

Orientation staff Harrison Ayre (foreground), Amanda Lisman and Devon Arnold invite students to join them for the BC Transit Scavenger Hunt, part of the 2004-05 orientation program.

Orientation starts the year off right

by Joy Poliquin

While the first official day of classes fell on Sept. 8 this year, the campus has been buzzing for weeks as volunteers and organizers prepared for this year's New Student Orientation program.

More than 100 volunteers, 900 first-year students, 600 parents, and 150 graduate students gathered on campus in early September to usher in the 2004-05 academic year.

"This is such a busy time," says Maryanne Trofimuk, the acting

student affairs co-ordinator who has been working on orientation with a team of six co-ordinators for the past six months. "There are activities going on every day and there's something for everyone. We're the first point of contact for students from across the country and beyond, so welcoming them right is our priority."

The orientation staff introduced a variety of new initiatives this year, including the "UVic Student Passport." A joint initiative of the UVic Students' Society and local

businesses, the coupon booklet has been distributed to 15,000 students, offering them great deals on products and services on campus and in the community.

This year also included the resurrected BC Transit Scavenger Hunt, which helps familiarize students with the Victoria bus system, and the upcoming Family Orientation Day on Sept. 28. Students are invited to bring their family along to meet other

SEE ORIENTATION P.4

New residences welcome students home

by Joy Poliquin

This fall there's something new on campus—and it's not just the students. With the addition of three new residence buildings, more than 2,300 students now call UVic home.

"September move-in is always my favourite time of year," says residence life co-ordinator Liisa Gibson, who is welcoming 480 additional students thanks to the new beds. "This year is even better. Students are excited to be here, everything is new and fresh, and it's hard not to get swept up in the moment."

The new buildings—which are unofficially being referred to as Park Hall, Ring Road Hall and Cadboro Towers by housing services—allowed the university to offer a place in residence to every

student entering first-year from high school. This fulfils an objective outlined in the university's strategic plan, *A Vision for the Future*.

For Gibson and her colleagues the new buildings allow the introduction of several new initiatives, including the campus wellness centre and theme housing.

Located underneath the Cadboro Commons Cafeteria, the wellness centre provides an all-in-one resource venue for students living both in-residence and off-campus.

"The centre is a collaborative effort among housing services, counselling, health services, the interfaith chapel, campus security, athletics and recreation, the international students office, and many others," says Gibson. "It's

SEE RESIDENCES P.3



Program co-ordinator Sarah Patterson, left, and residence life co-ordinator Liisa Gibson stand outside one of the new residences.

UNIVERSITY BEGINS WORK ON CAMPUS MARKETING PLAN

UVic is about to launch a campus-wide, strategic communications planning process that will culminate next spring in the university's first-ever institutional marketing plan.

Educational Marketing Group (EMG), a firm specializing in strategic brand positioning and integrated marketing for higher education, has been appointed to assist the university with the project. Data collection and a scan of the university's internal and external marketing environment

have already begun.

The planning process is intended to: create broad agreement about the university's highest priority audiences; increase knowledge about their perceptions and experiences of UVic; and create an integrated marketing plan that will clearly articulate how UVic wants to position itself so that the university can serve its audiences effectively and increase the impact of its interactions with them.

The plan that emerges will be governed by the vision expressed

in UVic's strategic plan, *A Vision for the Future*.

UVic President David Turpin has appointed a 17-member task force to guide the process. It includes members of the board of governors, deans, and senior representatives from a variety of key areas: administrative registrar, student services, alumni services, co-op, research, development, communications, institutional analysis and community relations. The group is chaired by Faye Wightman, UVic's vice president

external relations.

"*A Vision for the Future* sets ambitious goals for UVic around the recruitment of outstanding students, faculty and staff, relationship and reputation-building, and fundraising. An integrated, institutional strategic communications or marketing plan will be critical to our ability to achieve these," says Wightman.

"To reach our institutional objectives in an increasingly competitive world, we must be able to explain succinctly to our

audiences what makes UVic distinct from the nearly 50 other universities in the country, and therefore worthy of the investment of their time, careers, or money. Strong positioning is one of the keys. And this positioning must be realistic, well-understood and supported by faculty and staff, and reflected in all aspects of UVic operations," she says.

The project involves two major steps: first, an extensive situational

SEE MARKETING PLAN P.2



Melissa Peltó, left, and Lindsay Samson, baristas at Finnerty Express, will be serving up joe from Salt Spring Coffee Co. this year.

Have a double shot of fair trade

This September, every cup of coffee served at Finnerty Express comes with a free dose of fair trade, thanks to new supplier Salt Spring Coffee Company.

The previous contract with Starbucks expired in July, and the bookstore decided to pursue a company that offered only fair trade and organic products.

"Starbucks had served us well, but at this time they weren't able to provide a full range of organic and fair trade coffees," says Linda Maasch, assistant manager of merchandise with the UVic Bookstore.

"We wanted a supplier that gave living wages to coffee workers. It was also important that the coffee be organic, both for the customers and for the workers handling the coffee. Salt Spring Coffee Co. met these standards, and as a bonus, the company is locally owned and run."

Salt Spring Coffee Co. are leaders

in the fair trade and organic coffee industry and 14 of their double certified coffees are Certified Fair Trade, meaning the farmers are paid a living wage for the country they live in and are part of a democratically run co-operative.

The company plans to have all of their coffees at this certification within the next six months, and this was another reason it was chosen by the university. UVic's contract with Salt Spring Coffee Company is for one year, and began on Aug. 1.

For those who prefer an alternative to a java jolt, Salt Spring Coffee Co. also provides products like tea, chai tea, and coffee syrups to Finnerty Express.

The company, which runs its delivery truck on biodiesel and uses 100 per cent green energy in its roasting facility and stores, is certified fair trade and is recognized as a B.C. certified organic facility. It hopes to raise awareness of fair trade alternatives on campus.

Marketing plan CONTINUED FROM P.1

analysis identifying UVic's major challenges and opportunities; and then market positioning and planning to produce an integrated marketing plan with measurable goals, action plans, and identified budgets and responsibilities. Both steps will include significant participation opportunities for the campus community.

EMG was selected for the task through a competitive process because of the depth of experience principals Bob and Marlene Brock have gained on similar initiatives at a wide variety of universities and colleges throughout North America, including a just-completed 20-month project for Dalhousie University in Halifax.

New campus planning committees set to go

The two new committees created to assist with campus planning are now up and running.

An orientation session for members of the campus planning committee (CPC) and the facilities development and sustainability sub-committee (FDSS) was held in late August. The first meeting of the CPC will be Oct. 6 and the first of the FDSS's monthly meetings will be Sept. 17.

The meetings of both committees are open to the public. In keeping with regular administrative practice, any confidential items will be discussed in closed session.

UVic's board of governors approved the committees in April as replacements for the campus development committee. This followed the recommendations of a review team established as part of the implementation of the 2003 campus plan.

The CPC will advise the president on long-range planning for the physical development of the campus in keeping with the university's academic priorities, as well as on amendments to the campus plan, multi-year capital plans and matters affecting campus planning and sustainability. It will meet three times a year and its open sessions will include an opportunity for community representatives to make presentations. The committee co-chairs will report to senate twice a year on the group's activities.

The FDSS will meet monthly between September and June. As an operations committee, it advises the CPC on changes required to the campus plan, building site locations, and plans for specific areas of campus. It also advises the president on requirement studies and preliminary designs for new

buildings, and the protection, restoration and maintenance of the campus landscape.

There will be some cross-memberships to foster communication between the two groups. The 17-member CPC will be co-chaired by the vice president finance and operations and vice president academic. In addition to vice presidents, deans, faculty members, students and staff, it will also include a local member of the alumni association.

The FDSS is chaired by the vice president finance and operations and has 11 members, including an external planning or architectural professional and a local member of the alumni association.

Terms of reference, procedures, membership lists, meeting schedules and agendas for both committees are available online at: web.uvic.ca/univsec/planning/index.htm.



JENNIFER MC CARTHY/VICTORIA WEEKEND EDITION

New building almost finished

The head of UVic's medical sciences division, Dr. Oscar Casiro (left), and president Dr. David Turpin look over the plans for the university's new Medical Sciences Building during a recent tour of the facility by Advanced Education Minister Shirley Bond, area MLAs and members of the media. The \$12 million, four-storey, 43,000 sq. ft. facility is nearing completion and division staff will move into the building in October. The first 24 students of the Island Medical Program (IMP) will arrive in January 2005. IMP is part of a collaboration of UBC, UNBC and UVic with the province's medical health authorities to nearly double the number of undergraduate medical school spaces in the province by 2010. The new building contains two lecture theatres, a conference room, anatomy lab and multi-purpose lab that can be connected through distributed learning technology to the other medical program facilities at UBC and UNBC.

the ring

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UVic start-up gives \$10,000 to charity

To celebrate its fifth birthday, UVic spin-off company Half-Baked Software Inc. is donating to charity \$10,870—all of the income it received from purchases of Hot Potatoes and Quandary licences in May 2004. "Since most of our customers are not in Canada, we want to make sure that international development was an important part of the charities we support," says UVic employee Stewart Arneil, who co-owns the software development company with UVic employee Martin Holmes. "That's why we're choosing Oxfam and CUSO as recipients. We're also picking the Canadian Cancer Society and the Arthritis Society because they support research which is useful to everyone and shared internationally. And the Victoria Cool Aid Society and the Mustard Seed Food Bank do great work in our local community." UVic's Innovation Development Corporation (IDC) owns 10 per cent of Half-Baked. For more information visit www.halfbakedsoftware.com.

Last one out, please turn off the lights

Students, faculty and staff will notice friendly reminders in their residences, classrooms and offices this month to turn off lights when they leave the room. It's all part of an ongoing B.C. Hydro Power Smart initiative to reduce energy consumption at UVic. "This year alone, we've already saved 800,000 kilowatt hours on campus by retrofitting existing light fixtures with more energy-efficient ones, the equivalent of 325 houses for one year," says UVic interim sustainability co-ordinator Sarah Webb. "As a Power Smart partner, we want to keep the momentum going by reminding people to turn off lights when they're not in use." Webb hopes this awareness campaign will give UVic an energy-efficient start to semester.

Women scholars lecture series seeks speakers

Do you know someone who would be a good guest speaker for the 2005-06 Women Scholars Lecture Series? The series sponsors up to three distinguished women scholar speakers each year. Each speaker is requested to give one public lecture, as well as lectures/seminars within the appropriate academic units on campus. The proposing faculty member or academic unit is responsible for arranging most details of the visit. Nominators should supply a complete cv, as well as information on the proposed public lecture topic, a plan for what the scholar will be doing while at UVic, and a budget. Send nominations by Nov. 1 to the office of the vice president academic and provost. For more information, call 721-7013 or visit www.uvic.ca/vpac.

Have you got an Einstein story to tell?

Who is the most widely known image of brilliance from the 20th century? Arguably, it's Albert Einstein, author of the seminal 1905 paper setting out the special theory of relativity, which helped to revolutionize physics in the 20th century. But what else do we know about Einstein? Next spring, around the time of the 100th anniversary of the theory of relativity and the 50th anniversary of Einstein's death, a group of people from UVic and the Victoria community are planning a conference/workshop on "The Unknown Albert Einstein." The group is seeking contributions from UVic scholars. For example, what did his theory really mean? What was his importance to the 20th century? What were his views on politics, women, socialism? How has he been portrayed in film, plays and other forms of popular culture? For more information, call historians Greg Blue at 721-7388 or Larry Hannant at 380-0462.

Residences CONTINUED FROM P.1

about bringing vital resources together to give students a one-stop place where they can find information, make connections and just relax."

The centre houses a residence life office that is open from 10 a.m. to 10 p.m. daily, as well as a lounge area for students to meet, a study area, and space for yoga and meditation classes.

"The university's hours are from 8:30 a.m. to 4:30 p.m., but students lives continue 24/7," says Gibson. "This provides them with a more flexible resource."

Residence students also have the option of living on "substance-free" floors in Park Hall and Cadboro Towers. Each tower floor features a different theme for leisure activities and students are assigned according to their preference. Choices include: arts and culture; healthy living;

diversity; academic focus; and graduate students.

"We wanted to help students meet with people who have similar interests. If a chemistry student is also interested in watching theatre, this gives them a chance to connect with like-minded people."

Gibson credits such initiatives to the growth of the residence population. "The fun thing about getting bigger is that we can offer specialized options without losing diversity. It lets us continue to grow."

UVic is a destination campus with over 70 per cent of its students coming from outside Greater Victoria. Giving more of these students the option of living on campus contributes to a more vibrant campus community and means less commuter traffic on surrounding roads.

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Geographer heads faculty of social sciences

by Valerie Shore

Dealing with space demands, creating new graduate programs, recruiting new faculty, and raising the public profile of the social sciences.

These are some of the challenges ahead for Dr. Peter Keller as he takes the helm of UVic's faculty of social sciences. His five-year term as dean began on Aug. 1.

Keller brings to the job substantial experience in departmental, faculty and university governance and a proven commitment to teaching and research, says Jamie Cassels, vice president academic and provost, and chair of the search committee.

"The committee was impressed with Peter's outstanding academic track record, his broad understanding of the faculty and his commitment to collaboration across disciplines," says Cassels. "He has the vision and enthusiasm to help the faculty further develop its academic priorities and mission."

Keller holds a BA in geography from Trinity College in Ireland and a master's and PhD in geography from the University of Western Ontario. He joined UVic's department of geography in 1985.

Keller's area of research expertise is how geographic information is used and managed by society, including cartography, geographic information systems (GIS), spatial analysis and management sciences. He has more than 130 publications to his credit and is an

active member of the Canadian and international cartographic community, including co-editing *Cartographica*, one of the field's top journals.

"My specific research focus is on the technology transition surrounding geographic information and how this information is used in decision-making," he says. "In a little over two decades we've gone from paper maps to keeping all this information on computers. This presents tremendous challenges."

Keller's work spans many areas of application, including oceanography, agriculture, forestry, fisheries, health and working with indigenous people on community mapping projects. This multidisciplinary experience will come in handy as he oversees the faculty's six departments—anthropology, economics, geography, political science, psychology and sociology—and the school of environmental studies.

Over the years, Keller has been a busy member of the campus community, working on countless computing, program planning, and building committees. He served on the university senate from 2000-03. "If there's an opportunity to help make a difference, I like to participate," he says.

His priorities as dean are the creation of new graduate programs and to help the faculty cope with its ever-growing popularity with undergraduates. "Institutional analysis shows that more than 50 per cent of the enrolment growth at UVic in the last five years has been accommodated by the social



Keller

sciences," he notes. "We're bursting at the seams."

At the same time, the faculty continues to attract top, young researchers, each needing space to do his or her work. Keller plans to consult with departments to find creative and inexpensive ways of making the 38-year-old Cornett Building—which houses most of social sciences—"a little more inhabitable" for everyone.

He's also keen to raise the profile of the social sciences in the public eye. "Politicians and the media tend to place a lot of emphasis on the professional schools and what universities can do to train people for today's needs," he says. "Sometimes they forget that we also have a mandate to educate people to be tomorrow's leaders. We need to reach out to the public and explain what the social sciences are all about."

B.C. approves two Leadership Research Chairs at UVic

Funding approval in principle for two new research chairs at UVic will further advance the university's research leadership in two key areas—marine science and alternative energy systems.

Under the new Leading Edge Endowment Fund (LEEF), the B.C. government will provide \$45 million to create 20 permanent B.C. Leadership Research Chairs at UVic, UBC, SFU and UNBC. Each chair will receive up to \$2.25 million, with another \$2.25 million coming from the private sector.

Approval in principle of 11 chairs—including the two at UVic—was announced by the B.C. government in late June. The chair proposals will now go through a formal peer review process, after which the universities are expected to confirm matching funds from the private sector.

The Leadership Chair in Marine Ecosystems and Global Change—initially supported by an anonymous donation of \$2.6 million—will conduct research on the changing ecology of the

sea, reinforcing collaboration among UVic scientists, nearby federal government laboratories and industry, and international partners.

The Leadership Chair in Integrated Energy Systems will build on UVic's existing research strength in the development of fuel cell and hydrogen technologies.

The LEEF program was established in 2002 to enhance B.C.'s standing as a centre of excellence for research and encourage social and economic development.



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JOY POLQUIN



Sargent, with a photo of her late father

Goodbye CIT, hello Hickman Building

If you're looking for the Centre for Innovative Teaching (CIT) later this month you'll be out of luck. The building is being renamed in honour of the late Dr. Harry Hickman.

The one-time principal of UVic's predecessor, Victoria College, began his teaching career at Victoria High School in 1932 before shifting his attention to postsecondary education. Hickman became president of Victoria College and the first acting president of UVic upon its creation in 1963.

"Education was very important to him," says Jean Vantreight, a friend from the time he taught her at Craigdarroch Castle. She suggested Hickman as a deserving honoree. "Harry was an inspiring teacher," she says. "It's important he be remembered for all his contributions."

A strong believer in art and culture, Hickman founded the university art collection, which has grown to include more than 15,000 pieces from around the world. He was appointed an honorary consul of France after receiving his master's and PhD from the Sorbonne. A lover of languages, Hickman later headed

UVic's modern languages and French department.

Hickman retired in 1974 but continued to support the university as honorary president of the UVic Alumni Association Board and the Victoria College Craigdarroch Castle Alumni Association, and by endowing student scholarships.

His daughter, Janice Sargent, who was taught by her father while she was a student at Victoria College, knows her dad would have been proud to be remembered this way.

"His first love was teaching," she says. "When he retired, a UVic colleague asked what he'd keep from his days as a teacher and he said, 'only my class lists.' The students were very important to him, so to be perpetually associated with excellence in teaching would have made him extremely happy."

The official naming ceremony will take place on Monday, Sept. 27 at 4:30 p.m. The W. Harry Hickman Building (HMB) originally opened in 1999 and features a 210-seat auditorium, a 75-seat classroom, and three state-of-the-art, 25-seat seminar rooms.

Protox is first UVic spin-off company on TSX

by Maria Lironi

A UVic spin-off company which develops cancer drugs is making history as the first UVic start-up on the Toronto Stock Exchange. Protox Therapeutics Inc. has completed a \$4.5 million initial public offering to fund its research and development initiatives.

The Vancouver-based company began in 2002 when co-founder and UVic biochemist Dr. Tom Buckley engineered aerolysin, a naturally occurring bacterial toxin, as a targeted cancer therapy.

"We've used genetic engineering technology to alter aerolysin so that it's activated selectively by prostate specific antigens, and the modified protein shows promise as a treatment for localized prostate cancer," says Buckley, Protox's chief scientific officer. "We believe we can also tailor aerolysin so that it can selectively destroy a variety of other types of cancer cells."

Now Protox is partnering with UVic and Johns Hopkins University

scientists to develop a treatment for localized prostate cancer, and the company is working with the National Research Council's Institute of Biological Sciences in Ottawa to find a way to use engineered aerolysin against lung cancer. Internal research initiatives are also underway focusing on the treatment of non-Hodgkins lymphoma.

Protox will begin trading under TSX-V Trading Symbol PRX.

Protox would not be where it is today if not for assistance provided by UVic's technology transfer office, the Innovation and Development Corporation. IDC facilitates the transfer of university knowledge to the private sector through, in part, supporting the commercialization of UVic inventions and innovations. It helped to patent Protox's aerolysin technology and develop many of the early-stage foundational structures for the company.

"To really move Protox forward, the company needed to partner

with experts in the field of drug development and, in particular, tap into the venture capital community," explains Dr. Doug Tolson, IDC's vice-president. "Dr. Buckley was instrumental in connecting with industry leaders Taz Esmail, president and CEO of Protox, and Frank Holler, its chairman, who understand the potential of this technology and how to drive the commercialization process."

Since its inception in 1992, IDC has helped spin-off over 30 commercial ventures, based on UVic research or UVic student entrepreneurial initiatives. These include B.C. businesses producing vaccine and diagnostic solutions for aquaculture, secure electronic forms, environmentally safe herbicides, laboratory information management systems, and technology to design disease resistant plants and crops.

For more information visit web.uvic.ca/idc/ and www.protoxtherapeutics.com.

Education deans sign historic agreement

UVic representatives were among the members of the Association of B.C. Deans of Education who have signed a historic agreement with the B.C. College of Teachers.

Where previously the college was responsible for reviewing and approving teacher education programs, now the two parties will co-operate in assessing graduates of programs based on the standards for the education, competence and professional conduct of educators in B.C.

"As far as we know, this agreement marks the first time

in Canada that a professional body has collaborated with post-secondary institutions on the development and licensing of professionals," says Dr. Yvonne Martin-Newcombe, associate dean of education. Dean of education Dr. Budd Hall played a significant role in concluding the agreement.

The college and the association have been working since the fall of 2003 to develop the agreement following a period of strained relations. The agreement commits both parties to regular ongoing

consultation to ensure that teacher education program graduates are well-qualified to begin their professional teaching careers. Teacher education programs will develop specific assessments to measure whether their graduates meet the standards and will conduct in-depth reviews of their programs every five years.

The college will audit the validity of an institution's assessments and the college and the association will appoint joint committees to appraise the reviews and approve new programs.

Aboriginal teens live and learn at UVic

Aboriginal high school students from across coastal B.C. got a taste of university life this summer at UVic's inaugural "aboriginal student mini-university summer camp."

During their five-day stay, 29 students—from Grades 8-11—lived on campus and took part in a variety of activities including a writing workshop with celebrated Sencoten (Saanich) aboriginal poet and UVic writing instructor

Kevin Paul. They also met other aboriginal faculty and attended workshops on a range of subjects including robotics, computer animation, visual arts, and law. The week culminated with a graduation ceremony and traditional feast.

"We're trying to encourage more aboriginal youth to consider a broader range of careers" says Bruno Rocca, UVic's manager of student recruitment. "UVic is

already training aboriginal students in education, child and youth care, law and indigenous governance, and now we also want to heighten the profile of the sciences, humanities and engineering."

The university is committed to increasing the number of aboriginal students graduating from all of its faculties and building on its unique relationships with First Nations communities.

Orientation CONTINUED FROM P.1

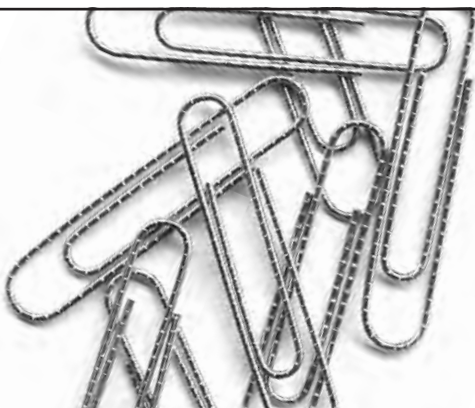
families, check out some university and community resources, enjoy some children's entertainment, and nibble on light snacks.

Orientation fun continues until Sept. 15, with the Fiesta Siesta outdoor craft market Sept. 9-10 in front of the McPherson Library. Students can also check out the Ask-Me-Centre information booth in the University Centre lobby until Sept. 15, where volunteers can answer any campus life-related questions.

"It's the volunteers who really keep this program going," says Devin Arnold, student affairs assistant who volunteered with orientation for four years before joining the team full-time. "They really make this month of welcome memorable."

Volunteers can register year-round to help out by calling Alexis at 472-4552 or visiting the orientation Web site at: orientation.uvic.ca/volunteers/.

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A passion for plants

DIANA NETHERCOTT



Photo: Turner, sitting on a path between two patches of camas flowers.

A UVic researcher helps B.C.'s indigenous peoples preserve their rich botanical heritage

by Valerie Shore

Take a walk outdoors with UVic's Dr. Nancy Turner and you'll enter a whole new realm of awareness about our relationship with plants and the natural world around us.

"That's kinnikinnick," she says, pointing to a ground-cover shrub sprinkled with tiny, red berries. "First Nations people fried the berries in grease and ate them as a snack. They also used the leaves for tea, herbal remedies and in a smoking mixture for their pipes."

We stop to gaze up at a broad-leafed maple. "It's called a 'paddle plant' by some of the Coast Salish," says Turner. "The hard, even-grained wood was used for making canoe paddles and spindle whorls."

Next stop, a meadow carpeted with delicate blue flowers. "Camas bulbs were a staple carbohydrate for First Nations on southern Vancouver Island," she says. "Camas fields were managed like a crop, and the dried bulbs were traded all along

the west coast."

Turner, a professor in the school of environmental studies, is one of the world's top ethnobotanists—she studies how people have traditionally used plants for food, material, medicine or ceremony. "We often take plants for granted," she says. "Yet all of us, no matter where our heritage or roots are, have in our own history a deep relationship with plants and the ecosystems they support."

This is especially true for indigenous cultures. Over the past 30 years Turner has been working closely with B.C. First Nations elders—her teachers, collaborators and friends—to document their knowledge and understanding of plants, ecology and use of natural resources. The work is helping to perpetuate traditional knowledge and customs that have been threatened by cultural and lifestyle changes.

In recent years, Turner has delved into ethnoecology, a relatively new field of study which looks at the linkages between ecosystems and social systems. An example

of a linking concept is a *refugium*.

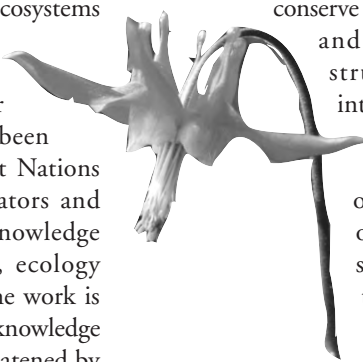
Ecologically speaking, a refugium is a habitat or ecosystem or fragment of an ecosystem that remains intact through a time of great change or disturbance. It can be as large as an area left unglaciated after the last Ice Age, or as small as a single tree spared after a forest fire.

"Refugia are areas that remain habitable, conserve genetic information,

and help retain the structure of, and interactions within, an ecosystem," says Turner. "They often serve as a way

of repopulating the surrounding areas that were disturbed."

Now, two of Turner's graduate students—Brenda Beckwith and Ann Garibaldi—have taken this concept one step further. In any aboriginal community or family, explains Turner, there are usually one or two people



JOY POLIQUIN



L-r, Reading, Peters and Nowgessic

Virtual institute calls UVic home

by Joy Poliquin

The university is home to a new research initiative—the institute of aboriginal peoples' health (IAPH).

It's one of 13 "virtual" institutes set up under the Canadian Institutes of Health Research (CIHR), which provides more than \$700 million in annual funding to its 13 national institutes. The institutes are not buildings or research centres, but networks of researchers brought together to focus on important health problems. Their virtual structure encourages partnerships and collaboration across sectors, disciplines and regions.

The mandate of the IAPH is to support research that addresses the special health needs of Canada's aboriginal people, says its scientific

director, Dr. Jeff Reading.

"It's a well-documented fact that aboriginal peoples endure a profound gap in health status when compared to the general Canadian population," he says. "In my view, researchers have a moral obligation to work with the aboriginal community to effect positive changes that aim to improve health."

Reading, who will divide his time at UVic between his duties as scientific director and his work as a professor, headed the institute while it was housed at the University of Toronto. "We're the only institute of this kind in the world, and are happy to be at UVic, which has identified aboriginal issues as a priority with the development of the First Peoples House," he says.

The planned First Peoples House will provide aboriginal students, staff and faculty with a welcoming and inviting environment that respects their culture and values. It will also serve as a place for non-aboriginals to learn more about First Nations culture. Consultation on the house's preliminary design will begin soon.

Reading is also excited about the development of the Island Medical Program and hopes to integrate aboriginal interests into the evolution of the medical school.

"The university is located on Coast Salish territory and the senior administration has created an environment where the institute is truly welcomed," he says. "It's

SEE VIRTUAL INSTITUTE P.7

The Ring September 2004 Page 5



University plans major information systems upgrade

UVic is about to embark on a multi-year project to replace its technologically dated and stand-alone information systems. The major undertaking, called Project Nova, will replace these aging systems with an integrated, university-wide, Web-accessible suite of applications.

"This new suite will provide users convenient access to university e-services and up-to-date information for UVic students, faculty, staff and other users on a 24-hour basis, no

matter where they are or what technology they choose to use," says Jack Falk, vice president finance and operations. He's chairing a Nova working group in close consultation with Jamie Cassels, vice president academic.

Project Nova will ultimately benefit everyone on campus, replacing the software applications for student records, financial services, human resources and payroll, alumni and donor information and facilities management.

The university plans to release a request for proposals (RFP) for Project Nova this fall and the working group hopes to make a recommendation to UVic to proceed with a replacement system by the end of the year.

During the upgrade, existing applications will be affected, but Project Nova will not result in any key services being disabled or shut down. An information Web site, offering regular updates on Project Nova's progress, will be launched soon.

New clues to universe discovered

by Patty Pitts

New clues as to how the make-up of the universe has shifted significantly since the Big Bang were announced last month following experiments that involved a team of physicists from UVic.

The team is part of the BaBar experiment at the Stanford Linear Accelerator Center (SLAC), at Stanford University in California.

At the birth of the universe, both matter and antimatter were present in equal amounts. Now, only matter exists, although anti-matter can be created and occurs naturally in radioactive decay. SLAC's accelerator caused collisions between electrons and their antimatter counterparts, positrons, creating B and anti-B mesons—rare forms of matter and anti-matter. They are

short-lived, decaying quickly into lighter subatomic particles such as kaons and pions.

The new observations at BaBar revealed that B mesons were 13 per cent more likely to decay to a kaon and pion than anti-B mesons.

"We've never observed this asymmetry with B-mesons before," says Dr. Michael Roney, principal investigator of the UVic team. The discovery sheds new light onto a key mechanism underlying the structure and behaviour of matter.

Roney is also excited about how physicists arrived at the latest observations. "We simply counted the number of decays. This is the first time such an effect has been observed in this way."

From a total sample of 227 million pairs of B and anti-B mesons, BaBar measured 1,606 examples of

this rare decay. "The result was due to the ability of SLAC's accelerator to deliver three times the rate of electron-positron collisions than required in its design. BaBar reliably records the details of 98 per cent of these collisions," says Roney.

The UVic team also includes Drs. Robert Kowalewski and Randall Sobie, seven graduate students and three post-doctorate students. It creates computer simulations of 25 per cent of the data generated by BaBar.

The team is among 600 scientists and engineers from 75 institutions around the world working on the project. SLAC is funded by the U.S. Department of Energy's office of science. Canadian physicists are funded through Canada's Natural Sciences and Engineering Research Council (NSERC).

ringers

Joanne Thomas, manager of co-op's optional and professional programs, has been awarded the 2004 Albert S. Barber Co-operative Education Award by the CAFCE (Canadian Association for Co-operative Education) board of directors. This national award recognizes exceptional contributions to the advancement of co-op education in Canada and is sponsored by the University of Waterloo. In recognizing Thomas' service, the CAFCE citation reads in part: "...your colleagues admire your dedication to the advancement of the practice of co-operative education in Canada. This award recognizes your commitment to quality and excellence as well as the co-operative education knowledge you willingly share with your colleagues from coast to coast."

Two scientists affiliated with UVic have been elected fellows of the Royal Society of Canada. One is Dr. **Francis Zweirs**, a climatologist with Environment Canada's Canadian Centre for Climate Modelling and Analysis and an adjunct professor in UVic's school of earth and ocean sciences and department of mathematics and statistics. The other is Dr. **Robbie Macdonald**, a chemical oceanographer at the Institute of Ocean Sciences in Sidney and an adjunct professor in earth and ocean sciences. Fellowship in the Royal Society is one of Canada's most prestigious academic accolades.

The International Society for Orthomolecular Medicine has named Dr. **Harry Foster** (geography) as Doctor of the Year 2004 for his extensive work in epidemiology and the geography of health. Foster has authored or edited some 235 publications, including over 50 books. His latest book is entitled *What Really Causes Schizophrenia*. Orthomolecular medicine is the prevention and treatment of disease by administering nutritional supplements.

"Just like witches of old, women suspected of using illegal drugs today are persecuted and punished," says Dr. **Susan Boyd**, a UVic drug policy researcher. "That's because our drug laws and policies are racialized, class-biased and gendered." In her new book, *From Witches to Crack Moms*, Boyd critiques drug laws and policies and their impact on women in the U.S., while illuminating the similarities and differences in Britain and Canada. "Social justice, rather than criminal justice, should be our goal," says Boyd. "Ending the war on drugs is one strategy we can use to achieve it."

UVic's **European studies program** has been declared a Jean Monnet Centre of Excellence by the European Commission in Brussels. The title is one of the most prestigious in the field of European studies and the first to be awarded to a European studies program in Canada. As part of the designation, the program was given two further grants to develop two new courses. UVic's European studies program was founded in 1998 by its director, Dr. **Amy Verdun**, who is the UVic Jean Monnet Chair.

WebCT, a leading provider of online course delivery software for higher education, has named UVic child and youth care professor **Michelle Koroll's** "supervised practicum" course as one that is "expanding the possibilities of Internet-enhanced learning." The school of child and youth care received a certificate and the course was used as a demonstration of best practice in a number of workshops at Impact 2004, the sixth Annual WebCT User Conference.

STABLE INCOME FROM GREEN POWER

Meet **Stephen Probyn**, one of North America's leading experts on investing in green power projects and CEO of the *Clean Power Income Fund*.

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See www.cleanpowerincomefund.com

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Cost: \$5 (all proceeds to The Land Conservancy)

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calendar highlights

EVENTS FREE UNLESS OTHERWISE INDICATED.
FOR A COMPLETE LIST OF EVENTS, SEE WWW.UVIC.CA/EVENTS

At the Galleries

www.maltwood.uvic.ca
721-6562

ART EXHIBIT – *A Woman's Place: Art and the Role of Women in the Cultural Formation of Victoria, B.C., 1850s–1920s*. Until Jan. 11. Maltwood Art Museum & Gallery.

PHOTOGRAPHY EXHIBIT *Exterior Landscape* by Robbyn Gordon. Sept. 11–Oct. 7, McPherson Library Gallery.

Monday, September 13

Studies in Religion & Society Lecture 2:30 p.m. *The Role of the African Churches in the HIV/AIDS Crisis*. Sarah Adams, Mennonite Central Committee. Centre for Innovative Teaching (Hickman) 110. 721-6695.

Public Seminar 7 p.m. *Genetically Modified Food: You Can't Make Me Eat DNA!* Robert Wager, Malaspina University College. HSD A240 (250) 753-3245, ext. 2324.

Tuesday, September 14

Earth & Ocean Research Seminar 3:30 p.m. *Update on UVic's Ocean Sciences Board Activities*. Dr. Tim Walzak (IDC) executive director, UVic ocean sciences board. Cornett A221. 721-8848

Wednesday, September 15

Music 12:30 p.m. *Lieder at Lunch*. An informal exploration of the German Lieder repertoire with Sharon and Harald Krebs. MacLaurin B037. 721-7903

Thursday, September 16

Business Lecture 5 p.m. *Best Practices in Service Leadership*. Dr. Stephen Brown, Arizona State Univ. Visit www.business.uvic.ca for details. Harbour Towers Hotel & Suites, 345 Quebec St. 721-6406

Friday, September 17

Music 12:30 p.m. *Fridaymusic*. School of music students in a

program for various instruments. MacLaurin B125. 721-7903

Studies in Religion & Society Lecture 2:30 p.m. *The Next Christianity*. Hugh McCullum, author of *Radical Compassion: The Life and Times of Archbishop Ted Scott*. Strong 105. 721-6695

Tuesday, September 21

Co-op Education Information Day 10 a.m.–3 p.m. SUB. Contact: Barbara Fisher, 721-6582 or bfisher@uvic.ca.

Sessions in Spirituality 11:30 a.m. *Rediscovering Paradise*. Paul Allison, craftsman gardener, Royal Roads. Interfaith Chapel. 721-8338

Wednesday, September 22

Studies in Religion & Society Lecture 4:15 p.m. *Could God Make a World Without Natural Evil?* Murdith Mclean, Oxford Univ. Centre for Innovative Teaching (Hickman) 110. 721-6695

Thursday, September 23

Lansdowne Lecture 7:30 p.m. *Law and the Frontiers of Illegality: Iraq and Democracy*. Dr. Laura Nader, Univ. of California, Berkeley. Strong C103. 721-7046

Lansdowne Lecture 7:30 p.m. *Cosmology and 21st Century Culture*. Joel Primack, Univ. of California, Santa Cruz. Univ. Centre Farquhar Auditorium. 721-7698

Continuing Studies Lecture 7:30 p.m. *The Relationship Between Building and Site*. Arthur Erickson, architect. MacLaurin A144. \$20. 721-6119

Friday, September 24

Music 12:30 p.m. *Fridaymusic*. School of music keyboard students. MacLaurin B125. 721-7903

B.C. Institute for Co-operative Studies Panel Discussion 1 p.m. *Organic Farmers and the Law*. Various speakers. Fraser 152. 472-4976

Lansdowne Lecture 3:30 p.m. *Ethnography as Theory*. Dr. Laura Nader, Univ. of California, Berkeley. Cornett A120. 721-7046

Tuesday, September 28

Sessions in Spirituality 11:30 a.m. *Hope and Compassion: HIV/AIDS in Sub-Saharan Africa*. Bishop Mlungisi Pius Dlungwana, South Africa.

Centre for Innovative Teaching (Hickman) 110. 721-8338

Wednesday, September 29

Music 12 p.m. *Balalaika Concert*. The Victoria Balalaika Orchestra presents a free concert featuring typical Slavonic music on the balalaika and domra. University Centre foyer. 721-7316

Studies in Religion & Society Lecture 4:15 p.m. *Nature, Culture and Natural Heritage*. Thomas Heyd, UVic. Centre for Innovative Teaching (Hickman) 110. 721-6695

Thursday, September 30

Literary Reading 7 p.m. *With Words: A Literary Fundraiser for the Kelly Curtis Memorial Fund*. Alumni House. \$15/7. 598-9747

Friday, October 1

Deans' Lunchtime Lecture Series 12 p.m. *New Land and New Lives: Reclamation and City Creation in the Netherlands*. Peter Stephenson, UVic. UVic Downtown (910 Government St.) Register 472-4747

Music 12:30 p.m. *Fridaymusic*. School of music voice students. MacLaurin B125. 721-7903

Monday, October 4

Studies in Religion & Society Lecture 7:30 p.m. *Reading Mystery: In the End Is the Beginning*. Peter Erb, Wilfrid Laurier Univ. Fraser 159. 721-6695

Wednesday, October 6

Studies in Religion & Society Lecture 7:30 p.m. *Why Murder? Rewriting Original Sin*. Peter Erb, Wilfrid Laurier Univ. Fraser 159. 721-6695

Thursday, October 7

Addictions Research Lecture 7 p.m. *From Witches to Crack Moms: A Reading*. Susan Boyd, UVic reads from her new book. Centre for Innovative Teaching (Hickman) 110. 472-5305

Friday, October 8

Music 12:30 p.m. *Fridaymusic*. School of music students in a program for various instruments. MacLaurin B125. 721-7903

Virtual institute

CONTINUED FROM P.5

a place that is organic to developing relationships between researchers and the community.”

Reading brings his colleague Earl Nowgesic of the Ojibway nation with him to UVic. They're joined by Jewel Peters of the Sto:lo First Nations, who has previously worked in the president's office at UVic.

“It's an exciting opportunity for the community to encourage aboriginal researchers to come forward,” says Peters. “It's also a chance for the institute to establish relationships with tribes from across the country.”

Reading and his team will process research proposals and ensure that projects are handled in an ethical manner. One project currently underway involves researchers from Canada, New Zealand and Australia, with funding from all three countries.

“Researchers are examining the factors that make aboriginal communities strong, with the goal to create a model for other communities to consider. Projects like these are a testament to the success of aboriginal health research.”

The institute will be on campus until 2006, at which point it may move to another Canadian university. For more information on the CIHR and its institutes visit www.cihr-irsc.gc.ca.

RING Publication Schedule Fall 2004

Calendar items should be sent by 4 p.m. on the Wednesday of the week prior to publication to UVic Communications (Sedgewick C149, fax 721-8955, e-mail ucom@uvic.ca) or entered into the online calendar (www.uvic.ca/events). For more information call 721-7636.

Publication Date	Copy Deadline
October 7	September 29
November 4	October 27
December 2	November 24

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SEPTEMBER EVENTS

Sept. 16th	Soccer (w) vs. UBC Centennial Stadium - 6:00PM
Sept 18th	Rugby (m) vs. Castaway Wanderers Wallace Field - 2:30PM
Sept 19th	Soccer (w) vs. U of Regina Centennial Stadium - 12:00PM
Sept 25th	Rugby (w) vs. Bayside Wallace Field - 11:00AM
Sept 30th	Soccer (w & m) vs. U of Lethbridge Centennial Stadium - 6:00/8:15PM

GET INTO THE GAME!

United Way campus campaign shoots for record year

by Joy Poliquin

This year's United Way campus campaign kicks off this month as the university continues its tradition of supporting United Way initiatives to aid Victoria citizens in need. Last year was a great success, with UVic raising over \$177,000 for the cause.

"Our campaign goal this year is \$200,000," says Dr. Rebecca Grant, campaign chair and associate professor in the faculty of business. "It'll be a challenge but I think it's realistic. Each person who gives helps raise the bar even further."

The United Way of Greater Victoria provides funding for community agencies that focus on one of five social issues: poverty; isolation and loneliness; family stress and breakdown; violence in society; and substance abuse. These agencies range from AIDS Vancouver Island to the YM/YWCA of Greater Victoria. With one in three Victorians relying on United Way-funded services each year, the need for donations is acute.

UVic's campus campaign features payroll deductions, e-mail bingo, the fountain barbeque, the November book sale, the Bug Push and casual Fridays. Each dollar raised makes a difference, but it takes a lot of people to make the campaign a success.

These people include "leadership donors" who donate more than \$500 a year, and those who donate part of each paycheck towards the United Way. Last year, 18.4 per cent of employees participated in the payroll deduction program, and

this year organizers hope to bump this number up to 20 per cent.

Chemistry professor and leadership donor Dr. Tom Fyles began contributing to the United Way the first year he became an assistant professor at the university. "My parents and grandparents regard giving as a regular part of everyday expenses," he says. "The United Way provides a whole range of services locally and I'm happy to support their efforts. It's an effective way to approach the whole range of needs in the local community."



United Way

Fyles sees donating as a way to initiate change, one person at a time. "I don't think my donation is likely to have an individual impact any more than my vote will elect or defeat a government," he says. "But collective actions do have impact. It just feels like the right thing to do."

Co-op education co-ordinator Claudia Sperling knows she did the right thing when she became a loaned representative for United Way for four months in 2002. Paid by the university to donate her services to United Way, Sperling visited Victoria businesses to help set up employee donation campaigns,

and had a chance to meet with agencies who receive funding.

"To be involved in something like this showed me how many generous people there are in our community and how many people really need our help," she says. "I came back to UVic and have been volunteering with the university's United Way committee ever since."

Sperling hopes that more people will consider payroll deduction this year and says that if every employee gave as little as \$5 per paycheck, the benefit to the community would be huge. "Everybody's strapped for cash," she says, "but a little bit from everyone really goes a long way."

Christine Morgan has seen the benefits of United Way from both sides. As a young mother, the UVic student participated in the Yoga Moms Program through the Victoria YMCA. The program, which was partially funded by the United Way, provided free yoga classes, daycare and a healthy snack to young mothers in the Victoria community.

"It was a way to introduce a community-driven activity to mothers who thought they were the only ones going through a tough time," says Morgan. "But it was more than that—it trickled down to help raise their self-esteem, to help them make connections and to provide a community for those who didn't have one."

Morgan was so impressed with the program that she started to assist, eventually becoming trained to mentor other young mothers. This volunteer job eventually led to a role



Sperling

as president of the board of directors of the Young Parents Support Network, and as facilitator of the YM/YWCA Young Moms Program.

Today, she's entering third year and eager to apply to the school of social work to continue making a

difference. "The United Way funds essential initiatives to help break cycles of poverty," she says. "It's a very important cause."

For more information on the 2004 United Way campus campaign visit unitedway.uvic.ca.

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