without even going under the hood. Using cut-outs and scraps of adhesive vinyl from local graphic companies, Jazvac turned the tired looking North American compact into a sleek cherry red mock-up of the German-engineered sports car.

She aptly named her creation Upgrade.

“I was skeptical at first,” says Patrick Howlett, Jazvac’s partner of nearly three years. “But one thing I did appreciate was that she took a low-end car and attempted to upgrade it … I really liked that aspect of it.”

With one more piece to add to her expanding portfolio, Jazvac applied to the Canada Council for the Arts International Residency program in 2008. Her application was accepted and she was offered a six-month working stay at London, England’s SPACE – a program designed to engage, develop and support creativity among artists worldwide.

“It was a fantastic opportunity,” says Jazvac. “It came with a project grant, a place to live in London and a big, gorgeous studio.”

Now, back in Canada and easing into her first full-time teaching gig, what does the future hold for Jazvac? Perhaps an exploration into the artistic qualities of Styrofoam and cement? Or, what about a possible move into ornithology?

“I am going to continue working on my art practice,” says Jazvac. “I know that’s probably the only definite answer!”

The writer is a master’s student studying journalism.

Western researchers participate in new centres of excellence

By Heather Travis

University of Western Ontario researchers are helping to create new centres of excellence that focus on issues critical to Canadian industry, society and economy.

These networks are looking to find treatments to help children with developmental brain disorders, find ways to lessen the impact of fossil fuels on the environment, and use social media to improve education and skills development.

Copyright expert Samuel Trosow, an associate professor in the faculties of Information and Media Studies and Law, has played a key role in the development of the Graphics, Animation and New Media (GRAND) Network.

GRAND, which focuses on research centres announced last week by the federal government.

“The really is very exciting,” says Trosow. “It gives me the opportunity to learn about research people are doing in other disciplines.”

GRAND is a large, multi-disciplinary and multi-institution (19 universities) research network led by computer science professor Kellogg Booth at the University of British Columbia.

The GRAND network will undertake a number of projects on five varied themes. Trosow is a network investigator and the leader of Theme 4: Social, Legal, Economic and Cultural Perspectives. GRAND comprises 32 projects, one of which was proposed by members of the Digital Labour Group at the Faculty of Information and Media Studies, including Nick Dyer-Witheford, Jonathan Fuenn, Matt Stahl, and Trosow. FIMS professors Jacquelyn Burkell and Anabel Quan-Haase are also involved in other projects led by GRAND network scientists.

“Each and every project doesn’t have to have a commercialization aspect,” says Trosow adding much of the GRAND projects are focused on applied research.

One of the overall goals of all the networks is to generate what we refer to as “policy-relevant information.”

“The establishment of this network will leverage research by three or four times over the traditional funding that professors typically receive in our granting grants,” he says, adding the money is mainly dedicated to the support of graduate students.

Both (Trosow and English) were chosen to participate in GRAND because of the expertise in their respective areas, and for their experience working with other researchers across the country on important problems that are relevant to GRAND,” says Booth.

The federal government is investing $125 million in the networks, as well as Centres of Excellence for Commercialization and Research to help researchers develop their findings into marketable solutions and facilitate and advance commercialization.

Other University of Western Ontario researchers will be participating in the new centres of excellence. These include:

■ The NeuroDevNet Network, led by Daniel Goldberg of the University of British Columbia, will study ways to reduce the long-term costs to the health care system through early intervention and effective treatment of children with developmental brain disorders. NeuroDevNet involves the Schulich School of Medicine & Dentistry Department of Obstetrics and Gynaecology Chair Bryan Richardson and Robarts Research Institute Imaging Research Group scientist Rainer Mohr.

■ The CMC Network, led by Stephen Larter from the University of Calgary, will develop techniques necessary to “decarbonize” fossil fuel production and utilization. Department of Chemical and Biochemical Engineering chair Ravi Menon.

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COMING EVENTS

December 10
Western Cares Campus Food Drive – Drop off non-perishable food items, baby formula or diapers at conveniently located collection points throughout buildings across campus. Runs until Dec. 11.

Seasonal Influenza Immunization clinics – The staff and faculty immunization clinics will be held on Dec. 10 (9 a.m. - 3:30 p.m.) and Dec. 11 (8:30 a.m. - 3:30 p.m.) These clinics do not require an appointment. Bring your health card.

Western Staff and Faculty Wellness Series – FSEAP Thames Valley “Managing Stress” SSC, Room 2024, 12 – 1 p.m. No registration is required.

December 11
Mid-year exams begin – Dec. 11-22.

Seasonal Influenza Immunization clinics – The staff and faculty immunization clinics will be held on Dec. 10 (9 a.m. - 3:30 p.m.) and Dec. 11 (8:30 a.m. - 3:30 p.m.) These clinics do not require an appointment. Bring your health card.


Physics & Astronomy Colloquium – Christopher Sinek, Western. “From the H Bomb to the Big Bang” Physics & Astronomy 123, 1:30 p.m.

December 14
Faculty Mentor Program – “Preparing for Tenure and Promotion Under the Collective Agreement” Room 30, University College 2 – 3:30 p.m. Program details and registration at go.rmc.on.ca

Department of Physiology and Pharmacology – David Hess and James Koropatnick, “Lab Reports” SSB, Room 3008, 4 p.m.

December 15
PhD Lectures
Bahareh Kordi, Civil and Environmental Engineering, Aerodynamics of Windborne Plate Debris, WM 130, Dec. 10, 9 a.m.

Emily Jovic, Sociology, On Time and Off Time Career Trajectories in the New Economy. The Case of Information Technology Work, Dec. 10, N/A

Julie Walsh, Philosophy, Intentional Voltions: Malebranche and Locke on Human Freedom, Dec. 10, N/A

Melanie Bailey, Biochemistry, Elucidation of the Molecular Mechanisms of Action of PFKI, Dec. 15, MSB 384, 1:30 p.m.

Angela Kidgley, Mechanical and Materials Engineering, Development of a Fluoroscopic Radiospectrometric Analysis System with an Application to Glennalum Joint Kinematics, Dec. 11, SEB 2009B, 9 a.m.

Teresa Iacobelli, History, No Exemple is Needed: Discipline and Authority in the Canadian Expeditionary Force During the First World War, Dec. 11, N/A.

Dylan Guiff, Philosophy, Contemporary Cosmology as a Case Study in Scientific Methodology, Dec. 14, N/A.

Susan Safadi, Biochemistry, Structure, Stability and Interactions of the Parkin Ubiquitin-like Domain, Dec. 14, MSB 384, 1 p.m.

Cheryl E. Quinnelle, Mechanical and Materials Engineering, Experimental and Numerical Assessments of Impact Criteria for Short-Duration, High-Impact Loading of the Tibia, Dec. 14, SSB 3002, 1 p.m.


Classes without Quizzes – Rod Martin, Western. What’s so funny? Studying the Psychology of Humour and Laughter, Landon Branch, London Public Library, 167 Wortley Rd. Doors open at 6:30 p.m. Visit communications.uwo.ca/RMD.

December 16
Toastmaster’s Campus Communicators – Improve your public speaking. Meets every Wednesday, Alumni Hall 101, 12 p.m. Visit comfreetoast主持/info/index.html

Department of Modern Languages and Literatures presents “La Tertulia” Spanish Conversation Group. Anyone wishing to speak Spanish and meet people from different Spanish-speaking countries is welcome. Wednesdays at 3:30 p.m. UC 117. Email tertulia.latinos@uwo.ca

Wellness Series Wednesdays – Laura Granville Campus Recreation. Journey to wellness. Western Recreation Centre. 3rd floor meeting room. No charge. All welcome. 5:30 – 6:30. Call for information and to register 519-661-3090.

December 24
King’s University College – Choral Service (Ecumenical) Connections Community 6 p.m.

Christmas Eve Mass (Roman Catholic) 9 p.m. Christ the King University Parish. The Chapel at Windermere on the Mount, 1486 Richmond St. N.

Brescia University College – Christmas Eve Mass at the Brescia Chapel at 7:30 p.m.

Huron University College – Christmas Eve service will be held in Huron University College’s Chapel of St. John the Evangelist beginning at 11 p.m.

December 25
King’s University College – Christmas morning Mass (Roman Catholic) Festively Fraternity of St. Peter (Latin/Tridentine) 8 a.m.

Brescia University College – Christmas Day Mass at the Brescia Chapel at 12 p.m.

January 1
King’s University College – New Year’s Day Mass at the Chapel, Windermere on the Mount, 10:30 a.m.

Brescia University College – New Year’s Day Mass at the Brescia Chapel, 10 a.m.

January 3
– RIT at Western (Exhibition). 3:30 p.m.

Please send submissions to comingevents@uwo.ca

ACADEME

Julia Weng, Biology, Analysis of syntaxin 12, a candidate for alcohol preference, Dec. 15, NCB 295, 1:30 p.m.

Philip Kuchar, Philosophy, Naturalism, Norms, and Intentionality: The Substitutional Aspects of Mental Representations, Dec. 15, N/A

Michael W. Hickson, Philosophy, Solomon’s Cipher: Evil, Skepticism, and Toleration in Bayle, Dec. 15, N/A

Erral Stewart, Medical Biophysics, Dynamic Contrast Enhanced CT Measurement of Perfusion in Hepatic Cancer, Dec. 16, SEB 3008, 1 p.m.

Peter Baxter, Civil and Environmental Engineering, Experimental Investigation of Landfill Gas Emissions in High Emission Areas or “Hotspots,” Dec. 17, SEB 2009B, 1 p.m.

Elion Paulous, English, Monstrous Textual and Intentionality: The Substitutionary Aspects of Mental Representations, Dec. 16, N/A

Ramazan Aras, Anthropology, Political Violence, Fear and Pain: Formation of Kurdishness in Turkey, Dec. 17, SIC 2257, 10 a.m.

Mahmoud Abdelsalam Elfeki, Environmental Engineering, Seismic Performance of Steel and Shape Memory Alloy Reinforced Concrete Buildings, Dec. 22, SSB 3002, 9 a.m.

Faculty & Staff
Professor J.D. Han, King’s University College, presented a paper entitled “Canadian Responses to the Current World Financial Crisis”, co-authored with Professor Peter Ibbott, at Nov. 6 in Korea at the International Conference on Global Economic Crisis: Domestic Policies and International Cooperation for Economic Recovery. It was organized by the American Canadian Studies Institute at Chosun National University. The sponsors included the Department of Foreign Affairs and International Trade, Canadian government, Korean government, and the U.S. Embassy of Korea. Beside Canadian participants, there were a number of the U.S. delegates. Japanese, Chinese and Korean academics outlined their countries’ experiences with the financial crisis. The event kicked off a series of events leading up to next year’s G-20 Summit to be co-hosted by Korea and Canada. One of the major agendas will be the global coordination for an exit plan from the rescue packages of various member countries.

Please send submissions to newseditor@uwo.ca

Promoting Canada

Prime Minister Stephen Harper addresses the Canadian Chamber of Commerce in Hong Kong during a visit to China last week. With Harper is Ivey School of Business Associate Dean Kathleen Slaughter, president of the Canadian Chamber.

Mass at the Brescia Chapel at 12 p.m.

January 1
King’s University College – New Year’s Day Mass at The Chapel, Windermere on the Mount, 10:30 a.m.

Brescia University College – New Year’s Day Mass at the Brescia Chapel, 10 a.m.

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Please send submissions to comingevents@uwo.ca

WORKPLACE FURNISHINGS

CREATIVE | ERGONOMIC | PRODUCTIVE

MOVING SALE

• Persians, Aubussons, Tibetan, Jaipur Herbs, Agra Chobis, Afghan & Nepali
• Check Out Our Clearance Corner
• Expert Rug Cleaning & Restoration

Seasons Greetings!

Your total resource for fine quality hand-knotted rugs.
Last day to add course
January 12 is the last day to add a second-term half course, or a second-term full course.

Mid-Year Examinations
The mid-year examination period is Dec. 11-22. The end of term is Dec. 23 and students are advised not to book a flight until after this date. Students are expected to have made arrangements for conflicting exams by Nov. 25. The examination schedule is available at studentservices.uwo.ca/secure/Exams/

Writing Support Centre
The Writing Support Centre delivers one-on-one appointments and group workshops. Workshops are tailored for both undergraduate and graduate students. We also offer separate workshops for English Language Learners. Sign-up for a workshop at sdc.uwo.ca/writing/

Learning Skills Services
Do you want to be a better student? Counselors in the Learning Help Centre can help you achieve your academic goals. The Help Centre provides students with learning skills assistance on a drop-in basis. Check us out during our newly extended hours in room 419B, WSSB.

Indigenous Services
Come by our new location in room 2100, WSSB to find out about our events and services. Look us up online at sdc.uwo.ca/indigenous

Student Central
Student Central (formerly room 190) is now located in room 1952 of the Western Student Services building attached to the UCC. December hours are as follows: Monday, Tuesday, Thursday, Friday between 9 am-4 pm and Wednesday 10 am-4 pm. We are closed Dec. 25 to Jan. 3.

Visit us at studentservices.uwo.ca

Food

For December hours of operation, visit us on the web...
www.has.uwo.ca/hospitality/eateries

Wishing you a safe and happy holiday. See you in January!