United Way campaign rolls out

BY PAUL MAYS

The University of Western Ontario has set its largest ever United Way goal – at $600,000 – but sponsored employee Alex Kulczycki is convinced, as in years past, the campus community will step up and meet the challenge.

“Our students, staff, faculty and retirees always seem to amaze me when it comes to giving back to their community,” says Kulczycki, noting last year’s record-breaking total of $590,383 was more than $40,000 over the campaign goal.

“No matter what the challenge, the Western community always seems to answer the bell and make a tremendous difference in the London and Middlesex communities. I think (the goal) is attainable.”

The university’s rate of employees-to-donors is lower than other major employers in the city such as General Dynamics, Toronto-Dominion Bank and London Life. If these numbers can grow, says Kulczycki, so too will the fundraising totals.

In an attempt to boost the number of new donors, Michael Coleby, Great Hall Catering assistant director and executive chef, has put out a delectable challenge. For every new donor to this year’s Western campaign (minimum of $10 per month or $120 one-time donation) he will give a $40 gift certificate for Michael’s.

“Michael is such a strong supporter of United Way and toward the end of last year we were talking about doing something to get new donors,” Kulczycki says.

“This is a huge incentive on Michael’s part and one that will hopefully keep these donors on as United Way supporters.”

To be eligible, new donors need to have their pledge to their department or faculty employee campaign coordinator by Nov. 5. Kulczycki will then deliver the gift certificate to each new donor.

In his second year as the university’s sponsored employee, it didn’t take much to convince Kulczycki to return once again. “I spent four months last year learning what our community’s needs are and meeting, staff, volunteers and clients that have been so appreciative of the funding they get from United Way and I really want to work harder for those people,” he says, noting that having Richard Ivey School of Business Dean Carol Stephenson as the chair for the city-wide campaign – which set its goal at $8 million – is a blessing for him.

“The fact Carol is on board for this year’s campaign, I feel, will make a huge difference,” he says. “I find her enthusiasm for the campaign and her understanding of what needs to be accomplished invigorating. It makes you want to go that extra mile.”

Employee donation forms are expected to go out this week across campus, with an early bird draw deadline of Nov. 5.

For more information on the campaign, contact your department employee campaign coordinator or e-mail Kulczycki at akulczycki@uwlondon.on.ca or alex@uwo.ca.
UWOFA backs strike mandate

By Heather Travis

Unionized faculty members at The University of Western Ontario have voted in support of strike action.

Final totals showed 87 per cent of UWOFA's voting full- and part-time members favored authorizing their union to call a strike. UWOFA has been without a contract since June 30.

"I think the overwhelming vote demonstrates our membership's determination to support our negotiating team and its pursuit of our bargaining goals," says James Compton, UWOFA president. "It's also a rejection of a series of proposals put forward by the administration that aims to centralize control over the academic life of faculty members."

Compton was not surprised by the vote turnout, 57 per cent of eligible faculty, stating it is a standard turnout for Canadian universities. In fact, Compton points to the fact the turnout exceeded the participation rate of voters in the last federal and provincial elections, and any municipal election in recent memory.

"I'm hopeful that the membership's strong endorsement will translate into progress at the table," he adds.

Conciliation to help advance negotiations began in September. Negotiations were scheduled on Oct. 5 and further meetings with the conciliator are set for Tuesday and Wednesday, Oct. 12 and 13. UWOFA members will not be in a legal strike position until a no-board report has been requested and 17 days have passed after its authorization by the Ontario Minister of Labour.

"We were not surprised by the results of the vote and we remain optimistic that a negotiated settlement can be achieved," says Helen Connell, associate vice-president of communications and public affairs at Western. "Western's administration appreciates the importance of tenure and the academic freedom to teach and pursue research and knowledge of a faculty member's choosing."

A strike vote was also held this week for The University of Western Ontario Staff Association (UWOSSA). The vote continued past the Western News deadline, so results will be posted on the Daily News Service, uwo.ca, as soon as tallies are in (Oct. 7).

UWOSSA, which represents nearly 1,000 staff working in faculties and administrative units across campus, has been involved in four months of contract negotiations with the university. The current contract agreement expired June 30.

Although there has been progress in the contract negotiations, the union cites many monetary and job security proposals among the many outstanding issues. In mid-August, UWOSSA asked the Ontario Ministry of Labour to appoint a conciliator to assist the two parties in reaching an agreement. Meetings with the conciliator are scheduled for this month.

For up-to-date contract negotiations information, click Contract Negotiations on the Western homepage, uwo.ca, or log directly onto communications.uwo.ca/contract_negotiations.

FLU SHOTS OFFERED

As the temperatures cool down, the number of instances of colds and flu begin to rise. Stay healthy this fall and winter by getting a seasonal flu vaccination.

Health Services at The University of Western Ontario is offering free flu vaccination clinics to students, faculty and staff. Student vaccination clinics will be held 9 a.m.-4:30 p.m., Oct. 7, Tuesday, Oct. 12; and Thursday, Oct. 14 by appointment only. Faculty and staff can drop-in to the clinic to get vaccinated 9 a.m.-3:30 p.m. Oct. 15. Future dates will be scheduled.

Bring ID and a health card to the appointment.

While flu cases have been reported in the community, Student Health Services director Shelagh Hudson says there has not been an increase on campus. Vaccinations for H1N1 influenza are not being offered this year.

In order to prevent the spread of the flu virus, use proper hand washing techniques, cover the nose and mouth area when coughing or sneezing, and use hand sanitizer.

Those who are sick are encouraged to stay at home.

HOCKEY HERO TO SPEAK

Sami Jo Small played hockey with the boys as a young girl because that was the only option available to her. At age 34 her hard work, love of the game, and dedication to sharing her passion with others has won her three Olympic medals, five World Championships, and the role of vice chairman of the Canadian Women’s Hockey League (CWHL).

In a lecture of the Sophia Series, please visit iwil.ca.

To reserve a seat at the event and 17 days have passed after its authorization by the Ontario Ministry of Labour.

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CAMPUS DIGEST

College's Sophia Series, Small will be sharing A Vital Lesson in Leadership: Embracing your role on the team with a community audience that will include young female hockey players in the London Devilettes Girls Hockey Association. The lecture will be held 7:30 p.m. Tuesday in the auditorium of the St. James Building. Admission to the event is by donation and parking is free. For more information about the IWIL lecture of the Sophia Series, please visit iwil.ca.

STUDY SEeks YOUTH

Do you know someone between 10-17 years of age who is overweight or obese? If so, they may benefit from participating in the Adolescent Fitness Assessment Program at The University of Western Ontario. The study will assess changes in fitness over a two week period. Test results can help their doctor assess their risk for adult obesity, insulin resistance, Type 2 diabetes and cardiovascular concerns. If interested, e-mail adolescentfitnessassessment@gmail.com or call 519-661-3211 (Ext. 6).

DOCTORS-TO-BE DESCEND ON CAMPUS

On Oct. 15-17, Schulich School of Medicine & Dentistry will play host to the Ontario Medical Students Weekend, the largest annual academic conference of medical students in Canada. Approximately 600 medical students from across Ontario will assemble in the Forest City for the two-day conference encompassing guest speakers, hands-on workshops and networking events to achieve the goal of “building better doctors.”
Dishing out Chinese culture in small towns

BY HEATHER TRAVIS

Driving across the country in a hatchback vehicle, Lily Cho was surprised by the number of Chinese restaurants she counted in towns that whizzed by her windows.

“Everybody has this moment when they realize every town they go to there’s a Chinese restaurant,” Cho says. “It struck me as odd that they were everywhere and I started to wonder how they got there and what it meant that they were there and so ubiquitous on the Canadian landscape.”

She decided to explore the cultural phenomenon and her results have been turned into the book, Eating Chinese: Culture on the Menu in Small Town Canada, due out in November.

Seeing Chinese culture served up across Canada in small towns got Cho thinking about the role the often family-run businesses played in translating Chinese culture to non-Chinese residents and how the restaurants promoted tolerance and anti-discrimination.

“They are everywhere and yet they didn’t seem to be very prominent in terms of how we talked about the big issues like multiculturalism or race in Canada. In those kinds of discussions we tend to look at Chinatowns – big urban populations,” says the associate professor in The University of Western Ontario’s Department of English, currently on leave to hold the Canadian Studies Fellowship at the University of Toronto.

Finding answers meant digging through countless representations of Chinese restaurants in Canadian cultural artifacts, as well as menus, art, music and folk stories.

The foods listed on most modern Chinese restaurant menus resemble the same dim sum, rice, meat and vegetable dishes no matter which city in Canada you’re sitting in. But food choices differed as you look back through the decades, reflecting the tastes and influences of the time.

For example, a menu from a Chinese restaurant in a small town in Alberta from 1910 shared little resemblance to those recognizable today. Rather than having Chinese food to order, the menu included Mexican items.

“At first I thought it was very anomalous, but I did more research and I found out that many of the cooks were connected to working on the railway in Canada,” she says. Many railway workers travelled north along the California coast and picked up culinary skills and traditions while working alongside Mexican labourers.

It wasn’t until the mid-20th century (about the 1940s) that what is now thought of as “Chinese food,” like chop suey and chow mein, began to appear on these menus. Cho sees the restaurant owners as writers of their own cultural story, presenting Chinese culture as they wanted to communicate something about their culture or cultural difference to the people and places they were in.”

Restaurant owners offered a “palatable” version of what it means to be Chinese, she says, noting the challenges for owners working in locations often isolated from larger Chinese populations.

“Canada has a long history of open discrimination against Chinese immigrants, such as the Chinese Head Tax and Exclusion Act. But using a “fast-food” formula of Chinese culture, Cho says they were able to break down racial and cultural barriers.

“At a time when there was a lot of discrimination and fear and racism around Chinese people, there was also an incredible openness to eating food cooked by Chinese people,” she explains. “What I think is so brilliant about what they did is the standardization of the menu, (which) I see as having something to do with the standardization of a version of Chineseness that circulated all through Canada for many years.”

The restaurants also helped to build community amongst Chinese immigrants.

Unlike typical family businesses where the owner’s children carry on the legacy, Chinese restaurants are often passed along to other immigrants. In fact, this is how Cho’s family got into the restaurant business in Whitehorse, Yukon.

“Pretty much everyone in my family has worked in restaurants and encouraged further study in the area.”

In publishing the book, she hopes to draw attention to the topic and encourage further study in the area.

“A lot of people seem to think these restaurants are some feature of a time that is no longer with us,” Cho says. “And yet, if you go into any small town today, you will see a restaurant that is in operation and people still go to get food.”

Published by University of Toronto Press, the book can be pre-ordered through The Book Store at Western, Chapters or Amazon.
LETTER TO THE EDITOR

There are so many aspects to Homecoming weekend it is hard to sum them all up in one sentence or thought. As the newly elected president of the – your – Alumni Association, I had the great honour this past weekend of representing you at a number of events. It is truly amazing to see what Western means to so many different people.

For those who could not be there this weekend – and, yes, there are more than 260,000 of you around the globe – we welcomed back alumni who were excited to be back on campus celebrating 60-year reunions as well as first-year students who have only been part of the Western family for a month or so. The Western journey really is a lifelong relationship and it was amazing to see students and alumni walking through the UCC, lining up to buy a new sweatshirt, enjoying Rick McGhie at the Grad club or listening to President Amit Chakma share his new vision for our school.

Finally, and with a great admiration, I want to thank all the staff across the campus, all the volunteers and the team I get to work with. To have this opportunity to work with such a talented and dedicated team is amazing. And, to the alumni who came from so far and wide to attend Homecoming, I want to thank you as well.

Our objective is to report events as objectively as possible, without bias or editorial comment. We hope you will continue to read Western News and contribute to it.

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PARTING THOUGHT ON HOMECOMING 2010

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On July 14, 1960, W. Duffield, Board of Governors vice-chair, laid the cornerstone for the new Kresge School of Nursing Building. Construction of the $520,000 facility was made possible through a $200,000 donation from the Kresge Department Store Company. In January 1961, students began moving in even though the building was not fully completed. Students, from left, Jean Crews, Mary Cartier and Dawn Kingston squeeze by painter Martie Bowman and carpenter Alex Watson.
Cancel this Gong Show; revamp mayoral process

By JAN PENNYCOOK
Faculty of Education
PhD student

On a recent Tuesday evening, I attended The All Candidates Night organized by Women Your Votes Count and the Urban League. Sincere appreciation should go to these two groups for their time and effort in presenting the candidates for London mayor.

What the candidates presented us with, however, was a Gong Show. One candidate went on at length about his past and current difficulties with the London police (including incarceration) and abruptly left the auditorium after the first round of questions. Perhaps he heard a siren?

Another candidate, for the moment living out of his car to better involve himself in his chosen community, is commended for his commitment to actively live out a vision of Christian charity, but is this sufficient qualification for the position of mayor of an important industrial city of 380,000 people?

Yet another candidate would have us believe that London was founded by Sir Francis Drake and Captain John Saxon descent. It was unclear how he fits into this definition. It was an interpretation of the event and the incumbent mayor, who effectively erased London’s historic black community and the First Nations people who ceded their land so John Graves Simcoe might choose this site on Antler River.

Still another candidate demonstrated his peculiar unsuitability for the position of mayor by his discourteous treatment of the female moderator of the event and the incumbent mayor, who also happens to be female. Times have changed. It was disturbing to witness his regressive backlash, and raises questions about how the women with whom this gentleman would have to work as mayor might be treated as well as how issues perceived to pertain to women, such as quality, accessible daycare, might be received.

In short, what ought to have been a thoughtful and serious discussion about a shared vision for the city that serves the community of people who live here, well, was instead a sometimes hateful display of self-serving, self-interest. This is not to condemn the candidates en masse. There are also clearly capable candidates running for mayor with ideas that deserve a good hearing.

Unfortunately, much time was wasted attending to personal hobbyhorses that are either irrelevant to the community or will not serve it well, so there was little time remaining to hear out those with a broader vision. The audience must assume some responsibility for this as well, as it was apparent a vocal number of those in attendance had deliberately brought their own limited agenda to the event.

There are 15 candidates running for mayor. Thank goodness they didn’t all show up to this event or we would have heard no one out. However, we should not have 15 candidates running for mayor. As one candidate says online, “I don’t want to complain, it only cost me $200,” or as another candidate said “I paid my $200.”

Running for mayor should not be equivalent to Andy Warhol’s 15 minutes of fame.

One of the better questions asked at the forum was, “What will be your first action when you take office as mayor?” I would like to suggest it ought to be amending the municipal election procedures.

Taking office as mayor is the a serious undertaking that requires a serious commitment. The voting public has a right to expect respectful, inclusive discussion of the important matters that concern us all as citizens of this city. Democratic discourse is debased and democratic participation is discouraged when precious public meeting time is wasted on folks who are poorly prepared and ill-equipped to offer the kind of leadership needed.

Steps need to be taken so a more substantial deposit than $200 is required to toss one’s hat in the ring. In addition, pre-existing public support for the candidacy needs to be demonstrated, perhaps by way of a minimal endorsement of 100 signatures of voting-age residents identified by city address.

If this is beyond the scope of our city government, it’s time to push the provincial government for a serious amendment of the Municipal Elections Act.

Jan Pennycook is second-year PhD student in The University of Western Ontario’s Faculty of Education.

IN MEMORIAM

Richard Kane
University of Western Ontario
mathematics professor Richard Kane died Oct. 1 after a nine-month battle with kidney cancer. He was 66.

After earning a PhD from the University of Waterloo in 1973, he held postdoctoral fellowships at Oxford and MIT as well as an assistant professorship at the University of Alberta. He was a visiting fellow at the Institute for Advanced Study at Princeton before coming to Western in 1990.

Kane’s research was in the area of algebraic topology, particularly the homology theory of Lie groups, an area in which he authored four monographs and numerous journal articles. He had supervised five PhD theses and had organized several workshops and conferences. His research contributions were recognized by his election to the Royal Society of Canada in 1988. Other honours include being named a Fields Institute Fellow in 2002 and receiving a University of Waterloo Faculty of Mathematics Alumni Achievement Medal in 2003.

Kane had served the CMS as chair of the research, finance and international affairs committees, vice-president and as president (1998-2000). But he is particularly recognized for leadership in building a strong research infrastructure for mathematics.

In 1994, the appreciation of mathematics education had reached a low ebb and allocation formulas for NSERC funding was in crisis. That perception led by the NSERC formulas spread to other granting agencies. In response, Kane led the efforts to examine the strengths and weaknesses of mathematics in Canada. This work served to build or enhance infrastructure such as the Fields Institute, Banff International Research Station, MTACS National Centre of Excellence (NCE), NSERC leadership support program and the Pacific Institute.

From 2003-2006 Kane served as Chair of the Mathematics Department and in 2006, he won the inaugural David Borwein Distinguished Career Award as well as the Canadian Mathematics Society Distinguished Service Award. In 2009 he was named one of Western’s Distinguished University Professors. In 2010, Kane was appointed professor emeritus.

Memorial donations may be made online to kidneycancer.ca.

Getting it all on the record

By JASON WINDERS
Associate Director, Editorial Services

I wasn’t born into a tradition of volunteerism. As my home, church, even community didn’t emphasize it strongly, I wasn’t exposed to volunteering until I went to university. It was then I realized the value and joy attached to such pursuits.

Today, I wish that spirit had been ingrained in me earlier.

What I lack in practical life skills, outside of the written word and an intimate knowledge of Clash records, I make up for in cooperativeness. I enjoy saying yes. I may not be able to hammer or heal, but I am more than willing to take a fool of myself for a good cause. Countless runs/walks. Ballroom dancing. I have been fortunate enough to use my public positions to have a little fun, and raise a little profile of (and a few funds for) some wonderful organizations.

So when I read about a push among some Canadian universities to incorporate volunteer efforts onto a student’s official transcript, I was intrigued. How can offering students formal recognition of leadership/volunteer activities be a bad idea? While at its core the sentiment seems right on – encouraging students to think more broadly about their education – the devil, as they say, may be in the details.

Last week, The Chronicle of Higher Education spotlighted Concordia University as the latest among a dozen Canadian institutions offering students a co-curricular record. (Wilfrid Laurier University started the practice in 1994.) These student leadership/volunteer experiences as a complement to the traditional academic transcript. It places, almost on par, a student’s academic and social accomplishments.

For example, Acadia University students qualify for a co-curricular record at 20 hours of service over an academic year. As defined, service can include student government participation, attending workshops on academic or social accomplishments.

Western is not among these to date.

Certainly, arguing against the spirit of this idea is an uncomfortable position.

If universities are building future leaders, then students must be able to see beyond the classroom. From an off-campus standpoint, community-based organizations need on the energy of a university campus, depending on the engaged student body for staffing and strength.

But once universities efforts toward institutionalizing the volunteer process, problems arise and each needs answered deliberately. Are all volunteering efforts equal? What organization is worthy? What is not? Who decides? Who verifies?

Obviously, many universities have made peace with their answers to these questions. That’s fine for them. But I understand Western’s caution in jumping on this latest fad.

Western strives to be best in experience for students. Yes, the institution recognizes developing students of the Real World involves a classroom as well as a social component. That’s why opportunities abound for students wishing to volunteer on this campus and around the globe.

But the conservative approach to radically altering the content of a key academic document is wise.

An academic transcript is not to be taken lightly. Inclusion on that document must be rigorous in order to maintain the integrity of the institution and the individual student. It should be a reflection of verified accomplishments, not a laundry list of activities. That’s the difference between a resume and a transcript.

There is great value in creating a culture of volunteerism on campus; I’m just not certain it belongs on the official record just yet.

Jason Winders, associate director, editorial services, serves as editor of the Western News. Contact him at jwinder2@uwo.ca.

Photo by Heather Travis

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Brescia informs diners about menu options

BY PAUL MAYNE

London diners have no excuse for the choices they make next time they order at a favourite restaurant thanks to researchers at Brescia University College.

Len Piché, Brescia professor of foods and nutritional sciences, and graduate student Elena Usdenski have launched a new website to provide nutritional details about signature dishes at 24 participating London restaurants.

While the Brescia site also includes hours, accessibility and type of cuisine on its site (similar to other websites), it’s the nutritional information about signature dishes that makes the website unique.

“Not only does it provide accurate nutritional analysis of restaurants’ signature dishes, but it also provides other information that some people might not be aware of, such as if a restaurant offers Halal meals or if it is wheelchair accessible,” says Usdenski of the website, provided by the college and the Brescia Graduate Fund. “It’s definitely a one-stop shop for dining out in London.”

In September 2009, Piché and Usdenski obtained a database of restaurants from the Middlesex London Health Unit. The team then developed a survey and delivered it to every restaurant on the list along with a letter explaining the purpose of the website.

“Currently, Brescia is busy promoting the website so the restaurants that are not currently participating can go and see exactly what the website is all about,” Piché says. “I hope they see it as a valuable tool for the London community and would choose to participate. The hope is to have more restaurants participate as well as provide nutritional analysis for more signature menu items.”

The launch of this online resource is timed well. Legislation (Bill 90—Healthy Decisions for Healthy Eating Act – 2009) has been re-introduced and is in the first reading stage. If the bill passes, food services with more than $5 million in sales per year, must disclose the caloric content per serving on menus and menu boards, and limit trans fats in meals.

“It’s pretty exciting and I think it is an excellent idea and one that was supported by the Ontario Medica Association when it was first introduced last year but I hope that it will also mandate the disclosure of sodium along with calories and trans fat on menus and menu boards so that patrons can make more informed choices for themselves and their families,” Usdenski says.

While she agrees with the call-to-action on menu labeling, Usdenski says further research and measurement is required to determine if labeling will lead to improved health among Ontarians.

“Research in this area, to see if calorie labelling on menus is an effective strategy to decrease patron’s caloric intake, is conflicting,” she says. “For example, females tend to look at calories and fat, males tend to look at protein, carbohydrates, and individuals with diabetes look at carbohydrates, and individuals with kidney disease look at phosphorus and potassium. With the permission of the restaurants, our website provides this information to consumers so they are able to make an informed dining decision.”

While admittedly this website won’t be the cure for obesity or related complications, Piché says it’s a step toward getting people to think and learn more about what they’re putting in their bodies.

“It is not a cure, but I think education is an excellent first step to empowering someone to make better dining decisions for themselves and their families,” says Piché, adding his literature search showed consumers tend to underestimate caloric content of restaurant menu items by as much as 600 calories. This is a significant amount if you consider a pound of weight loss is equal to 3,500 calories.

“If individuals are not aware of this, then they would be less able to make informed decisions. I think this website provides an educational component for patrons and is a good resource for dietitians, who are considered experts in the field, when educating their clients/patients on dining out.”

To learn more about some London restaurants have to offer, visit brescia.uwo.ca/london_restaurant_info or use the QR code.

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Application Deadline: October 17th, 2010
No matter the weather, Western’s alumni continued their tradition of ‘coming home’ last weekend. Share the memories of Homecoming 2010 one last time.

Photos by Paul Mayne, Heather Travis, David Scott and Karmen Dowling
Even the chilly temperatures and endless rain couldn't damper the purple spirit of thousands of Western alumni this past weekend during Homecoming. From reminiscing with old classmates and remembering those who served their country, to making new friends and creating new memories, Homecoming made all feel proud to be purple.
Ed Castillo, Manager, Ivey Copy Centre

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Ed Castillo, Manager, Ivey Copy Centre
Study eyes student evaluation evolution

By Paul Mayne

While provincial Education Quality and Accountability Office (EQAO) testing has its supporters and detractors, studies show its merit in First Nations communities falls short in defining culturally appropriate approaches to student assessment.

In order to reconceptualize these assessments, University of Western Ontario education professor Rebecca Coulter received almost $250,000 through the Social Sciences and Humanities Research Council of Canada Aboriginal Research Pilot Program to lead a three-year study. The study was developed by Aboriginal and non-Aboriginal scholars working together to respond to requests from the Indigenous Education Coalition, an equal partner in the study, as well as First Nations school administrators and boards of education members.

“It’s really challenging for non-Aboriginal scholars like myself who have been trained in and adhere to the kind of rational and empirical model that we learn,” she says. “I have to do a lot of listening because I have an important role to play. What we’re trying to do is rethink what educational assessment might look like in a way that is culturally appropriate for First Nation students.”

The research will involve elders, parents, teachers, community members and community-based scholars working alongside an interdisciplinary team of academics, both Aboriginal and non-Aboriginal. Coulter says First Nation schools wishing to measure the success and achievements of their students reluctantly turned to the standardized tests used in provincial schools systems. These tests have proven a divisive influence in communities as significant concerns about the suitability of the tests have been raised.

“In order to restore meaningful jurisdiction in education, culturally appropriate student assessment must be in place,” she says. “This research project will make an important, practical and concrete contribution to that goal.”

Coulter will draw on traditional Aboriginal knowledge of learning/teaching relationships and child development to prepare assessment strategies reflecting the needs of First Nations communities in southwestern Ontario. These strategies will be applicable for use in neighbouring provincial schools that enroll First Nations students.

This structural context will ensure the full participation of Aboriginal communities as well as experienced and novice Aboriginal scholars in the research process. “The overall goal of the research is to produce usable, culturally appropriate assessment tools that will provide educators, parents and communities with full and fair information about the progress of their students in all domains - mind, heart, body and spirit,” says Coulter. “The tools will offer a variety of approaches to authentic and holistic assessment and provide guidance to allow communities to adapt the tools to make them community specific.”

She adds, to some degree, the research project will be a “sharing of knowledge and learning across cultures” in way that could even help non-Aboriginal districts improve their strategies.

Coulter will partner with fellow researchers Bruce Stonefish (Indigenous Education Coalition), Western professors Jason Brown, Brent Debassige and Jerry White, and three PhD students, and will work with three Anishnaabe communities in southwestern Ontario over a three-year period.

A Traditional Knowledge Advisory Council, bringing together six elders, healers, counsellors and cultural teachers, will advise the research team on a regular basis and guide them on the learning path.

“The very nature of the research itself - with its focus on traditional knowledge, learning and assessment - will enhance the capacity of the social sciences and education communities to develop a deep and grounded understanding of Aboriginal knowledge and traditions and move those learnings into their disciplines and university settings,” Coulter says.

In addition to Coulter, Western received funding for two additional studies through the Aboriginal Research Pilot Program. Kinesiology professor Michael Heine has received almost $23,000 for a one-year study on the Teet’l Gwich’in land use history, while graduate chair in Occupational Therapy Debbie Laliberte Rudman received $25,000 for a one-year study looking at First Nations youth and their visions of education and work success.

Research Western is pleased to announce the first competition for:

The University of Western Ontario Humanitarian Award

The Office of the Vice-President (Research & International Relations) has recently established the Western Humanitarian Award program to recognize faculty, students and or staff at Western who are engaged in a range of efforts directed towards improving the quality of life for individuals and groups around the world. Preference will be given to the recognition of activities undertaken by the candidate(s) that have current or potential international impact. Individuals or groups may apply or be nominated by third parties.

Award Amount:
$5000 each year

Deadline:
November 1, 2010 to Research Development & Services (RD&S)

To see “What’s Happening in RD&S” and for more program information, please visit: http://www.uwo.ca/research/.
Unorthodox survey helps solve a bigger puzzle

By Heather Travis

A
sking students, faculty, staff and alumni whether a university seems more masculine or feminine might be an unusual question, unless you are trying to trigger an emotional response. That’s exactly what Kevin Goldthorp was trying to do.

Goldthorp, vice-president (External) at the University of Western Ontario, has taken some heat for an unconventional online survey randomly distributed this past summer. The survey is part of a seven-month project to develop a new communications and positioning strategy for Western.

“This is about creating a guidepost so that every cent we spend going forward is going to be on strategy, on message and will be a good use of scarce university resources,” Goldthorp says. “We are developing a better understanding of how Western is perceived by all of our stakeholder groups.”

To accomplish this, Western contracted with Level5 Strategic Brand Advisors of Toronto. The actual cost of the contract (of which the survey is a part) was $265,000. This money came from the advertising/communications budget for Western’s $500-million fundraising campaign.

While this seems like a lot, Goldthorp argues it is money well spent and will show its worth in donation dollars.

“If others think we don’t have to spend money on this right now, they’re wrong. We need to do this; we need to do it now. We need to be better than our peer universities.”

The survey was sent randomly to 40,000 staff, faculty, students and alumni by e-mail. Of that number, 4,500 people responded. Not everyone received the same questions.

Based on results, Western hopes to understand how the university is perceived through the messages it has communicated in recent years. This will inform the development of a new communications strategy.

“It is an exceptionally competitive world out there,” says Goldthorp, noting many voices are competing for funding, partnerships and faculty/students. “We are sending out right now messages that do not have a guidepost about the few major ideas we want to communicate to our external constituents. The result is an extremely diffused and poorly understood positioning of Western.

“Our outcome is not a new logo or tagline,” he adds, noting this is not ruled out as a possible secondary result. Rather, the goal is to establish a core theme, such as Western’s research prowess, which will become the underlying basis for all communications.

Goldthorp defends the controversial survey as one way to directly answer questions about the emotional perception of the university — something difficult to measure.

Deciding to attend one university over another is often immediately based on an emotional reaction, which is later rationalized, he says. In other applications, such as understanding the efficacy of anti-smoking messaging, the unorthodox survey has proven to be extremely effective, Goldthorp explains.

The university isn’t going to make decisions based on the answer of whether Western is considered more male or female. The more than 200 emotional attributes charted by the survey will be mapped using a mathematical formula to provide a visual portrayal of the institution.

“We are getting quantitative data that is collaborating a lot of anecdotal evidence,” he says.

The survey responses will not be made public because it is of core strategic importance to the university, says Goldthorp. “Being displayed publically for other universities to analyze would not be in the best interest of the university.”

Despite this, Western has placed significant value on being transparent and open. In order to disclose information about the process without compromising the university’s findings, Goldthorp will present a summary to Senate likely in December. Everyone who was solicited to answer the survey will also receive a short summary of the direction of top-level findings.

By December, Goldthorp expects to have boiled down the data into a clear, core statement that will be applied to future communications. In the New Year, recommendations will be made to the university governing bodies on implementation.

“What we do is under-recognized by our marketplace,” he says. “The survey is one piece of the work. Let’s get distracted by side issue of whether or not you like or did not like the survey, its methodologies. The real focus here is the impact we must have on communications or this university will suffer tremendously.”

Much of the information gained from this project will be used to inform Western’s communications strategy for the $500-million fundraising campaign. To date, Western has raised $190 million, which is behind the initially planned pace for fundraising.

Given the campaign was planned prior to the financial crisis and leadership changes at Western, Goldthorp is satisfied with what has been raised so far and plans to ramp up the campaign to get back on track.

The university is undergoing a formal reevaluation of the campaign, including what the campaign is raising money for (particularly to align with themes of internationalization, leadership and focus on areas of strength that will have international impact), how much money to raise and how much time is needed to achieve these goals.

The fundraising target will also focus on increasing the number of endowed chairs and student scholarships.

Goldthorp is also restructuring the External portfolio to align with these new objectives. His decision to restructure was based on one-on-one interviews with staff and observations of opportunities and gaps in the portfolio’s performance, as well as a review of best practices for structuring advancement work based on examples at Canadian and American universities.

As a result, Goldthorp has brought together the Alumni Relations and Development portfolios and centralized writing functions within the Department of Communications and Public Affairs.

“Hopefully what they will see in the outcomes of our work is a shift in emphasis that is more engaging, more interactive, better hits on the strengths of the university and makes all members of our community even more proud to work at Western,” he says.

Unorthodox survey helps solve a bigger puzzle

By Heather Travis, Western News

Kevin Goldthorp, vice-president (External), is engaged in a seven-month project to develop a new communications and positioning strategy for Western, which includes a controversial survey and restructuring of the External portfolio, as well as re-evaluating the $500-million fundraising campaign.
Western seeks input on WebCT OWL replacement

The University of Western Ontario wants your help in mapping out the OWL’s newest flight plan. WebCT OWL, the popular online learning tool used by Western faculty and students since 1998, will be discontinued in January 2013. The vendor, Blackboard Inc., will provide no further updates or enhancements, no technical support, no security patches and no bug fixes. No further development will occur for this environment.

Furthermore, updates/ maintenance to local WebCT servers and databases could render an unsupported WebCT environment non-functional.

As such, Western views this as an ideal opportunity to review campus needs and plan for the future. The OWL Flight Plan Project, lead by Information Technology Services (ITS), has been initiated to evaluate Western’s requirements for the new version of OWL.

In order to make the best choice for the Western community, the OWL Flight Plan project team is looking for input and feedback from faculty, staff and students.

“This is your opportunity to provide input to the selection of the next Learning Management System (LMS) here at Western. The OWL Flight Plan selection committee will rely on our users to assist in making this very important decision,” says Kim Holland, Teaching Support Centre and OWL Flight Plan Faculty Advisory group member.

“We need your opinions and observations about the current WebCT LMS and what has worked, and not worked for you.

“If you have experience working with another LMS we would like to know the positives and negatives of that other system. Please make your voice heard.”

There are a number of opportunities to participate in this project all listed on the OWL Flight Plan project page, webct.uwo.ca/owlflightplan, under the “Get Involved” link. These opportunities include:

- Faculty Information Sessions: The team will be visiting all faculties to introduce this project and invite feedback and suggestions. To find out when a meeting will be held in your faculty, please visit webct.uwo.ca/owlflightplan/calendar. If you are unable to attend the meeting time scheduled for your faculty, you are welcome to attend any other faculty session. There is no registration required to attend these meetings.
- Faculty/Staff/Student surveys: We are looking for input and feedback from all students, staff and faculty who have a Western account, offers an interactive way for users of WebCT OWL to share and vote on suggestions regarding the replacement for WebCT. The voting feature organizes suggestions according to popularity making it easier for the OWL Flight Plan Team to determine the best WebCT replacement for Western. To log into UserVoice, go to servlet-dev.uwo.ca/UsersVoice-Login and enter your Western username and password. From there, you can make a suggestion and/or comment on other suggestions from your colleagues.
- Student Advisory group member: Members of the university community can follow the progress of the project by logging onto webct.uwo.ca/owlflightplan and clicking on “Updates.”

— Staff reports

Campus traffic alert issued

Beginning today (Oct. 7) motorists and pedestrians can expect traffic delays for the next several days as the intersection of University Drive, Lambton and Perth is reconstructed.

This intersection is located just west of the University Drive bridge near Delaware Hall. The Lambton Drive roadway is being widened and traffic lanes realigned to improve traffic flow and safety for pedestrians and cyclists.

Improvements are expected to be complete by early next week. While flagmen will be working this heavily travelled intersection to assist with traffic flow, it is recommended motorists and pedestrians, if possible, avoid this intersection during the reconstruction phase.

— Staff reports

Thinking of applying to Graduate School?
Need more extra-curricular experience?
Volunteer!

The London and District Distress Centre is currently seeking new Call Volunteers. If you are interested in providing a warm, listening ear to individuals in the community who are feeling worried, overwhelmed, sad, or scared, call us now at 519-667-6710, or visit our website www.londondistresscentre.com

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Honouring a founder

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Dr. Michael Ruse
Professor of Philosophy and History, Florida State University

Science and Religion: Why Can’t the Americans be Like the Canadians?
The debate is more than simply science.

Monday, October 18th at 5pm
Kingsmill Room
Huron University College
free parking in south lot
www.huronuc.ca

The University of Western Ontario’s Senior Alumni Program, the longest-running program of its kind in Canada, paid tribute to its founder, Ralph S. Devereux, with a tulip bulb planting ceremony outside The D.B. Weldon Library. Devereux’s wife, Fran, and daughter, Jan, both members of the Senior Alumni Program, planted the first bulbs. In 1977, Ralph Devereux approached Western’s Alumni Relations to begin a lecture program for retirees, knowing that Western graduates have a life-long love of learning. He passed away in 2004, but the program continues to flourish and grow today.

Stiller named Incubator of the Year

The Stiller Centre for Technology Commercialization has been named Incubator of the Year (Technology Category) at the Canadian Association of Business Incubation (CABI) Awards Luncheon in Toronto.

Designed to provide a start-up friendly environment for the launch and early development of technology and life sciences-based companies, the Stiller Centre is a collaborative effort of community and regional partners including The University of Western Ontario and its Research Park, the province, the City of London and the Lawson Health Research Institute.

“We are delighted to have won this prestigious award,” says Lee Smithson, Stiller Centre Managing Director. “The credit really lies with our strong team of personnel, who administer the unique programs that assist technology and life sciences start-up companies to bring their innovations to market. We are very proud of our economic development role we play with our partners in London.”

This award validates the emerging successes also of the Stiller Centre since its inception. The centre now houses 13 research- and technology-based companies. It has provided an operating home for 70-120 knowledge economy jobs and helped tenant ventures secure more than $55 million in equity investment.

“The Stiller Centre plays a tremendous role in fostering knowledge and technology mobilization efforts that give rise to solutions for global issues, while creating jobs, new businesses and investments in the City of London,” says Ted Hewitt, Western’s vice-president (Research and International Relations). “This award recognizes a job well done, but also provides its member organizations with further motivation to ensure continued success.”

CABI helps advance the business incubation industry and improve the success of small business incubators and their clients. Part of its mandate is to foster the interchange of ideas and educational experience, enhance management activities and career growth of incubator managers and others employed in the field, improve the business climate for the incubator industry and client firms and remove barriers to incubator and business growth.

“This award substantiates the vision of our management committee and the support of our stakeholders, the City of London and Western’s Research Park. We are truly honoured to receive this commendation,” adds Smithson.

– Staff report
COMING EVENTS

October 7

Physics & Astronomy Colloquium - Sacha Hon, DEA Sayali, France. “Heritage & a Herschel survey of the Magellanic clouds” Chemistry Room. 9:15 a.m.

Writing Support Centre Workshop - Writing a Thesis Statement. WS Room 3344. Register at: sdc.uwo.ca/writing. 1:30 – 2:30 p.m.

Men’s / Women’s - Cross Country (Gibbons Park) 3 p.m.

The Faculty of Education Seminar Series - John Barnett, Western. "Re-viewing Literacy: Video blogging at the Nexus of the Five Spaces of Information Technology Education" Faculty of Education Bldg. Room 100. 1 p.m. All are welcome. Please contact Karen Kumenan at kumenan@uwo.ca or 85159 if you plan to attend.

The Centre for Environment and Sustainability and Department of Geography - Glen MacDonald, University of California Institute of the Environment. “Climate Change, Resilience and the Future of Climate Change Policy - The View from California” North Campus Bldg. Rm. 114. 3:30 - 5 p.m.


King’s University College - Religious Life Lecture Series. Steve Rodenborn, "The Importance of Practicing Hope" Labatt Hall 105. 7:30 p.m.

Men’s Lacrosse - McMaster at Western. 8 p.m.

October 8

Department of Biochemistry Visiting Speaker Seminar - Frances Sharom, University of Guelph. “Trafficking in drugs: the P-glycoprotein efflux pump” MSB 384, 10:30 a.m.

The Department of Anatomy and Cell Biology - "Capacity Building in the Health Professions in Rwanda”. Speakers are David Cechetto, Anatomy and Cell Biology; Jim Silcox, Obstetrics and Gynecology; Carole Orchard, School of Nursing; Peter Haase, Anatomy and Cell Biology and Cynthia Kenyon, Paediatrics. MSB 144, 12:30 p.m.

Women’s Rugby - McMaster at Western. 1 p.m.

Department of Biology Seminar Series - Michal Polak, Department of Biological Studies, University of Cincinnati. "Sexual selection and the evolution of the Drosophila sex comb". North Campus Building, Room 114. 2:30 – 3:30 p.m.

Men’s Rugby - Waterloo at Western. 3 p.m.

Women’s Softball - Waterloo at Western (Stronach Park) 5 p.m. and 7:30 p.m.

Women’s Hockey - Windsor at Western. 7:30 p.m.

Women’s Volleyball - Fanshawe College at Western. 7 p.m.

October 9

Women’s Softball - Laurier at Western (Stronach Park) 11 a.m. and 1:30 p.m.

Women’s Lacrosse - Guelph at Western. 1 p.m.

Women’s Lacrosse - McMaster at Western. 5 p.m.

October 10

King’s University College - Thanksgiving weekend. Eucharist - Windermere on the Mount, 1466 Richmond Street, 10:30 a.m. No 5:00 p.m. Eucharist at King’s.

October 12

Toastmaster’s Campus Communicators build your confidence in public speaking. Meets every Wednesday 12-1, UCC 147B unless noted otherwise on website: ccm.freepostoffice.info. Contact Donna Moore, damore@uwo.ca or 85159.

CONFERENCE CALENDAR

October 23 - 25

Production, Pharmacology and Health Benefits of Traditional Medicines - Joint Conference of Ontario Ginseng Innovation & Research Consortium (OGIRC) and Canadian Institute of Chinese Medicinal Research (CICMR) OGIRC Scientific Director, Dr. Ed Lui, Department of Physiology and Pharmacology, Schulich School of Medicine & Dentistry. For registration and more information uwo.ca/pharmacy/conferences.

Send submissions to comingevents@uwo.ca. This column features conferences based at Western or in London for a student, staff or academic audience.

Writing Support Centre Workshop - Writing in the Arts and Humanities. WS Room 3344. Register at: sdc.uwo.ca/writing. 1:30 – 2:30 p.m.

Brescia University College - The Sophia Series. Sami Jo Small, gold-medal winning goalie with Canadian Women’s Olympic Hockey Team. Brescia Auditorium. 7:30 p.m.

Don Wright Faculty of Music - The Jazz Age, Spirit 20 with James Campbell, clarinet; James McKay, bassoon; Guy Frew, trumpet; Mark Fierrez, violin; Chloe Dominguez, cello; John Novacek, piano. The program captures the lively spirit of the Roaring Twenties and highlights the talents of the group with music by Ellington, Gershwin, Armstrong and Martin, with special raps by Novacek and Allan Gilliland’s new work. Paul Davenport Theatre. 8 p.m.

October 13

Writing Support Centre Workshop - Writing a Book Review WS Room 3344. Register at: sdc.uwo.ca/writing. 1:30 – 2:30 p.m.

The 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@uwo.ca


Please send submissions to comingevents@uwo.ca.

Ingeborg Slade
B.A., M.A., LL.B.
Barrister & Solicitor
Western Alumni, Donor & Parent

Family Law
Wills & Estates
Real Estate

519 679-1211
604 Colborne St, London
**ACADEME**

**PhD Lectures**

Robin Craig, French. Trajectories professionnelles: constructions discursives de la femme auteur au dix-huitième siècle, Oct. 7, N/A.

**New books**

Epigenesia (400 pages, BlazeVOi books). Kane X. Faucher, Western assistant professor, Media, Information and Techneculture (MINT), and co-author Tom Bradley bushcheck of literature's most vibrant luminaries, including Louis Ferdinand Celine, Charles Bukowski, Henry Miller, Anton Artaud and Hunter S. Thompson. Through accent means, “Deneenere” Pound has reinscribed his favorite dead authors as part of a willful master plan. The re-embodied writers suffer through their tragicomic limitations as epigones of themselves. This collaborative adventure of nested plots unites for the first time the virtuosic talents of Faucher with the vaulting wit of Bradley - two hubking giants of humor and the absurd.

Please send submissions to newseditor@uwo.ca.

**ACCESS WESTERN NEWS**

**Advertising**

For rates and information, contact advertise@uwo.ca.

**Coming Events**

Seminars, sporting events, lectures and cultural events for the coming week. Send submissions at least 2 weeks in advance to comingevents@uwo.ca. Events may also be posted on the online EVENTS calendar at uwo.ca.

**Conference Calendar**

Scholarly conferences at Western or in London. comingevents@uwo.ca.

**Faculty & Staff**

Have you presented a scientific paper, earned a milestone appointment or published a new book? newseditor@uwo.ca.

**STUDENT SERVICES BULLETIN**

**Student Central**

Student Central is located in room 1102 of the NEW Western Student Services building attached to the UC. Our regular office hours are now in effect. For more information about hours of operation please visit: register.uwo.ca/index.cfm/general-information/student-center. Hours are also posted at our location.

**OSAP Loan Release**

OSAP Loan funding is now available for pick-up from the Western Student Services Building. Visit register.uwo.ca for details.

**Upcoming Fairs**

International Opportunities Fair Date: Thursday, October 14, 2010.

Location: Great Hall, Somerville House Fair Hours: 10:30am–3:00pm

Graduate and Professional School Fair Date: Thursday, October 28, 2010.

Location: Western Student Recreation Centre (WSRC). Fair Hours: 11:00am–4:00pm

**Editing / Proofreading**

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In need of quiet environment conducive to study? Two furnished bedrooms on second floor in private home in semi-country setting. Separate entrance, non-smoker, female, professional, teacher, serious student. Share kitchen with owner. References required. 8 km north of Western, will need car. $400.00 per month. Contact Carruthers at 519-660-0180.

Oakridge House for Sublet January to April 2011 - 4 bedroom, 2 bath with large yard. Looking for mature adults, visiting faculty or grad student. Non-smoking. $650 per month, utilities extra. Contact carruthers.smith@rogers.com. Phone 519-204-6763.

**Bed and Breakfast**

Halina Koch Bed & Breakfast, 250 Eppard. Share an artist’s home of white-washed walls, 250 Epworth. Contact carruthers.smith@rogers.com. Phone 519-204-6763.

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