

The University of Western Ontario

# Western

spring 08

ALUMNI GAZETTE

Bill Payne toys  
with success



• PHOTO CONTEST WINNERS

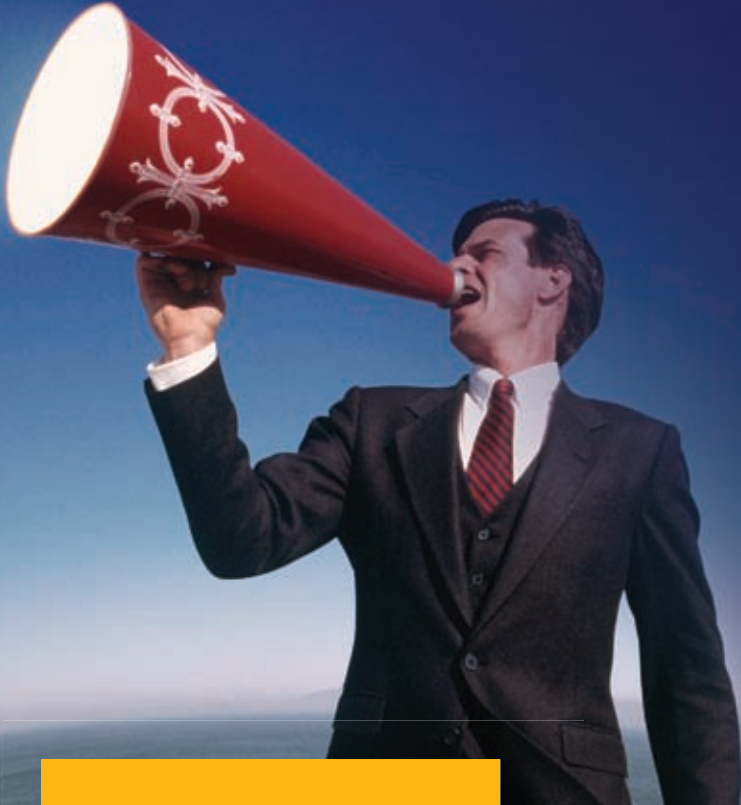
• NAVIGATING THROUGH WAR

• RICK MCGHIE HITS THE ROAD

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On the cover: London, Ontario games maker Bill Payne, BA'93, pictured with a few of the games he's invented in recent years that have brought him international success. (Photo by Rachel Lincoln).



## Alumni minding their businesses

As Bachman-Turner Overdrive chants in its classic rock workday anthem, Western alumni really are “Takin’ Care of Business.”

When we advertised we were looking for stories of Western’s entrepreneurial spirit – unique businesses spawned by alumni – the response was overwhelming. More than 100 ideas were suggested, submitted, e-mailed or called in.

What’s included in this issue is just a sampling. By no means is it a comprehensive presentation of successful businesses launched by Western graduates. What we offer is an illustration of the variety of businesses out there and the wide range of faculties represented by the graduates profiled. Some businesses you will read about in this issue are in very early stages of their growth. Others are well

established. All represent individuals, partners or groups passionate about the product or service they represent.

So, what ideas have Western alumni breathed entrepreneurial life into?

Birdseed, chocolate, wine labels, IT solutions, theatre renovation, student marketing, video screens, comic books, sick leave business, changing the world, men’s underwear, Christian dating, wellness centre, CT scanners, dog prosthetics, run-down apartments, Canadian books, fast sushi, ESL, global currency, handheld 3D scanners, Greek school, dry cleaning bag advertising, game inventing, clothing, virtual tours, global currency, contrarian investing, computer parts, cholesterol control, virtual worlds, better foods, humanitarian bank...

It’s just the tip of the iceberg in terms of how many actual businesses have been created by alumni around the world.

We faced the challenge of too many stories, and not enough pages. If your name is not in print it doesn’t mean you were overlooked. Check online at [www.alumnigazette.ca](http://www.alumnigazette.ca) for additional stories. We hope you continue to share your ideas with us – business and otherwise.

Still, we’re about more than business. In this issue we have some additionally interesting reads. Ninety-two and legally blind, David Campbell, BA’38, took up book writing to share his story of taking a degree in mathematics and applying it to air force navigation when the Second World War began shortly after his graduation. As his book title conveys, his story takes us “From Cowal to the Cocos.” (Page 28-29)

Anyone who has spent any time at Western in the past three decades has no doubt heard the sweet sounds of Rick McGhie, the campus troubadour. Well, for the first time ever, Rick is doing a cross-Canada tour. (Page 39-40)

Like watching perennials bloom in your garden, every spring we get to see the winners of the Arlie Laxton Alumni Photo Contest. The photographic talent amongst our alumni is evident in our display of the winning pictures. (Page 30-32)

For those who wonder how they can become more engaged with the university and volunteer in some capacity, the Alumni Association’s new strategic plan, “Embracing the Future: Engaging Alumni” can open the doors. (Page 38)

And finally, the always insightful Paul Wells contributes a business-related Back Page column from his Maclean’s post in Paris for a look at how some of those ideas originated in residence rooms en route to a degree and success in the real world.

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Searching for Western’s next president: Paul Davenport’s third term as President and Vice-Chancellor of The University of Western Ontario ends on June 30, 2009 and he has advised the Board of Governors that he does not wish to be considered for an additional term. The process to select a new President is now underway. For more information please visit the Secretariat’s site:

[www.uwo.ca/univsec](http://www.uwo.ca/univsec)

Here’s hoping for a warmer spring. Green thumbs and purple pride.

[ds cott24@uwo.ca](mailto:ds cott24@uwo.ca)

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### Canadian Literature course offered prior to 1970 at Western

(Re: *Hunger for Native Canadian Culture...*, Fall 2007)

Dr. Tomson Highway's good article in the Fall '07 Alumni Gazette, although interesting, ignores a long (pre-70s) tradition and serious study and teaching of homegrown Canadian literature, at least at Western. At Western in '63-'64 we enjoyed a wonderful Canadian Lit. class, English 438, taught by Dr. Elizabeth Waterston. Admittedly the course name was "Canadian and American Literature," but it was heavily Canadian in emphasis. I remember doing an essay for Mrs. Waterston on Sara Jeannette Duncan's *The Imperialist*, and I beat the bushes and buildings in and around Brantford and Cainsville, the real-life source and setting for that novel (my own hometown being Brantford).

And who from those years will ever forget Prof. Carl F. Klinck, professor of English and a published expert in Canadian literature? Or Dr. James Reaney, famous Canadian playwright and Western Professor of English?

I could name and say more, but suffice to say that, at least at Western, we did study Canadian literature, and we took the tradition seriously. I will always remember those days and those professors fondly.

**Martin Carbone, HBA'64 (English and Latin), MA'65 (Latin)**

### Learned Canadian Lit at Western

(Re: *Hunger for Native Canadian Culture...*, Fall 2007)

To read in the Fall '07 Alumni Gazette of growing international recognition of First Nations writing is good news. But Tomson Highway's claim that "In fact, it can be documented that the first course in Canadian Literature ever to be offered as a credit at a Canadian University appeared in 1970" at the University of Manitoba is erroneous.

In 1958, as a recent immigrant eager to learn more about Canada, and having married a graduate of Western, Pauline Brooks, BA'52, I took at Western the graduate course in Canadian Literature. (En route to earning the MA, among other assignments I wrote a paper on Tecumseh.) The course was enthusiastically taught by

Professor Carl F. Klinck, whose autograph I have in my copy of his Canadian Anthology.

Subsequently, as a resident of North Carolina, I taught Canadian Literature at Duke University for 14 years and I continue to teach the course at the University of North Carolina at Chapel Hill. Many of these students who initially do not know much about Canada are delighted to discover some of the growing number of excellent Canadian writers.

**Christopher M. Armitage, MA'64 (English)**

*(Editor's Note: the following letter "Remembering Dr. Melendez" arrived October 10, past our editorial deadline for the Fall 2007 issue. We posted it online – and it subsequently inspired a similar letter which we've also published below. Because of space constraints, edited versions of the two letters appear below. Full length versions are posted online at: [www.alumnigazette.ca](http://www.alumnigazette.ca)).*

### Remembering Dr. Melendez

I am currently an emergency physician in Cornwall, Ontario. In my fourth year of medical school at Western I did a one-month elective in Cardiology with Dr. Lee Melendez, a brilliant, soft-spoken professor from Bogotá, Colombia. Our days would begin with reading all of the previous day's ECGs from Victoria Hospital's South Street campus. Next we would do rounds on inpatients and then spend the rest of the day doing consultations or research on his new work on colour echocardiography.

Late one afternoon on one of the first days of my elective Dr. Melendez stopped work and said, "Now, Bob, I think it is important that we take a break, have a coffee, and talk of things other than medicine. We could discuss art, literature, music, anything you wish. Medicine is your career and you must be passionate about it, but it must be only one part of your life." And so we did. Without fail, around 4 p.m. every day we would sit in the cafeteria and talk of absolutely anything other than medicine. I came to look forward to our little chats immensely.

It is now 20 years since that one-month elective and I think of him whenever I find myself excited about sharing a great new find in literature or

music. Dr. Melendez taught me many lessons in cardiology which I continue to use in my practice every day. But he also taught me to be passionate about life in general and about finding balance in that life. What more could one ask of a mentor?

**Bob Reddoch, MD'88**

### Letter unwritten to Professor Hair

(Re: *Remembering Dr. Melendez*, *Online Only*, Fall '07 Issue)

Do you have a letter you have been meaning to write? Well, I have been composing a letter in my head for almost seven years.

It will be a letter to Professor Hair, my first-year English professor at Western. Ever since I left university I have often thought about what a wonderful teacher he was: fair, knowledgeable and interested in teaching, not just research. I want to thank him, and he deserves a letter that has style, correct grammar and no vague pronoun references.

It was his care for language that makes me want to write an exceptional letter. In fact, it is only recently that I stopped getting flashbacks to the plight (horror?) of grammar tutorials in first year English.

Imagine 14 first-year students sitting around an oval table, perspiring and fidgeting as they wait for the lesson to begin. It didn't matter if we had done the homework, for we had no confidence in ourselves; none of us remembered ever studying grammar in high school. What the hell was a gerund anyway? We could not even figure out if it was pronounced with a hard or soft g.

I am smiling at the idea that Professor Hair just might, like me, cherish some kind words—maybe even read them more than once.

One of these days I am going to write that letter.

**Chris Hambley, BA'97, BEd'99**

### Black Alumni Network seeks input

I am writing to inform your readers about an exciting new initiative the Black Students Association (BSA) of Western has recently implemented: a Black Alumni Network. The purposes of this Network are varied: primarily it would allow Black alumni to network with each other and

*continued on page 6*

*continued from page 5*

current Western students. It will also allow BSA alumni to keep up to date with current BSA activities, and keep involved with the club if they wish. More practical goals for the club include creating an Alumni newsletter, to be sent out twice a semester to Network members, starting a mentorship/buddy program to connect current students with Alumni, and creating an alumni-sponsored scholarship fund.

We currently have a small membership base and our Alumni newsletter, the Black Mustang, has just released its first issue. However, we are having difficulty reaching the wide population of Alumni who are not currently in contact with the BSA. We hope to gain a wide and diverse network comprised of as many alumni as possible, so I encourage any interested alumni to contact me about becoming part of the network. I can be reached at [mhope2@uwo.ca](mailto:mhope2@uwo.ca).

Melika Hope, HBA'08 Candidate

### **Gazette needs French grammar lesson**

*(Re: Decisions today determine future..., Fall 2007)*

The last line in David Suzuki's speech at Trois Pistoles, Western's French Immersion School, took me by surprise. That is true irony! Does anyone proofread the words of very famous people?

Bonne chance. Merci.

Anita Liepins, BA'59

*(Editor's Note: Our mistake! Re: bon chance vs bonne chance, feminine usage)*

### **Climate change not cause of woes**

*(Re: Welcome to climate change central, Fall 2007)*

I hate to burst any bubbles, but Gord McBean's claim that Hurricane Katrina was predicted "as early as 2002" (and is apparently related to climate change) is a fallacy. Sedimentary/coastal geologists predicted exactly the type of problems New Orleans faced well prior to 2002, and for reasons that have little or nothing to do with climate change.

The main problem is that the city is built on a naturally subsiding delta. Much of the city is below sea level, and the subsidence continues. Humanity's engineering works to protect the city (e.g., levees) proved to be inadequate. Other of humanity's activities exacerbate the

problem by destroying the natural 'buffers' (e.g., barrier islands, coastal wetlands) that can help to protect low-lying areas. Rising sea level caused by global warming would be a relatively minor contribution compared to natural subsidence, at least up until 2005.

Category 4 hurricanes like Katrina were forming before any possible anthropogenic contribution to global warming started. The geologic record shows that coastal areas of Louisiana have been hit by hurricanes for millions of years. Although global warming is predicted by some to lead to more hurricanes and more intense hurricanes, attributing any one hurricane (like Katrina) to global warming is simply not possible.

Here is a personal experience about the reliability of hurricane forecasting: I was on a sabbatical in Houston during the fall of 2006. My wife and children were concerned because they had heard of a NOAA report forecasting a "very active" hurricane season for that year. It turned out to be one of the least active hurricane seasons since the late 1980s.

Bruce Hart, PhD'90

### **Names needed for WWI project**

When I began researching Western's involvement in the First World War for my MA, I quickly discovered that an accurate list of Western students, graduates, and faculty who served in the war was not available.

Following the First World War, the County of Middlesex granted the University \$100,000 for the purpose of building a memorial to the members of the Middlesex community who served in the war. This memorial would take the form of Middlesex Memorial Tower.

On October 17, 1924, a bronze memorial tablet was unveiled in the building's entranceway. This tablet was dedicated to the soldiers and nursing sisters from the Middlesex community who made the ultimate sacrifice. It is not a list of Western students or graduates who died in the war. In fact, only two of the 280 names on this plaque have been identified as Western students. In 1938, Western unveiled a second memorial tablet for No. 10 Canadian Stationary Hospital, the medical unit raised and equipped by Western during the First World War. This

plaque, also located in University College, lists the efforts of students, graduates, and faculty of the medical department.

I am working to compile a list of Western's students, graduates, and faculty who served in the First World War. Incomplete enrollment records have made it difficult to find Western students who served. With the support of the Alumni Association and the Students' Council, and the initiative of Western's Remembrance Day Commissioner, Matthijs Van Gaalen, efforts are underway to unveil a plaque in honour of the members of the Western community who served in the First World War.

If you have information about a student, graduate, or faculty member from Western who served in the First World War please e-mail me at: [uwo.firstworldwar@gmail.com](mailto:uwo.firstworldwar@gmail.com).

Anne Millar, BA'06, MA'07 (History)

### **Shocked to hear of change at Westminster**

*(Re: Alumni Relations finds new home at Westminster College, Fall 2007)*

I was shocked to hear that Westminster College is no longer a residence and now houses the university's external relations offices. I understand the need for more office space, but this is about the residence. Why wasn't anyone informed – i.e. the alumni – that this was underway?

Westminster College (WC) was a residence and home for so many people over the decades. Of course, it was always run separately from the main residences, but if the university was planning to annex it in the way it did, it could have communicated its intentions much better. I am sure all of the loyal alumni who called this place home would have liked to have a last look at the fishbowl, the bridge, and maybe take a look at the old residence rooms which were ahead of their time (i.e., the shared bathrooms which spawned the can-mate phenomenon). This is really sad. I hope WC's new residents know what kind of memories surround them.

Not letting us alumni know of WC's demise shows really poor communications by someone at Western.

Anjali Baichwal, BA'90

Westminster College 1986-1988



She'll grow into her dream.

Bachelor of Science  
(Biology) 2026

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Through Foundation Western, alumni are laying the groundwork for students of today and tomorrow to achieve their dreams. Our endowment fund provides the stability Western needs to support student aid, program enrichment, research, and learning tools – forever!

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Photo by James Reaney

Rochelle Smith, a Grade 8 student from Wiji Nimbawiyaang Elementary School at Chippewas of the Thames First Nation, assists President Paul Davenport with the groundbreaking for the new \$21-million Student Services Building.

## Groundbreaking incorporates First Nations ceremony

Having begun with a First Nations ceremony to prepare the land, a new \$21-million Student Services Building will soon rise to the southwest of the University Community Centre. A groundbreaking ceremony, featuring students from Wiji Nimbawiyaang Elementary School at Chippewas of the Thames First Nation, was held Feb. 15 amidst a 24-foot teepee and ceremonial fire.

When complete in the summer of 2009, the addition to University Community Centre will for first time bring most student services under one roof including the Registrar's Office, Financial Aid, International Student Services, Services for Students with Disabilities, and Indigenous Services.

"There has been tremendous thought, planning and participation in designing this project," says Western President Paul Davenport. "This building will be home to some of the most important services for our students. The end result will be a bright, welcoming place to meet and work."

The four-storey building will also feature the David S. Chu International Student Centre, funded through a \$1-million donation by the Chu Family. It will feature lots of meeting space and natural light, making it an attractive setting for student-related events and support programs.

Special work has gone into making the building a welcoming home for Western's Indigenous Services. With the help of a First Nations architectural consultant, the building will have a strong indigenous component. Prior to the groundbreaking ceremony, local First Nations representatives erected a teepee on the building site and performed a sunrise ceremony to prepare the ground for the ceremony.

## Largest-ever student contribution to a Canadian university

Students at Western and its affiliated university colleges presented their school with the largest contribution ever from a student body to a Canadian university on January 24. The pledge from Western's University Students' Council (USC), the Society of Graduate Students (SOGS) and the Ivey MBA Student Association, will break a record by totaling more than \$100 million over the next 30 years, of which \$29.3 million will be counted toward Western's upcoming fundraising campaign. *Here's how the student gift will be used:*

- \$86.2 million will be contributed by students over the next 30 years in support of the new Western Sports and Recreation Centre:
- \$57.7 million will support the construction of the new facility and its mortgage costs
- \$28.5 million will support the facility's operating costs
- \$14.8 million will be directed to undergraduate and graduate bursaries between now and 2018.

**Total: \$101 million**

## Osgoode Hall professor to guide Brescia

Osgoode Hall Law School assistant professor Colleen Hanycz has been appointed principal of Brescia University College, effective July 2008.

Hanycz will be the second lay principal of Canada's only women's college, replacing Theresa Topic who will step down following an eight-year tenure.

Hanycz, who teaches civil procedure, legal negotiation and dispute resolution, is this year's recipient of the Osgoode Hall Law School Research Fellowship

and served as Osgoode's Assistant Dean (First Year) from 2004-06.

Norman Pizzale, coordinator, Brescia's Council of Trustees, describes Hanycz as a strong leader. "Her passion for teaching undergraduates, strong faith and belief in social justice issues, together with her academic interest in women and leadership will make a positive impact.

Hanycz is well-known for her work in Alternative Dispute Resolution and was one of the first to be appointed to the Roster of Mediators for the fledging Ontario Mandatory Mediation Program in 1999.

A formal installation will take place in fall 2008. Hanycz holds the following degrees: BA(Hons.) St. Michael's College (Toronto), LLB (Dalhousie), LLM (Osgoode), PhD (Osgoode) and is called to the Bar of Ontario.



Professor Emeritus James C. Reaney

## Reaney art at McMichael

Professor Emeritus James Crerar Reaney, DLL'92, is admired widely as one of Canada's literary masters. Three Governor General's awards, a Chalmers Award and an Order of Canada support his positions as one of Canada's most respected writers. More than 50 works of art by Reaney now on display at the McMichael Gallery in Kleinburg, Ont. speak to a less well-known side to the former English professor. The exhibit *The Iconography of the Imagination* runs until May 18 and features landscapes, sketches and drawings from the 1940s to mid-1990s. The landscapes feature sketches from cross-country tours with family members of towns and rural regions in Ontario. According to the McMichael, "Reaney's landscapes are charming vignettes that reveal his deep-rooted preoccupation with small-town and farm life and have both personal meaning and collective appeal." [www.mcmichael.com](http://www.mcmichael.com)



# EK3 delivers peerless point of purchase info via video



photo by Bob Klamac

EK3 co-founder and Western alumnus Ken Stuart (fourth from left) stands with fellow Western alumni and staff recruits (left to right) Steven Shi, Joseph Eze, George Zhang, Justin Rao, Paul Xu (hidden) and Weiping Luo.

If you've ever filled up your gas tank, gone to a bank or picked up a coffee, you may have noticed a video screen delivering a message that seemed just for you.

It's called narrowcasting, and EK3—one of Western's Industry Liaison's spin-off companies—is without peer when it comes to the growing field.

"If the information you deliver isn't relevant, it becomes digital wallpaper," says EK3 President, Nick Prigioniero, MBA'03. "We deliver content that helps companies build their brand—and that's more than looping the same video over and over again. You have to tailor the message and tell the story in an emotional way," Prigioniero says.

EK3 was founded by Ed Elliot, BSc'97 MESC'99 and Ken Stuart, MESC'99 when they were graduate students at Western's Faculty of Engineering in 1998. The Research Park incubated the company in its early years, and the EK3-Western partnership continues to thrive. In 2005, the EK3 Innovation Lab opened in the Thompson Engineering Building.

"This is an example of a technology that started with The University of Western Ontario, was nurtured at the Research Park, and now it's on the loose," says Franco Berruti, former Dean of the Faculty of Engineering. EK3 has 36 employees, and in 2006 the company was nominated for the prestigious IMB Beacon Award. Its revenues have topped the \$10-million mark.

Often scholarship students from Western get real-world training at EK3 and sometimes suggest ideas that help create new lines of business.

"There are valuable ventures that are developing in our own Faculty very often with a significant student component. It's important for people to know that Western creates jobs, create successes. Western is not just about teaching, but creating things that have an immediate practical benefit," Berruti adds.

For more information visit: [www.ek3.com](http://www.ek3.com)

## About Industry Liaison

Industry Liaison has set itself a number of exciting challenges: increasing the number of inventions it is receiving and processing from creative clientele, whether professors, students or staff; pursuing successes in the development of such inventions towards proof of principle with the help of WIF, POP, i2i and other grant programs; increasing the number and quality of licenses and start-up companies; developing a coordinated approach with the Lawson Health Research Institute; implementing a new commercialization consortium structure with Waterloo, McMaster and Guelph universities, called C4; and developing a solid team of professionals at the service of Western researchers.

As part of the London research community, Industry Liaison is also

linked to the Western Research Park with its two sites in London and Sarnia, with modern incubators, the Stiller Centre and the Gordon J. Mogenson Building, and with the Angel and Venture capital community. Western and its affiliates obtain about five per cent of all university and hospital inventions in Canada. Did you know that the C4 represents about 35 per cent of university and hospital research in the Province of Ontario? Did you know that Western and its affiliated institutions placed fifth in Canada according to the recent Association of University Technology Manager's 2004 Survey in terms of revenues generated from commercialization, through licenses and spin-offs?

The Industry Liaison web site ([www.uwo.ca/industry](http://www.uwo.ca/industry)) is designed to help Western, the affiliated researchers

and potential licensees. It includes information on Western IP Policy, on Report of Invention Process, on new technologies, whether patented or not, available for licensing, on Western spin-offs and has a frequently asked questions section.



EK3 screens in Wal-Mart.

Research Western  
Visit: [www.uwo.ca/research](http://www.uwo.ca/research)

# Can success be taught?



By David Scott

*Eric Morse is Executive Director, The Pierre L. Morrisette Institute for Entrepreneurship at the Richard Ivey School of Business.*

**Alumni Gazette:** Can you teach success in business?

**Eric Morse:** If after taking a couple of courses in entrepreneurship will people go out and be successful entrepreneurs, the answer is 'no'. There is no elixir I can give a student that will allow them to get beyond the failure rate we have with new business start-ups. What we can do is give them an awful lot of information and teach them about the major causes of failure. We're really good in the scientific method of pinning the butterfly to the wall – saying "here are the facts and here are the problems." At the end of the day a lot of experience being a successful entrepreneur is that you've got to get out there and learn from mentors being in the market.

**Alumni Gazette:** Is there an average, or what is the average start-up cost for a new business?

**Eric Morse:** There's no real average start-up cost for a new business. Most, 80 per cent, of the Fortune 500 companies were started on less than \$10,000. Some

of that goes back in history quite a bit (when costs were less). But a lot of it is much more contemporary than that.

We all seem to have this vision of start-ups all having to have venture capital and huge endowments to get going. Less than one per cent of all start-ups get venture capital. It's certainly true in some industries like biotech because you're not going to have a product on the market for five to seven years, so you need a lot of money.

**Alumni Gazette:** How do new businesses make it past the critical one-year mark?

**Eric Morse:** First thing – really screening opportunities for something that is a really good idea, that has good potential. Two – putting the right people on the team to make it work. If you've got a good idea and a good team, you've stacked the deck the best you can to make it over that first-year mark.

**Alumni Gazette:** How essential is an MBA in business success in 2008?

**Eric Morse:** I think it's becoming more and more essential actually. We passed an interesting milestone a year or two ago where there were more business start-ups in North America by university graduates than not. It was interesting data. I think what it's saying is that you've got to have more sophisticated business knowledge to be successful. And it also means that it's becoming a more viable career choice for many out there.

**Alumni Gazette:** Why does Canada need entrepreneurs?

**Eric Morse:** Entrepreneurs are the source of most of the innovation in our economy. We know that innovation in an economy leads to quality of life. They talk about 95 per cent of radical innovation coming through entrepreneurial organizations. That's the innovation that really changes how we think of different products, industries or services. And most of those coming from entrepreneurs are essential to our economy.

Most of the net new jobs created in the economy are by entrepreneurial companies.

Everyday you see when you pick up the paper another big company has cut like 300 employees or 1,000 employees. Yet our unemployment rate has stayed relatively

stable or even gotten better. It's mostly due to those rapidly growing entrepreneurial firms. Canada is an economy made up mostly of small- to mid-size companies and we need to continue to put successful ones out there.

**Alumni Gazette:** Why does Ivey spawn entrepreneurs, as well as business leaders?

**Eric Morse:** I think there are a couple of reasons for that. One, we get great students in. We do a terrific job of attracting some of the best students. And I think the methodology of the case study method has a lot to do with it as well. By the time students get out of here they've seen thousands of business situations and been forced into thousands of business decisions they've had to follow and make. So, it allows our students to hit the ground running where a lot of students from more traditional programs have to kind of take a long time to figure out "well, I learned this theory from this lecture and this classroom and how does that really apply?"

With the case study method you really draw on that support network. The class contributes to the education. They have a relationship with a lot of other people when they leave here. They draw on those relationships later. The Ivey network is a strong piece of it as well – not only their contemporaries but those from the past.

**Alumni Gazette:** Why do you think Western has graduated successful entrepreneurs, some of whom were in science, arts and engineering?

**Eric Morse:** I always think of this as the "mug and beer problem." A lot of time at Ivey we create great mugs. Students understand the business side of things. They understand the business start-up. They know the issues to avoid. They know all that kind of stuff – but they need the idea. So, it's often a search for an idea for someone to partner with or something that comes from a hobby they might have.

Folks on other parts of the campus – Engineering, Science, Arts, etc. – often have the beer without the mug. They have great ideas and often need somebody to partner with that has the

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# Business families represent billions in Canadian economy

By David Scott

In the next 10 years, it's expected that more than one trillion dollars will change hands from generation to generation in family-controlled businesses in Canada. "I tell my students it's important to take my course because if you're going to be an investment banker or advisor like so many of our students are you will be dealing with this. That's a massive entrepreneurial opportunity for you because in many of these business families the kids don't want the business," says David Simpson, Executive Director of the Ivey Business Families Centre.

The Richard Ivey School of Business realized that fact and created the Ivey Business Families Centre to produce research and teach in the area of family business. The centre was established in 2005 to enhance family business management through outreach programs, applied and academic research and the development of future family business leaders. The initial support for the centre was provided by the de Gaspé Beaubien family, who has been in business for 13 generations in Quebec – the longest lasting in Canada.

"Specifically we called our place the Business Families Centre, not the 'Family Business Centre,'" says Simpson, who admits the moniker is a bit of a tongue-twister. But it was the aim of Ivey to talk to families about what business values they're passing to their kids, "not to put the anchor around their ankles and say 'all this will be yours someday, son – and you have to take this business.'"

Often children don't want to pursue the same business as their parents or grandparents. Business value, according to Simpson, says "Grandpa and grandma started this business and they were entrepreneurs – we want you to be entrepreneurs. We're also passing you our contact list, the skills we learned and the survival techniques we found. Go do your thing but do it your



way with our family name. Families last and care more because their name is on the sign – longer than managers whose names aren't on the sign."

In Canada and the United States approximately 80 per cent of businesses are business families. That even counts the small entrepreneur who starts and takes a loan against their house or spouse's apartment, says Simpson. These percentages are even higher in older European countries like Italy, and in Asian countries are closer to 100 per cent.

The small and moderate family business generates the majority of new jobs in Canada. Approximately 25 per cent of the top 50 companies (by market cap) in Canada are controlled by families, with the top six families creating \$100 billion in revenues. But the positives of family business are just being recognized and appreciated. Some stereotypes still exist.

"We used to talk about family businesses but historically it was all the negative stories – newspapers enjoy the fallouts, things that go wrong – like the McCain family. And families didn't want to talk about it. Family business was portrayed as being ripe with nepotism, inefficient, small."

Philippe de Gaspé Beaubien, former owner of Telemedia, studied all the great businesses in the world, how to pass the torch along, the key ingredients to governance, that sort of thing, says Simpson. "As part of his succession plan, he wanted this material to stay within universities – so he ceded this material to Ivey, UBC and University of Alberta. So, we now have a collection which includes a videotape series called the 'Roadmap Course' which I teach here to business families every April."

The business instructor finds it interesting to see families come in and work through the material and be able to point to characters in the video

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# Building a theatre, building a community



Photo by Dave Chidley

The trio of entrepreneurial Western grads behind the resurrection of the Chatham Capitol Theatre: Kevin McMillan, Robert Fox and Dan Donaldson.

By Janis Wallace, BMus'75, BEd'76

Chatham is a pretty little city on the Thames River in Southwestern Ontario

with five awards from the National Communities in Bloom Competition. But its economic picture hasn't been so pretty as it suffered from the vagaries of

agriculture and the auto industry.

Three Western grads are sowing seeds now that could change Chatham's future. Kevin McMillan, BMus'83,

Dan Donaldson, BMus'74 and Robert Fox, BA'61 (Physical Education) are transforming a 1929 movie theatre and the face of King Street. Although the project isn't finished, several restaurants and shops have sprouted around it and investors are looking at restoring surrounding buildings for a hotel and B&Bs.

"I picture the future as having a dynamic, active theatre scene in downtown Chatham with restaurants, music on the street, people walking and enjoying the river and other amenities," said Fox. "Busloads of visitors will make this an entertainment destination."

It didn't start as such a grand dream. McMillan learned the city was going to tear down the Capitol Theatre and put up a parking lot. Instead of singing about it, the acclaimed tenor waged a campaign through the local newspaper and galvanized support to save the building.

A feasibility study recommended adding a seven-storey fly tower, orchestra pit, balcony, upper lounge, additional seating, improved sightlines and acoustics and updated operational systems. Theatre restoration specialist David Hannivan recommended a government job creation program that he had used for the Elgin and Winter Theatres restorations in Toronto.

"The program was a way the project could be accomplished and the community receive benefits," Fox said. "The decorative work is time-consuming and labor-intensive. By teaching these skills to new people, we've created an asset in the community of a calibre we could never otherwise have afforded."

About 230 people have gone through the program and 80 per cent have found full-time work after completion. Human Resources and Social Development Canada (HRSDC), which initiated the program, looks at the Chatham Capitol Theatre as a model because it teaches skills, changes people's lives and gets them back in the workforce. McMillan said, "It may be the largest job creation project in the country."

As work began, McMillan continued teaching at the Don Wright Faculty of Music and performing. "I ran around the planet singing in theatres. When I arrived at each one, I didn't see the conductor first, but the theatre manager. I asked each one if they could redo their theatre, what would they do differently. We incorporated their ideas into our plans."

The estimated total cost of the project is \$15 million. Interior work continued through a donation from Union Gas Co. But heavy construction was halted while they went back to the drawing board to find ways to knock \$2.5 million off costs.

The Chatham-Kent Community Development Corporation estimates the compounding economic impact of the construction to be \$18 million.

"It's taken some time but there is strong support," said Fox. "The Trillium award gave us the resources to hire an experienced general manager who can lead us to an opening and subsequent programming."

McMillan said, "Dan (Donaldson) is president of the Canadian Association of Cultural Executives and very well respected. Having him come on put a whole new face on it."

Donaldson said the project didn't have a strong draw for him until he visited the site. "When I walked around and heard the passion of Kevin and Bob, it became infectious. I saw the potential for impact on the community."

Truck musicals, comedians, entertainers and regional organizations are expressing interest. But first they need the money to finish.

A decision to transfer ownership to the municipal council Feb. 4, 2008 brings that step closer. It allows an application to the new Municipal Infrastructure Investment Initiative for \$7 million. Donaldson said if the application is successful it "will mean the Capitol will open free of debt. Once we start heavy construction again, it will be about 14 months to open."

When that happens, the three foresee spin-off projects and employment opportunities taking off. Conservative projections suggest 150 full- and part-time jobs, directly and indirectly related to the theatre. Ontario Theatres and the Association of Summer Theatres Round Ontario show for every dollar spent at the box office, five are spent in the community on lodging, dining, gift purchases and more. The estimated local economic impact for the first three years is seven million per year.

"What we really need to do is diversify the economy," said Fox. "We need kindred projects and a cultural strategy for the community to broaden the scope of economic opportunity." ❧

## AN INDEPENDENT STUDY SHOWED THAT:

- 97 per cent of Chatham-area residents surveyed said they support the project
- 93 per cent said they would attend a performance.
- 71 per cent of Americans within a day's drive to Chatham-Kent would travel here to see top-name entertainment.

Benefits to the area include bringing more varied professional entertainment; anchoring the west end of the downtown; providing increased economic activity for a low-investment cost; allowing for long-term tourism development and supplying the region with a venue of high quality and attractive facilities.

## FUNDING:

To date, about \$9 million has been given by private and public sources.

The federal government committed \$4.6 million, the provincial government \$466,000, the municipality of Chatham-Kent contributed \$1 million dollars over three years, (or about a coffee and donut per person once a year) and about \$3 million came from non-government sources.

## PARTNERSHIPS:

St. Clair College is partnering to create new education programs focused on professional theatre management, performing arts, cultural appreciation and related fields.

The CCTA, Historic Downtown Chatham BIA, Municipality and HRSDC are addressing downtown renewal and have developed a prototype process now being implemented in other communities in Chatham-Kent.

The Dickens Fellowship has been formed to develop activities in Chatham-Kent to celebrate the life of Charles Dickens, who lived in Chatham, Kent, England for his early years.

# Heroes expands comic book core of London



## By Jeff Renaud

Peter Parker's Uncle Ben will tell you, "With great power comes great responsibility."

Brahm Wiseman, BA'99 (Visual Arts), the owner/operator of Heroes Cards and Comics, feels the same sense of responsibility to his ever-growing clientele and the City of London.

That's why the Western alumnus purchased a building in the city core on Dundas Street (right across from the store's present location) to expand his comic book shop – already the largest in southwestern Ontario. He's planning to open his new location in time for "Free Comic Day," Saturday, May 3.

"We've been in London for 16 years and have settled in nicely in terms of both our numbers and traffic," says Wiseman, who

purchased Heroes from the original owners in 2003. "It was time to find a permanent location. London has proven it can support a store of this size so we're here to stay."

The Ottawa native started working at Heroes while studying visual arts at Western in the late '90s.

"I was always trying to incorporate comics into my school projects. I guess I've always promoted the idea of comics as art. I'd compare a high art gallery guy like a painter or sculptor to a comic artist or a movement in art to a comic movement. I'd almost always get points for originality. I think some of my professors actually appreciated not reading about the same old thing," laughs Wiseman.

Fast-forward to 2008 and comics are fuelling many of Hollywood's biggest summer blockbusters and more cerebral offerings like Brian K. Vaughn's "Y: The Last Man" and Mark Millar's "Civil War," which are enjoying praise from mainstream media outlets ranging from CNN and New York Times to Wall Street Journal and Comedy's Central's "The Colbert Report."

The transition of comics from a fanboy's guilty pleasure to university-level required reading has hit Western, too, as one of the most popular first-year classes is Media in

Society, which features the groundbreaking 1986 comic miniseries "Dark Knight Returns" on its course outline.

"The year after I left, not that it has anything to do with me, was the first year Western started teaching comics and now there are at least four courses that use comics as source material," said Wiseman, who has taught both grade school students and teachers about his medium of choice.

"The Thames Valley School Board has had me in a few times to promote comics in classrooms," explains Wiseman. "I've done some teaching in class and I've done some PD (professional development) workshops, as well on how to teach comics and what sort of activities you can do with them."

While Wiseman's visual art background provides him with great insight when trying to pick winners from the hundreds of choices he receives monthly to stock the shelves at Heroes, he says the best thing he walked away with from Western was an ability to prioritize and manage his time to its fullest.

"I was graphic editor for The Gazette, I was in school and I was working at the store," says Wiseman. "Time management was so important and so was learning how to take on other responsibilities beyond school."

# Helping workers return to job sooner



## By Dawn Milne

When workers are off the job as a result of injury or illness, both the employer and employees suffer.

With that in mind, Liz Scott, MEng'02, has built a business that offers some innovative solutions to help workers return to the job sooner.

Her company, Organizational Solutions Inc., handles sick-leave and disability claims on behalf of businesses. Services include judging the validity of claims and helping to expedite the treatment and care of ill or injured workers by doing such things as

getting referrals or tests sooner and finding doctors with greater availability.

Scott says this helps to save the employer money and it also relieves workers of the boredom and financial burden that can arise from being unable to work.

"There is a whole theory that work is central to one's life. If you go to a cocktail party, one of the first questions asked is, 'Where do you work?,' explains Scott. "If you're off work, you really lose more than just a job. Your whole identity starts to slip. It's so much better for workers to be working."

Additionally, Organizational Solutions steps in when it is time for workers to return to the job. The company offers tests for employers to use to compare the physical and cognitive demands of the job with the abilities of the workers to determine whether they are well enough to return to work. Scott has a PhD in Industrial Psychology and drew upon that knowledge to design the cognitive tests.

Her Engineering education from Western also comes in handy in the area

of back-to-work transitions. Scott assesses job sites in terms of health and safety and ergonomics to see if changes can be made to help the returning employee and reduce the risk of injury for all.

"We can look at the facility and say, given this individual's capabilities, if we do this and this, not only will this person be able to return to work, but a lot of other employees are also going to benefit," says Scott. "This may reduce the number of disability claims for a company and the savings can be incredible."

Although some businesses, such as insurance companies, offer short-term disability and sick-leave adjudication services, there are no direct competitors that offer the same range of services as Organizational Solutions, notes Scott.

Organizational Solutions Inc. has a head office in Burlington, but it also has virtual offices in Vancouver, Quebec, Ottawa and Halifax in Canada as well as offices in New York and Virginia in the U.S. For more information, visit [www.orgsoln.com](http://www.orgsoln.com)

# Sports stars support Saxx



Trent Kitsch, left, goes over the finer points of Saxx men's performance underwear with Ivey Dean Carol Stephenson.

## By David Scott

Trent Kitsch, MBA'07, is capitalizing on the fact that no one has bothered to redesign men's underwear in decades, maybe even centuries.

And he's found a market for his design that comfortably supports (and separates) men's distinctive space requirements from colliding with legs, especially during sports.

Saxx, a new men's performance underwear with a patented design, is "the evolution of men's underwear," according to Kitsch's cheeky (pun intended) marketing. What makes Saxx so much different than traditional underwear is the function served by the patented "Saxx Performance Side Panels." Saxx also uses the benefits of moisture wicking and breathable performance fabrics to improve temperature and keep wearers dry.

But is there a market for high-end (no pun intended) men's underwear?

"Yes, because of the evidence in sales so far. And in the (early) stages of the business the positive indicators we've had with repeat customers and people writing letters and e-mails telling us how much they appreciate or like the pairs," says Kitsch, a former professional baseball player and recent MBA grad who came up with the idea for the new underwear design while fishing with his father. "I was wearing a large inflatable suit and my testicles were stuck to my legs. So I had a few days out on the ocean thinking about how I could re-design men's underwear to prevent contact and be more comfortable."

Kitsch then returned for his final

semester at Ivey with a new mission, "to make the best performing men's underwear in the world." He created a prototype, found a manufacturer and developed a brand, as well as put \$18,000 of his own money behind it. "We have worked with professional designers, fabric consultants, and professional athletes. I feel if you make a quality product, the only by-product can be success, so I enjoy the hard work we have put into prototypes and development."

Kitsch has been actively promoting his product by unusual methods – sending his new underwear directly to professional



athletes. "I sent pairs to some players during Spring Training last year and worked with them in design. Over the season they asked for more pairs, and by the end Saxx was being worn in the World Series."

The gamble paid off with Jeff Francis, a Colorado Rockies pitcher, signing a two-year endorsement deal with Saxx Apparel. "I know other players who are wearing it in Major

League Baseball and the NHL," says Francis. And Kitsch recently sent his product for NBA players to literally try on for size.

He makes no secret that a possible strategy is to sell the business to a sportswear producer like Nike or Under Armour. "That's one of the exit strategies. There is the 'going concern strategy' and the 'license or sell the company' to an established brand with global distribution. This kind of product in the hands of Nike would sell a lot of units next year," speculates Kitsch.

Presently, the product is available online at [www.saxxperformance.com](http://www.saxxperformance.com) and at 25 Source For Sports stores across Canada. A meeting was also held with the Hudson's Bay Company in March "Which is going to be big for us if we can get in there." (The results of that meeting were not known at the time of publishing). "Our goal is to be in 55 stores at the end of the year," says Kitsch.

The company is actively looking for investors – and was the subject of a Globe and Mail feature business story in January that revealed Kitsch recently secured an investment of \$50,000 (in exchange for 5 per cent of the business) and is seeking \$150,000 to \$500,000 in exchange for 15 per cent to 50 per cent of the business. He also managed to secure some investment money after a successful appearance on CBC's business pitch show "Dragon's Den." "We've had a lot of people offer us investment – but if there is someone with smart money, who has a relationship or experience in the industry, if they want to help us out in any way, we'd appreciate it, too. I've got a lot of e-mails already from Western alumni who are in the industry and willing to help. If that continues, that's a positive thing."

Sean Wise, author of *Wise Words: Lessons in Entrepreneurship & Venture Capital* and who serves as an adviser on CBC's *Dragon's Den*, says "Any new entrepreneur is better off taking money from someone who's been there and done that. Anything an entrepreneur can do to build a bond will not only increase a valuation, but it will also increase the probability of getting an investment."

Kitsch, from Kelona, B.C., is planning to move to California in April to promote Saxx. "There's 12 million people in Los Angeles County. So my goal is to sell 10,000 to 20,000 pairs this summer down in L.A. We're going to keep our Canadian business operating. Just expand down there (California)."

# Tasting chocolate-covered success



Alison Lorimer at The Cocoa Bean Shoppe.

Alison Lorimer, BMOS '07, never imagined her study of human resources would lead to work as a chocolatier, especially since she is not even a huge fan of chocolate. But she has found some sweet rewards as co-owner of The Cocoa Bean Shoppe in Welland, Ontario, which she runs with her father, Craig.

Lorimer's father had been making homemade chocolates as gifts for family members for about 20 years. When she

graduated from Western with a background in Business Management and Organizational Studies, her father asked her to go into business with him. Together they opened the store in April 2007.

"I have always been interested in entrepreneurship so this was a logical step," says Lorimer. "Dad does the chocolate-making and I look after the business end of things."

Lorimer has tapped into her creative resources for the business, which specializes in artistic chocolate creations using moulds and colouring. Specialty products have included hand-painted chocolate roses, a truffle cake – a hollow chocolate shell that

looks like a wedding cake and is filled with truffles – and even chocolate replicas of glass slippers for a Cinderella-themed wedding.

"People come in wanting to be unique and original with the event they're planning," notes Lorimer. "We work together on ideas and offer something special that tastes good and is freshly prepared."

She has also drawn from her education at Western to aid in managing the business. For instance, her human resources training helped her to manage a team of staff hired to handle the Christmas rush.

"The team aspect – how you want to treat your employees and how you want to be fair – you learn all of these things in school. I think it's important because you need to have an ethical base that you can stand on," says Lorimer. "You need to decide what your business' values and morals are going to be before you get started."

For more information, visit: [www.seawaymall.com/directory/k15.html](http://www.seawaymall.com/directory/k15.html)

# Dream of changing world takes shape



Dev Aujla, founder of Dream Now.

Ever since a trip to India at age 15 showed Dev Aujla, BA'06, there were stark contrasts in global living standards, he dreamed of changing the world.

And through his charitable organization, Dream Now, he is helping people with similar goals to make their mark.

"People often think that there has to be this huge compromise. That you either have

to make money or else you have to give up that side of your life and dedicate yourself to changing the world," says Aujla. "We show people how to balance lifestyle, meaning and career."

Dream Now offers two programs. One is called Continuum, whereby Aujla and staff follow up with conference attendees to support them in taking action on some of the

ideas inspired by the conference. Already the program has helped people to redo transit plans for the City of Edmonton to provide sustainable transit. Continuum has also supported people in endeavours to raise money to build orphanages in Africa.

The other program is Occupation: Change the World, a service that helps 20- to 30-year-olds earn a profit and change the world at the same time in addition to helping employers to hire and retain employees with such aspirations.

"If employers can capture that kind of innovation in employees, it can be really good for the company," explains Aujla. "It's not something that employers should have to bend to accommodate, it's something that will actually increase productivity."

Aujla founded Dream Now in 2003 and worked at it part-time while still a student at Western. He turned it into a full-time venture after graduation in 2006.

For more information, visit: [www.dreamnow.org/](http://www.dreamnow.org/)

Profiles by Dawn Milne



# Academics turn entrepreneurial with micro CT scanner



In 1997, micro-CT was emerging at Robarts as a promising research tool, but it was expensive and cumbersome. Thornton, who completed his Masters of Engineering at Western in 1996, saw not only the technical potential but also a business opportunity whose time had come.

“That’s the mark of the entrepreneur. Mike saw the potential from the beginning and had the confidence that the technical problems could be surmounted to create a viable commercial product,” said Holdsworth, an astronomer and medical biophysicist, whose own work as a graduate student of Dr. Aaron Fenster’s laid the groundwork for the imaging advances pioneered by EVS. Fenster, who is Director of Robarts’ Imaging Research Laboratories, and Holdsworth were also shareholders and founding scientists in the fledgling company.

By 2001, orders were rolling in and the EVS team was working around the clock to meet the demand. It was around that time that global giant GE started taking an interest in the London, Ontario-based company.

Negotiations began in 2001, and by late 2002, EVS had been sold to GE Healthcare in a multi-million dollar deal.

“There were so many positives being associated with a small technology start-up,” Thornton says. “It’s trial by fire: you’ve got to be agile and wear many different hats. But working with a company that has the global reach of GE adds a whole new dimension of experience.”

The micro-CT system designed by the EVS team is now used in pharmaceutical and academic research studies worldwide as a non-invasive option for evaluating the short- and long-term impact of new drugs or therapies on a range of medical conditions – including osteoporosis, arthritis, cancer, obesity, diabetes, lung disease, and stroke. <sup>10</sup>

From left: Software developers Jeremy Gill, Bradley Arthur, and former president of EVS, Mike Thornton.

While the Silicon Gold Rush of the late '90s was turning his engineering classmates into millionaires faster than sushi could be rolled in California, Mike Thornton, MEng'96, and his co-workers were taking a somewhat less glamorous approach to their own tech start-up in the basement at Robarts Research Institute.

“No matter what time it was – Christmas, weekends, whenever – we were building, driving, rebuilding, solving problems. It was about what the customer wanted and we had a very selfless team focused on that objective, not the reward,” Thornton recalled.

The enterprise at the focus of Thornton’s quick mind and intense energy was known as Enhanced Vision Systems (EVS), a company that would

establish itself as a developer and manufacturer of micro-CT scanners for disease research and drug development.

Computed tomography (CT) scanners employ X-rays to produce detailed images of internal body structures, such as organs, blood vessels, bones, and spinal cord tissue. Micro-CT scanners are more powerful, providing higher-resolution images than the standard CT scanners used in hospitals.

In 1994, as a graduate student in engineering, Thornton had begun collaborating with Dr. David Holdsworth and other colleagues at Robarts to build a “cone beam” CT scanner for small specimens. The cone beam design enabled researchers to image a larger area of a specimen faster than did the “single slice” technology of the time.

# Combination of passions in PawsAbility



Janice Olynich fits a dog with a brace at her prosthetics and orthotics business.

It took three seemingly unrelated things – work as a prosthetist, a love for dogs and a border collie named Skip suffering from a congenital limb deficiency – to add up to a one-of-a-kind business combining the practical with passion.

“It was really a natural combination,” says Janice Olynich, BA’97 (Kinesiology), who opened PawsAbility, a Toronto-based

prosthetics and orthotics service for dogs in 2007. “I learned some basic principles as a prosthetist and I just applied what I know to dogs.”

After graduating from Western, Olynich trained in orthotics (braces) and prosthetics (artificial limbs) at George Brown College in Toronto, while her love for animals had her working in veterinarian offices on the side.

Although she made a brace for her own dog while in training, it wasn’t until she worked with Border Collie Rescue Ontario to create a brace for Skip to help with his congenital limb deficiency that she decided to delve into canine prosthetics and braces as a career. She continues to work as a prosthetist for people as well.

Working from veterinarian referrals, she handles every aspect of the brace-fitting process for dogs from casting and test-fitting to the making and dispensing of braces.

“So far, the response has been pretty positive,” notes Olynich. “For me, the greatest motivator was that nobody was providing a service like this. When you combine that with the fact that the pet industry is growing, the potential for this is encouraging.”

Olynich has been getting word out about her business through an appearance on CityNews’ Animal House Calls show and by attending veterinarian trade shows and dog-related shows, such as the All About Pets show in Toronto.

For more information, visit: [www.pawsability.ca](http://www.pawsability.ca)

## First Sikh billionaire in North America?

When it comes to property, Bob Dhillon, MBA’98, has an eye for spotting diamonds in the rough.

Ever since he was 19 and bought and sold two houses for an \$18,000 profit, Dhillon has worked to launch a company to buy and refurbish apartment buildings. After completing his Masters in Business Administration from Western, he started Mainstreet Equity Corp. about eight years ago.

“Property investment is the easiest way to make money and the easiest commodity to finance,” says Dhillon, who is nearing his goal to become the first Sikh billionaire in North America thanks to his profitable business. “It’s a product that won’t become obsolete.”

Dhillon invests in mid-market apartment buildings that need rejuvenating and then improves them to increase their rentability. A key to his success is to invest in certain locations before the markets turn around. For instance, he invested in Edmonton before

the surge in energy-related employment drew thousands of people to Alberta.

“You have to have a flexibility of the mind and an ability to take action,” notes Dhillon. “If you choose to be an entrepreneur, you have to think outside the box. You cannot be structured.”

He credits his business education from Ivey for teaching him how to communicate with investment bankers and other business contacts.

Mainstreet now owns more than 6,000 apartment units in Calgary, AB, Surrey and Abbotsford, B.C., Toronto and more. Dhillon owns a 2,700-acre island in Belize where he is building an architecturally controlled oasis with resorts, condos, high-end houses, golf courses and residential lots. His neighbour is Hollywood actor Leonardo DiCaprio.

For more information: visit: [www.mainst.biz](http://www.mainst.biz)



Bob Dhillon attributes business communication skills to time at Ivey.

Profiles by Dawn Milne

# Catering to Christian daters

By Krystyna Slivinski, BA'89

When brothers' Philip and Samuel Moorcroft, BA'90 (Political Science), MBA'95, found themselves out of work in the late nineties, they, along with thousands of other MBA graduates across North America, turned their attention onto the Internet.

It was the height of the dot com boom and money making business opportunities on the Internet appeared endless.

"We looked at what sites were making money on the Internet and we came out with a few: porn, gambling and dating," said Philip Moorcroft, BA'89 (History), MBA'97, during a telephone interview.

For the Moorcrofts, who were raised as conservative Christians in Ottawa, the choice was simple. With the help of several credit cards, ChristianCafe.com, an online dating service for Christians, was launched in 1999. The idea was to give like minded persons of faith, the opportunity to connect in a virtual "Christians meeting Christians for a coffee" setting.

Their initial investment of upwards to \$100,000 went towards website and database development.

"It was a tough first year," recalled Moorcroft.

Since the website was entirely subscription driven as opposed to relying on advertising, attracting traffic to their website was the biggest challenge. In the beginning, Moorcroft, who has two other siblings, Stephen, BSc'95, BEd'96, and his sister, Karen, BA'92 (Sociology), who are also involved in running the website, were enlisting their friends.

"It went from 30 to 500 very rapidly," said Moorcroft. "Even back then, advertising was annoying. We decided to make it that when you come to our site, you won't get hit with pop ups, meaning that we have to entirely rely on subscriptions."

It would take another two years before the website began to generate a modest profit. Today, ChristianCafe, boasts roughly 100,000 members, not all



of whom are active, that come from all over the world with the majority based in the United States. It is a 'premium' dating site based on its higher than average membership fees. Members pay \$34.95 for one month or \$109 for one year.

Having found its place in the Internet community before the market online dating market became saturated, ChristianCafe, based in Markham, Ontario, employs 15 full-time employees and is one of the largest exclusively singles Christian site's in the world. It received a five star rating from www.meetchristiansingles.com and has racked up a number of positive reviews from other industry related websites that include www.christian.com and a thumbs-up from www.christiandatingservice.com.

Moorcroft attributes the company's success and longevity due in large measure to its customer service and name recognition. Moorcroft says members' emails are addressed within 24-hours. While ChristianCafe does not use a scientific methodology for matchmaking such as eHarmony.com, it does allow its members to do a quick search to find other members with similar profiles. ChristianCafe also makes itself available to its members who may need help with improving their profiles or determining the best way to approach another

member.

One of the site's biggest attraction besides being able to post a prayer, is that it offers people a free, seven day trial of its service without having to provide a credit card number.

"We don't apologize for being a premium site," added Moorcroft. "This will be the best experience you'll have compared to anywhere else.

Since its inception, ChristianCafe has logged thousands of matches. One need only visit the site's testimonials section where visitors can scroll through wedding photos and happy ending love stories dating back to 2002.

While Samuel, 41, remains company president, his other brother, Stephen, who holds a degree in actuarial science, is now in charge of the company's operations. Philip, 39, one of the original founders, has become more of a silent partner after launching his own management consulting firm, Toronto based MGPS, which opened in 2003. This year, he also plans on launching another website along with fellow MBA graduate, Michael Lee, that will cater to tourists seeking restaurant and events information in the Caribbean market.

"Once you're making it on your own, you'll never go back to working for someone else," said Moorcroft. <sup>W</sup>

# Non-traditional medium message



Statements Media founders Joseph Magnotta (left) and Adam Watson with their venture pioneered as a class assignment, garment ad-bags from 2005 when they started out.

In building a leading Canadian ambient media company out of a small spark of an idea, Adam Watson has proven that big business ideas can start from the humblest beginnings.

Watson, who attended The University of Western Ontario from 2003 to 2005, was drifting off to sleep when a dry cleaning bag hanging in his room inspired him to create a niche market advertising business. He figured that advertisements could be printed on dry cleaning bags where they would be carried into people's homes.

Watson prepared a business plan for the idea and won a feasibility competition for it involving 200 second-year Western business students. Watson then deferred his acceptance to the Richard Ivey School of Business for September 2005 and instead started a business, Statements Media, in Woodbridge with Western alumnus Joseph Magnotta, BA'05, in the summer of 2005.

Magnotta has since left the business, but still offers advice.

"I think unique mediums stand out from traditional mediums," says Watson, pointing out that the average North American sees 3,000 ads per day yet only recalls 12. "My idea has always been to hit specific groups of people in unique environments at ideal points. When I advertise to you on your dry

cleaning bag, if you are interested at all, you might go out and purchase it right then."

As a follow up to the successful advertising dry cleaning bag which garnered advertising clients such as The Bay and Country Style, Statements Media cut a deal to install interior mini-billboards in 500 tanning salons across Ontario in 2006.

Watson has also recently started a second business, C.J. Watson Media Services, based in Mississauga, which represents various media companies and helps them to find clients to buy advertising so that the media companies can focus on creating innovative ways to advertise.

"People don't generally like to be advertised to. So this is what causes companies to constantly try and adapt and evolve and try and reach people in new and exciting ways," says Watson. "People don't watch TV like they used to or read newspapers like they used to, so unfortunately the traditional mediums no longer have the same effect."

For more information, visit:  
[www.makeyourstatement.ca/index2.html](http://www.makeyourstatement.ca/index2.html)

## Learning Greek classics in Greece

Wanting to bring a sense of realism to studies that books and overheads cannot provide, two London teachers went from educators to entrepreneurs in opening the first private Canadian school in Greece.

John Krisak, BEd'73, along with colleague Steven Katsipodas from Central Secondary School in London, opened The Canadian Lyceum of Greece in 2001. The private school, which is named after the Lyceum school of the Greek philosopher Aristotle, offers Ontario Secondary School credits during July on the Mediterranean island of Crete.

"When I first went to Crete and I taught the myths of Theseus and the Minotaur and the Labyrinth and then took my students to the Palace of King Minos where the stories originated, there was some kind of resonance," explains Krisak. "Normally



A recent photo of the staff and students at The Canadian Lyceum of Greece on Crete.

teachers are working out of a textbook and using slides and graphs and the Internet, but we have all of that plus the real thing."

In addition to the credit program, the school has an extensive co-curricular program that includes instruction in music, dance, visual arts, sailing and rowing. Krisak is a big believer that the experiences offered by the school go a long

way in inspiring students.

"One girl told me, 'My brain has been asleep for five years. I'm an A-student, but I haven't learned anything because I haven't been challenged. There's no spark. There's no inspiration.' We hear that a lot," notes Krisak. "The students who come to us have a burning desire to learn."

The school has grown from 10 students in its first year to an anticipated 40 or more for this summer. Although

the school offers the Ontario curriculum, it also accepts students from out of province and those who have graduated from high school but have not yet started post-secondary education.

For more information, please visit  
[www.thelyceum.ca](http://www.thelyceum.ca)

# McArthur succeeds in print while world goes to web



McArthur and Company Publishing Ltd. Founder Kim McArthur.

By Julie Maltby, BA'96

Publisher Kim McArthur, BA'75, BEd'76, has a message for those who suggest that print is dying in the cyber world we live in. "I would say, 'not so fast!' We went through this in the '80s when CDs first appeared. More and more books appear on-line, but there's the comfort level of not having to read from the screen. I think of a book as an intrinsically beautiful object."

It was 11 years of building a list of Canadian authors at Little Brown Canada (LBC) that she started in 1987 (a subsidiary of Time Warner) and then bringing them over to McArthur and Company Publishing Ltd. (M&Co), a company she founded at her dining room table with former staff and authors who supported her goal.

"Any entrepreneur will agree it's always a difficult road. It's always been my goal to publish Canadian authors from coast to coast," McArthur says.

Her career in publishing began in sales and marketing with McGraw Hill Ryerson and Methuen Publishers. She ran LBC until Time Warner closed it in May 1998. McArthur said she was content as an executive, but when circumstances changed, she had to decide how to continue living her passion. She was in a "holding pattern" before calling her fateful meeting with supporters.

Today, M&Co publishes an impressive list of best-selling and award-winning authors of fiction and non-fiction, including Nancy Huston, Marsha Boulton, and Barry Callaghan (who was among the supporters in McArthur's dining room almost 10 years ago). The company is now one of the top three Canadian-owned publishers of Canadian fiction in Canada. In addition, M&Co publishes international authors such as Maeve Binchy, Joanna Trollope, and Bryce Courtenay. It was Callaghan and the staff who hung a sign in

the booth at the trade show where M&Co was publicly unveiled just four weeks after the closing of LBC that read, "You can't sink a rainbow."

McArthur attributes her success to three factors: passion, loyalty and an exemplary team of authors and staff. "I think the base of [my success] is that I'm completely energized by what I do. I love books and authors and I want others to enjoy them, too. Entrepreneurs need to have the sense of being absolutely crazy about their jobs, because that makes up for the nights you lie awake and wonder, 'how am I going to make payroll?'"

"Also at the heart of M&Co's success are our fantastic authors and staff. They share my enthusiasm and remained loyal throughout. Some people are nervous about hiring staff who are as talented as they are. I think it's great to be surrounded by all-stars, and it has served M&Co well.

McArthur has been acknowledged numerous times for her success. She has been listed as one of Canada's Top 100 Women Business Owners for the past nine years, was named Consumer's Choice Businesswoman of the Year for Toronto in 2005 and was recognized as RBC Canadian Woman Entrepreneur of the Year for Start-up in 2001/2002. In November 2007, the Women's Executive Network recognized McArthur's success by naming her as one of Top 100 Most Powerful Women in Canada. The 15 entrepreneurial awards are granted to women who own and operate Canada's largest businesses, based on sales revenue and regional population.

Before joining the publishing world, McArthur applied her Western degrees by teaching English and History at Oakwood Collegiate Institute in Toronto. She credits Western with teaching her how to do research and for creating a great learning experience. Her university experience also exposed her to some of Canada's best authors, including Alice Munro, who was a Writer-in-Residence at Western during McArthur's undergraduate years. ❧

**Elevator Pitch:** An entrepreneur's one-minute explanation of his/her business model, often heard in an elevator and directed at anyone who might want to provide funding for the entrepreneur's start-up.



### Brandever names Blasted Church wine

Six years ago, Bernie Hadley-Beauregard, BA'83 (Administrative Studies), MBA 1986 (McGill) started a Marketing Strategy & Design firm specializing in the wine industry. Essentially, it named vineyards and wineries, created identities for their products, and developed innovative marketing strategies. "We first created a stir in British Columbia's Okanagan Valley with such wineries as Blasted Church, Dirty Laundry, Laughing Stock and Therapy Vineyards. Over the past few years, our business has spread internationally (California, Washington, New Zealand, Australia and now France). We have just entered the Niagara Peninsula marketplace with several new endeavours: Meglomaniac Wine, the Niagara College Teaching Winery, and a soon-to-be-launched winery called The Organized Crime. Our creative effort has been highly celebrated in the industry, having recently won Best of Show for brand design at the 2007 San Francisco International Wine Competition. On November 12th 2007, Brandever also won a coveted Gold Award for package design at the London International Awards competition."

[www.brandever.com](http://www.brandever.com)

### Connecting students with corporations

Daniel Warner, BMOS'06, president, CanadianStudentMarketing.com, UP Media Group Inc., saw a niche in connecting corporations with the Canadian student market in ways that had not existed before while he was studying at Western. "We proceeded to incorporate the company in June 2005, naming it UP Media Group Inc. and started a grassroots

website at Western called UniversityParty.ca, before the days of Facebook, which now boasts tens of thousands of visitors each month, a database of over 80,000 Canadian students and franchises stretching across Canada. Last summer that original idea grew as we founded CanadianStudentMarketing.com (CSM), a youth marketing company focusing exclusively on the 18 to 24 student demographic and on services such as campus marketing, media planning, campaign management, as well as strategy and consulting. To date we have worked with such companies as Rogers, H&M, Bluenotes, Pizza Pizza, LavaLife, Paramount Studios, Bank of Montreal, The Toronto Raptors among many others. I have also been fortunate enough to win ACE CIBC Ontario and Central Canada Student Entrepreneur of the Year for 2007."

[www.canadianstudentmarketing.com](http://www.canadianstudentmarketing.com)



### Business built on birdseed feeds a niche

Mark Bennett, BA'90 (Sociology) and wife Laura Andrews, BA'90 (English) created a new business in 1993. "We created from scratch the Wild Bird Trading Co. in Newmarket, Ontario employing 16 people. We recognized that wild bird feeding is the second most popular pastime in North America and there was no company that was supplying the fledgling industry. We now supply over 1,500 stores with 5,000 products in five countries with every possible product for feeding birds. We are the only company in the world that strictly sells wild bird products. Feed the birds and save the planet."

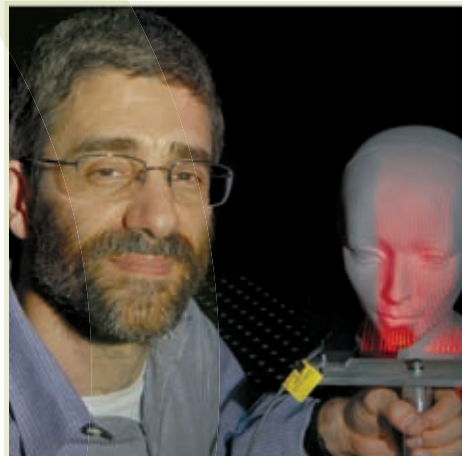
[www.wildbirdtrading.com](http://www.wildbirdtrading.com)

### Providing IT solutions around the world

Joel McLean, HBA'95, founder and CEO of Info-Tech Research Group is an IT research and advisory firm. "We provide IT professionals, managers and executives with practical

advice, research and tools that help them save time, save money, improve IT operations and make better decisions. Info-Tech's products and services combine actionable insight and relevant advice with ready-to-use tools and templates that cover the full spectrum of IT concerns. Our practical approach is designed to have a clear and measurable positive impact on your organization's bottom line. We serve over 21,000 clients at 8,000 organizations around the world. Since 1998, we have focused on making the work of IT professionals easier - and on helping them achieve greater personal and corporate success."

[www.infotech.com/Guest.aspx](http://www.infotech.com/Guest.aspx)



### Consortium preps 3D scanner for market

Imagine capturing a 3D image as easily as you snap a photo. A new low-cost, hand-held 3D scanner invented at Western aims to do that. The scanner's innovative design has attracted a substantial funding commitment from NSERC. A 3D scanner collects 3D shape information about an object. The collected data can then be used to create three-dimensional computer models of the object. These models are useful for a wide variety of applications from animation to manufacturing. The 3D scanner is based on technology developed by Jonathan Kofman, PhD'00, (Engineering Science) and Professor George Knopf, Associate Dean, at The University of Western Ontario. The duo received a patent for the underlying technology in 2003. Kofman, now a University of Waterloo professor, continues working to turn it into a commercial product. Kofman's efforts received a boost recently when awarded \$92,000 from the Natural Sciences and Engineering Research Council's Idea to Innovation (I2I) program for development of a prototype for field trials.

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Bill Payne ends a game of Villa Paletti, which won the Spiel des Jahres in Germany, with a crash. The game is for two to four budding architects, ages eight and up. Photos by Rachel Lincoln.

# Payne's games pay off with worldwide success

By Kym Wolfe, BA'82

When Bill Payne, BA'93, graduated from Western with a degree in Sociology, London was slowly emerging from an economic recession and jobs were not plentiful. Payne had no idea what kind of career to pursue, but he did have one ultimate goal – to work at something he had a passion for, something that he would want to do for the next 40 years. He looked at his list of options, and decided to become a games inventor.

In 2007 Payne's Polly the Porcupine memory game for children was named Game of the Year in Finland. In 2002 his game Villa Paletti was named the Spiel des Jahres (Game of the Year) in Germany, considered by people in the industry to be the most prestigious award for board and card games. In total, including his third game Naughty Dogs, more than 600,000 of his games have been sold around the world.

Payne's games are marketed for children, from four to eight years and up, but Villa Paletti is also popular among

adults especially in Europe. You can easily find videos of people playing on YouTube and other Internet sites.

It's not easy for Payne to predict which of his inventions will make the journey from idea to prototype to manufacturers' toy fairs, and ultimately, to production. He's had hundreds of ideas for games, about 150 of them of sufficient quality that he has developed homemade prototypes for them. "I've always been inventive, and I see things differently than someone else might. But most of the stuff I invent is awful and will never get to market," he says modestly.

From the beginning, Payne's two nephews, now 10 and 14, have been the first to test his homemade prototypes. Once they've been test driven and tweaked, Payne submits new game ideas to his agent in Israel. Even great ideas might be turned down, Payne explains. "It must be extremely unique. If there is anything similar out there, he won't handle it."

Once his agent accepts a game, a professional prototype is developed and exhibited at major toy fairs

around the world. Four of Payne's games are currently at that stage. If a manufacturer decides to license one for mass-production, it will take another two years before it gets to market.

There is no magic formula to determine which kind of toy will catch a manufacturer's eye or strike a game player's fancy. Payne has found the most demand for his games outside of the North American market, particularly in Europe where games based on licensed products or television shows are generally frowned upon.

The London inventor believes that traditional, hands-on games have a greater longevity than computer games, and that good ones never go out of style. While many studies have documented the benefits of playing tactile games with children, for Payne one of the biggest pluses is the personal social contact. "Video games can be very isolating," he says. "I like games that encourage people to interact face to face." <sup>W</sup>

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### Speedy Sushi moving quickly

Speedy Sushi was started in London, Ontario by two alumni, Kristyn Eisenschmid, HBA'03, MBA'07, and Andrew Pianosi, BA'03 (Political Science), to provide Western students and London with high quality and great-tasting sushi that was also affordable. "Far from your regular formal sushi restaurant, Speedy Sushi has a trendy and upbeat bright blue interior and offers customers sushi made fresh on-site and is open until 4 a.m. This is just one of the many innovations setting Speedy Sushi apart. In addition to traditional offerings, Speedy Sushi has revolutionized sushi with its "handy roll" concept which allows customers to eat sushi with just one hand and no chopsticks – perfect for the pre- and post-bar crowd which frequent the restaurant during the later hours. In addition, Speedy Sushi offers a huge range of sushi from the traditional California rolls to Rainbow Rolls and "Caterpillar Rolls" as well as sushi boats, rice paper rolls, edamame and more. Speedy Sushi is the only sushi restaurant that delivers sushi everywhere in London. Response has been so receptive that a second location is already in the works.

[www.speedysushi.com](http://www.speedysushi.com)

### Bringing Virtual Tours to life

Jeff Young, CEO, is President and Founder of iLOOKabout panoramic photography solutions that pioneered and patented a methodology for "Virtual Tours" which is now a mainstay in real estate marketing. iLOOKabout drives streets of a city and shoots high resolution photographs every 4.5 metres, placing longitude and latitude on every photograph. It then stitches images together to create a detailed image of what it's like to drive down that street, getting a close look at homes, street addresses and even details on utility poles or trees in front yards. After creating

a database of city streets, iLOOKabout sells that access to subscribers. "Over the years we have developed a number of proprietary software tools that customers tell us are the best for intuitive simplicity of application. Our customers see iLOOKabout StreetScape as an end to end geo-spatial solution comprising a comprehensive database of native, geo-coded images, of the highest digital quality." Other Western grads joining Young on iLOOKabout's leadership team include: Mark Sheppard, MBA'00, Chief Operating Officer; Robin Dyson, HBA'98, Chief Financial Officer; Jeff Weaver, PhD'07, VP of Engineering, and Jeff Hack, Chief Technical Officer, who scored a perfect mark in computer graphics at Engineering at Western and who holds three different patents.

[www.iLOOKabout.com](http://www.iLOOKabout.com)



### Giving students ESL skills to succeed

Tina Bax (Coulson), BA'93, BEd'95, formed the first, and until very recently the only ESL school partnered on campus with a university in Canada. "CultureWorks has graduated over 1,000 students to Canadian universities since 1998. Based at King's University College and Brescia University College, these English as a Second Language students are granted conditional acceptance by both King's and Brescia as well as the Faculty of Graduate Studies at Western. This conditional acceptance pathway captures students who might otherwise pass on attending partner universities for lack of language facility. As our name implies, a unique component of the CultureWorks program is the cultural preparation that students find critical to their being competitive in the university classroom. A commitment to hiring the best teachers and staff, and investing heavily in professional development, has lead to almost no attrition of the team that now totals 25 members. An international network of partnerships ensures we capture the attention of students who are interested in what King's, Brescia, and Western have to offer. We are proud to donate 10 per cent of our net profits to student awards annually."

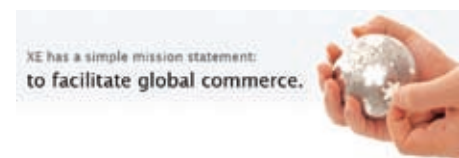
[www.culture-works.com/](http://www.culture-works.com/)



### Dubwear clothes Canadian campuses

Paul Dub, BA'94 (ACS, King's College) is Founder and President of Dubwear Clothing Co., founded in 1994, one month before Dub graduated from King's College. Having served on the King's College Student Council as the Pro Shop Commissioner, Dub identified a need for new collegiate clothing in the university and college bookstores. Fittingly his first client was the Western bookstore. Since that time, Dubwear has become the market leader, with its product in almost every college and university bookstore in Canada as well as many in the United States.

[www.dubwear.com](http://www.dubwear.com)



### From a farmhouse to global currency

Steven Dengler, BA'93, is one of the two founders of XE.com, "the world's favorite currency site." Dengler says, "We started the business in a farmhouse basement in 1993 with zero start-up capital. These days, we serve over 230 million page views per month to over 10 million unique users per month. Our XE trade Global Payments service processes over \$1-billion dollars per year. We provide currency tools and data to organizations all over the world, including eBay, HP, Ask, DHL, FedEx, OPEC, AOL, BBC, FIFA, and Virgin.

[www.xe.com](http://www.xe.com)

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# From insurance career to alternative health entrepreneur



By Krystyna Slivinski, BA'89

Despite having climbed to the top of the corporate ladder within the insurance industry, Alex Richards, BSc'91, 39, couldn't shake a persistent feeling that he needed to do something different with his life.

Richards, a native of Sarnia, Ontario, who graduated in 1991 with an honors degree in actuarial science, had spent more than a decade working and living in Bermuda honing his skills in the field of catastrophe reinsurance where his job was to calculate potential losses for his company and their clients in the event of a natural disaster, such as a hurricane. By the late 1990s, Richards was vice president of underwriting for RenaissanceRe Holdings Ltd., one of the largest property catastrophe reinsurers in the world.

"It was a high stress environment," recalled Richards during a phone interview. "I was working a lot of hours, traveling all over the world and it didn't feel like I was giving back to the community."

By 2001, Richards returned to Ontario and after a brief attempt at teaching, he was lured back into his area

of expertise having accepted a position as head of property reinsurance for RBC Insurance of Mississauga. Within a few years, the same old feeling that something was missing in his life inspired him to take part in a week-long retreat where participants embark on a soul-searching mission to better understand what they want out of life.

"It really helps identify what your core beliefs are," said Richards. "It solidified my need to move into the field of healing."

It took Richards several more years to give up his career in the insurance industry during which time the idea for creating a unique environment that provided a sort of one-stop shopping for natural healing therapies began to take shape. After finding a location that had previously housed an art gallery, Richards was now in charge of gutting and rehabbing 2,800 square feet of space to create his vision.

Unlike a clinic with a sterile environment, Richards' goal was to create an establishment where clients are immersed in an atmosphere of relaxation and indulgence that puts them at ease before receiving their treatment. With that in mind, when clients enter his

establishment, they are met with foot tall water fountains, aromatic candles and soothing sounds in the reception area. While waiting for their service, they can relax in the "serenity room" while drinking tea or cucumber water.

Using the bulk of his savings, Satori Urban Wellness, located in Yorkville in Toronto opened in March 2007. It offers nine treatment rooms each named after the type of treatment performed such as the "spirit" room for shiatsu and acupuncture or "freedom" room designated for therapy and counseling sessions. The combined experience not only offers clients a sense of escape but the opportunity to heal as Richards says, "their mind, body and soul." It is the reason Richards named his centre Satori which loosely translates into enlightenment which he says many clients gain when they experience alternative or natural treatment remedies.

With a team of registered and licensed practitioners, Richards' wellness centre focuses on providing a variety of holistic healing treatments housed under one roof that includes acupuncture, osteopathy, shiatsu, massage therapy, nutritional counseling and life coaching. This way, Richards says, clients who come in for one service can easily be directed to other treatment remedies to address specific health issues be it back pain, diabetes or quitting smoking.

While Richards doesn't expect to make a profit for a few more years yet, he believes he's on the "cutting edge" of providing an alternative approach to healthcare where clients are more in control and better informed to make decisions about their health. With the ongoing doctors' shortage, Richards believes he's tapped into a market that has only the potential to increase in years to come.

"There is no doubt in my mind that this is the future of healthcare in Ontario," said Richards. "People are looking for different ways to take care of themselves instead of going to a doctor and getting a pill." ☺



### Alumnus finds success in virtual worlds

Christian Lassonde, BSc'97 (Computer Science), BESC'98, co-founded a leading company in one of the world's hottest industries. Millions of Us is an agency specializing in virtual worlds. "We design, activate and measure marketing programs for our clients across multiple virtual world and social media platforms. Since launching in May 2006 we've experienced rapid growth in our client portfolio, service offerings, and staff. Our team includes several of the world's leading authorities on the business, culture, and technology of virtual worlds. Our clients include Warner Bros., Toyota Scion, Microsoft, and Intel. We manage global campaigns from our headquarters in San Francisco; our team is drawn from all over the globe and we're well-equipped to work with clients anywhere. President and co-Founder Christian Lassonde is a veteran of the Massively Multiplayer Games industry with deep knowledge of the technology and economics involved in Online Virtual Worlds and their communities."

[www.millionsofus.com](http://www.millionsofus.com)

### KGK Synergize helps control cholesterol

In 1997, Najla Guthrie, BSc'91, along with two other scientists from the Centre for Human Nutrition, founded KGK Synergize Inc. based on their research findings from Western. The company's business model from inception was to create a profit-generating contract research services division to fund its new product development division. Today, the Company offers research services to third parties including in vitro screening assays, in vivo therapeutic and toxicity models, and human clinical trials. The Company has successfully

launched its first product, Sytrinol™ for cholesterol maintenance, into the global marketplace under the leadership of Guthrie. Additional products in the pipeline are in the areas of diabetes and cancer. Members of KGK's executive that are Western alumni include: Robert Bortolussi, BA'78, C.A., VP, Finance; Kristen Reynolds, BA'99, Director, Marketing & Sales; David Crowley, BSc'85 (Chemistry), MD (U of T), Medical Director. Senior Advisers are Dr. Peter Ferguson, Cancer Research Consultant, adjunct professor in the Department of Physiology and Pharmacology; and Peter Johnson, HBA'74, MBA'75, LLB'78, Strategic Consultant.

[www.kgksynergize.com](http://www.kgksynergize.com)



### Computer parts online at low cost

StarTech.com was founded in 1985 by two Western graduates, Paul Seed, BA'84 (Economics), and Ken Kalopsis, BA'83 (History, Political Science), who were part of the same fraternity. The company's success has been due to its unique focus on hard-to-find connectivity and technology parts which separates it from other manufacturers in the IT industry. The company had humble beginnings as a Visa card-funded business, manufacturing computer dust covers in the basement of a house and has grown into a \$50-million global company with over 12,000 resellers and operations in Canada, the United States and the United Kingdom.

[www.StarTech.com](http://www.StarTech.com)

### Best friends create Better Foods together

Chris Bower, MBA'05 and Tal Rosenbloom, MBA'05, are old friends who could never agree on one thing... health vs. taste. Chris

was a connoisseur of beef products, while Tal was an advocate of veggie products, but neither was happy with the taste vs. health compromise they each had to make. For the first few months, Chris & Tal's Better Foods™ was a purely academic idea and then one day the two decided to validate their idea by creating some beef and soy blended burgers for their friends. By combining lean, hand-cut meat with high-grade textured soy protein, their products deliver the best of both worlds and eventually became the Better Burgers™. You get the taste of meat with half the fat, calories and cholesterol along with the heart-healthy benefits of soy. "Better Foods™ products contain only the highest quality ingredients, such as high-grade textured soy protein and expeller pressed canola oil. All of our products are crafted in a top quality, federally licensed facility."

[www.betterfoods.ca](http://www.betterfoods.ca)



### Contra the Heard being heard

Even while at Western, Benj Gallander, BA'78, was something of a contrarian. While many of his buddies focussed on economics and business, he majored in pinball, cards and sports. Moving towards 15 years ago, Gallander, along with business partner Ben Stadelmann, started the Contra the Heard Investment Letter. The focus is on contrarian investing, companies that were once loved but now are often detested. Returns are amongst the best in the field, garnering a 15-year annualized return of 26 per cent. Spin-offs of the business include best-selling books and a Globe and Mail column. Gallander is also a much sought after speaker.

[www.contraheard.com](http://www.contraheard.com)

See more Elevator Pitches online at: [www.alumnigazette.ca](http://www.alumnigazette.ca)

# Deposits of volunteer hours make this bank different



Fontana distributes pens to village children near the Mekong River in Laos.

By Nicole Laidler, BA'03, MA'04

Changing the world is a tough business, especially when you're the new charity on the block. But Joe Fontana Jr., BA'95 (Economics), MBA'00, co-founder of One World Humanitarian Bank, is confident that his own passion for social justice and his organization's unique approach will ignite a spark in others.

The concept behind the non-profit organization One World Humanitarian Bank is simple enough – individuals, corporations or governments deposit volunteer hours, goods, services or money, which can be withdrawn by other charities and non-governmental organizations to assist with designated projects. Convincing others it can work is another thing.

Inspiration for the humanitarian bank came during a 2002 boat trip down the Mekong River in Laos. Fontana stopped at a local village where he was swarmed by children asking for Bic pens. "I started thinking about how great it would be to set up a charitable organization that focused on asking corporations to donate the products they produced rather than just money," he says.

The idea crystallized in early 2007 during an after-dinner chat with his father, Joe Fontana, former Liberal Member of Parliament for London North Centre (1988 -2006).

"We theorized about this non-traditional bank that would go after gift-in-kind donations and volunteer hours," Fontana says.



Joe Fontana Jr. in Laos, a trip that inspired the humanitarian bank

With his dad's encouragement, Fontana began researching the current state of the charitable industry. He discovered that few charities directly solicit products or volunteer services.

Fontana drew up a business plan, and with some help from his father, presented it

to several influential individuals, including David Singh, Chairman and CEO of The Destiny Group of Companies and the Destiny Foundation.


"The broadness of the project scared him at first, but he was intrigued," Fontana says. Singh agreed to back the project and Fontana spent the summer developing marketing materials and the Humanitarian Bank website. Then the truly hard work began – the search for other corporate partners.

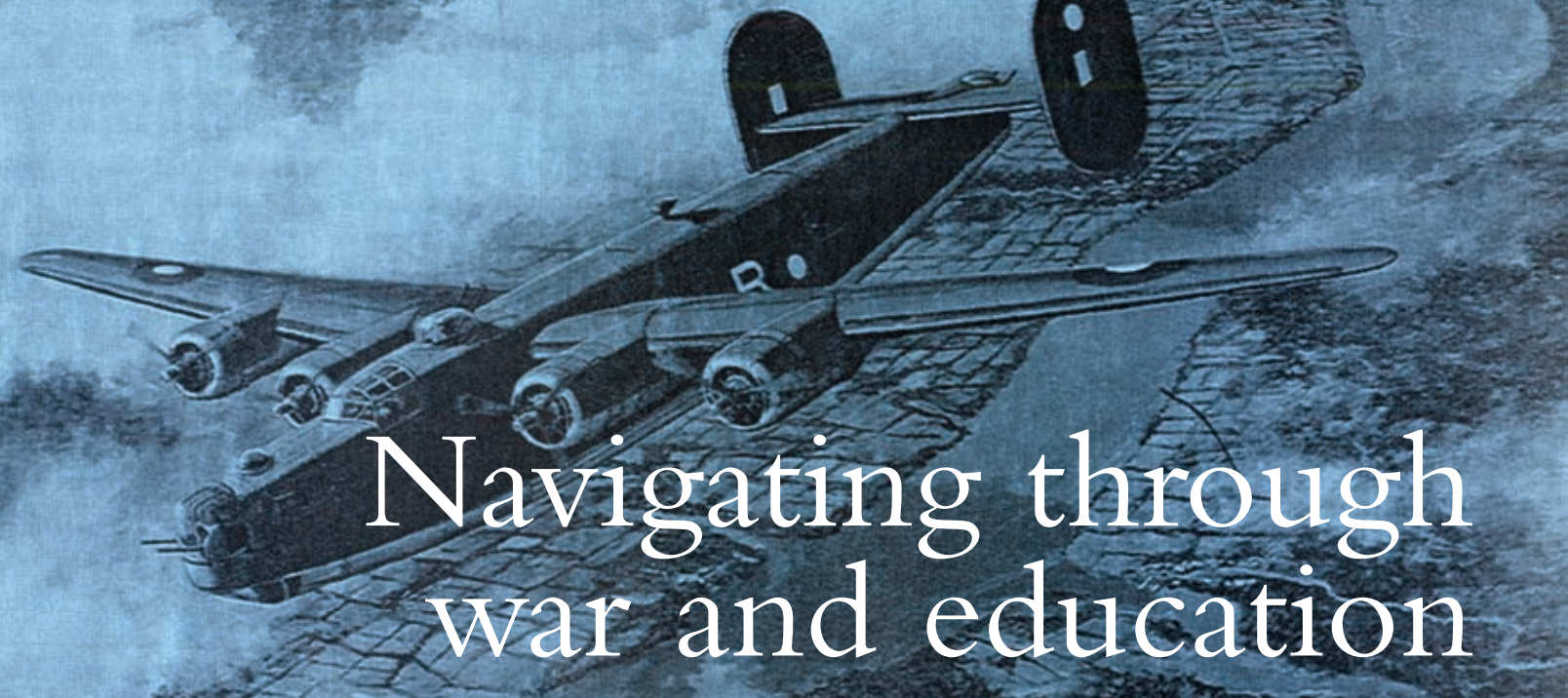
"I thought this idea was so revolutionary that it would catch fire," Fontana says. "I think I was a little naïve. It's taken a bit longer than I thought." The bank's initial project, to assist in the detection, prevention and treatment of HIV/AIDS in Malawi, had to be put on hold when the partnering pharmaceutical company decided they could only support initiatives that had United Nations approval.

"It's tough to get a program off the ground," Fontana admits. "People are extremely interested but they want to see what we are about before they come on board. Corporations are wary of the charitable sector. They are cautious about where they invest themselves, both financially and emotionally."

Fontana recently revised his strategy, and is now targeting smaller businesses, credit unions and other not-for-profit organizations. He hopes to secure a commitment from a telecommunications company in the near future and has plans to officially launch One World Humanitarian Bank early this summer.

"We have tentative volunteers, tentative partners, tentative board members. Right now I'm concentrating on securing one great corporate partner who will work with us to develop the first project, get the ball rolling and build some momentum. We have also submitted an application to become a federally regulated charitable institution."

At the time of publishing Fontana hadn't heard back on his application. For more information, visit: [www.humanitarianbank.ca](http://www.humanitarianbank.ca) 



# Navigating through war and education

Don Connolly's painting of a B-24, "Liberators over Burma," which was unveiled at the National Aviation Museum by Freda Barnes and dedicated to her late husband.

## David Campbell's applied life of mathematics

By David Scott

Althouse College Professor Emeritus David Campbell, 92, BA'38, took a natural passion for mathematics at a young age and applied it to a memorable wartime adventure as an air force navigator, and a longtime, rewarding career as an educator.

Legally blind since his eighties, he wanted to set up a scholarship a few years ago for the Burma Bombers. The Bombers were squadrons in Southeast Asia that flew under the British RAF rather than the Canadian RCAF and as a result are sometimes forgotten as contributors to Canada's Allied efforts in World War II. Campbell belonged to 356 Squadron.

The result of the one-time scholarship was the book *From Cowal to the Cocos: Navigating Through The Thirties and Forties* – by David R. Campbell with Dean C. Ruffilli, published in December 2007 through Professor Jonathan Vance in the Department of History, who is Canada Research Chair in Conflict and Culture.

The title contains two place names the author doesn't expect many to know the location of. "Cowal is a little tiny crossroads where I was born. It's near Dutton. The Cocos Islands are 12 degrees south of the equator and 97 degrees east,"

says the former navigator with precision. "Halfway between Ceylon (Sri Lanka) and Australia."

Meticulous in note-taking as a navigator, Campbell's personal diary, air force log books and earlier self-published book "Peace Persuader" – a nickname for the B24 Liberator bomber he flew in – provided fertile grounds for research for graduate student Dean Ruffilli, BA'00, PhD'06, who was earning his doctoral degree while compiling and editing the book which spans Campbell's life.

After graduating from Western in 1938 in honours math and physics, Campbell attended the Ontario College of Education in 1938-39 and got his high school specialist certificate in math and physics and elementary school phys-ed. While teaching in his hometown of Dutton he got a letter from a former professor suggesting he should enlist as a navigation instructor because he taught math. "So, I thought I better go. I enlisted in 1940 and was called up September 1940," says Campbell.

He taught four years as a

navigational instructor in London, Ontario; Rivers, Manitoba; Regina, Saskatchewan; Pearce, Alberta, and then back east to Quebec and Ontario. Somewhere in there he met his sweetheart and future wife, Charlotte Littlejohn. They married and she moved with him to the Prairies.

The birth of their first son Robbie saved Campbell's life. In the fall of 1942 he was posted to #45 Air Transport in Dorval, Quebec to navigate a plane across the Atlantic to England, so instructors could gain 'practical' experience. He spent a few days as a navigator looking for a plane that had gone down in a bush in northern Quebec. Charlotte was having a difficult birth with their first son, Robbie, who was eventually born on October 21. David took the train from Montreal to Toronto to be with his wife and newborn and during the time he took off to be



Dave Campbell, front row, left, with the "Peace Persuader" crew in Southeast Asia who served in RAF Squadron 356, based at Salbani (near Calcutta) and later on the Cocos Islands.

with his family, he missed the original flight he was scheduled to navigate. He learned later that it had gone down in the North Atlantic.

In September 1944, he was posted to the "Y" Depot in Quebec where he joined the Schmoyer Liberator crew whose navigator had become incapacitated. Campbell was the replacement. They were in a holding pattern until they got their call to go overseas in late 1944. The crew was posted to Southeast Asia where they completed a tour against the Japanese forces. They flew with 356 Squadron RAF, operating from Salbani (near Calcutta) before moving to the Cocos Islands in July 1945. During his time overseas, Campbell kept a detailed diary which forms a large part of the book.

He flew many "ops" (Operational Sorties) ranging from bombing various targets over Japanese-occupied Rangoon to dropping supplies to prisoners of war in Sumatra in September 1945 after VJ Day (Victory over Japan) in mid-August.

Following his return to Canada in late 1945, Campbell started a long career in education that saw him teach mathematics in high schools in Glencoe, Tillsonburg and London before joining the faculty at the new Althouse College in 1965 to instruct potential math teachers. Campbell was on the faculty as professor emeritus until 1985.

A strong believer in teaching applications of mathematic first to students to create interest and demonstrate practicality of the subject, he delivered lectures on the topic over the years at national and provincial levels to teachers.

Aside from his years at Western, his family's connections to the university are also strong. All three of his children attended Western. His oldest, Robbie Campbell, MD'67, was captain of the Mustangs football team, 1965-66, and had a record that was just recently beaten by Randy McAuley. "He was a great athlete. Had nine first colours. I never heard of anybody who got nine first colours," said his father. Robbie was recently elected to Western football's Wall of Champions along with Jack Fairs, BSc'46, DLL'05, and others. Dr. Campbell is a scientist with the Lawson Health Research Institute and an Adjunct Professor in the Department of



David Campbell (sitting) stationed in Kolar, India, March 1945 with photo of his wife Charlotte on desk.

Psychiatry at Western.

David's second son, MacKenzie, BSc'69, works for the Manitoba government as a senior developer for

Manitoba Science, Technology, Energy and Mines.

Campbell's late daughter Jessica Jean Campbell Coulson, BA'70, MED'82, set up the Learning Loft, an independent tutoring organization for students with learning disabilities. "Jessica had made a difference in the lives of hundreds of young people with learning disabilities and their families in the London area through her career as a teacher and director of the Learning Loft. She joined the Millennium Project at Fanshawe College in September of 1998 and continued her caring ways in the role of Learning Disabilities Specialist," states a news release from Fanshawe. Jessica was killed in an accident in 2000 at age 51. Her father established the annual Jessica Jean Campbell Coulson Award in 2007 in her honour at Althouse for graduate students researching learning disabilities with the Centre for Inclusive Education. <sup>W</sup>

★ ★ ★

Copies of *From Cowal to the Cocos* are available from Professor Jonathan Vance, History Department, Western for \$10. Contact Jonathan Vance at: [jvance@uwo.ca](mailto:jvance@uwo.ca)

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# Lasting impressions

2007 Arlie Laxton Alumni Photo Contest Winners

Lenses were focusing, shutters were clicking, and photographs were being composed in the creative minds of our alumni photographers who again answered the call for our annual Arlie Laxton Alumni Photography Contest.

The challenge of sorting through dozens of stellar images to select eventual winners was met by this year's trio of judges: London photographer and archivist Alan Noon, London Free Press photographer Derek Ruttan, and

London photographer Rachel Lincoln ([www.rachellincoln.com](http://www.rachellincoln.com)). Thank you to all who entered! Winners and some additional entries are posted online at: [www.alumnigazette.ca](http://www.alumnigazette.ca)



**Winner– PEOPLE  
Lynne Greenaway, BA'99  
(MIT), Toronto**

**Photographer's Notes:** "Portrait of a Lady"  
– This photo was taken with a Canon 1Ds MarkIII, 80mm lens, F8@1/200, shot in studio with a single light source. This image is part of a portrait series that was created to explore imagery coming out of shadows, playing and discovering light.

**Judges' Comments:** "I think this is good because of the lighting. It snaps right out at you. And just the way the light catches the hair you can just see enough and fill the rest in. There's just enough eye there. The bright red lips bring the picture out, too. There's a lot of detail put into the model before the photo is taken. She's in the perfect 'rule of thirds' spot."

**Runner-up– PEOPLE  
Kathryn (Kat) Gardner, BA'05  
(King's, Philosophy), London**

**Photographer's Notes:** This photo was taken in monochrome. "When I took some photos of a friend's second pregnancy her first son Tucker started climbing towards the camera so I started shooting. The best things about candid photos are that they really capture the essence of the subject...moments worth remembering."

**Judges' Comments:** "Unlike the first place People photo which is saying 'look at me' you approach this photo more carefully like you might be intruding on a moment. It's a shy picture. Good framing, a bold crop. Gentle image."



**Winner–NATURE**  
**Daniel Burns, BA'82**  
**(Economics), Toronto**

**Photographer's Notes:** This photo was taken with a Canon EOS Digital Rebel XT, F13@1/200. ISO: 400. Focal length: 17mm. The photograph was taken September 2, 2007 in the Aspen trees of the Rocky Mountains of Colorado.

**Judges' Comments:** "Has some strong technical qualities to it. Well composed. Perfect depth of field, nice sun flare, great print quality, excellent composition. Really nice."



**Runner-up–NATURE**  
**Harpreet Bassi, BA'05, (ACS),**  
**Stoney Creek**

**Photographer's Notes:** "This photo was taken on a recent trip to visit Australia with friends who are Western alumni. It was taken in Broome, on Cable Beach, in Western Australia. Cable Beach is known to be one of the top 10 beaches in the world, and is extremely famous for its sunsets. The pirate ship shown in this picture sailed across the sunset every night as a charter sunset tour. This particular sunset was timed perfectly with the boat passing through the centre of the sunset, and this is what appeals to me most about this photo."

**Judges' Comments:** "Good looking colours. It's a good sunset. Like the way the lines run. I think the boat is perfectly placed."



**Winner – DIGITALLY ENHANCED  
Diane Rychliski (nee Monk),  
BA’81 (English-History), BEd’82,  
Stratford**

**Photographer’s Notes:** “This photograph is the result of layering two images together – one blurred and overexposed.”

**Judges’ Comments:** “Really lovely. I could see that on a three-foot frame. Very artistic. Reminds me of an Impressionist painting. Very creative and it actually works. It’s not just sandwiching two photos together.”



**Runner-up–DIGITALLY  
ENHANCED  
Kevin Van Lierop, BA’05 (King’s,  
History), London**

**Photographer’s Notes:** This photo was taken with a Canon Powershot SD100, Focal length 5 mm, F2.8@1/20. The photo was taken of a scale model representing the Liberty Village Development in Toronto. “The natural shadows, highlights and light were altered in order to bring out the intensity in the already existing colours. The original photo was also sharpened and a grain effect was added in order to add distortion to the composition.”

**Judges’ Comments:** “Lots of nice lines. It works very well. Linear pattern, repeating squares. You take an ordinary picture and you can produce something interesting. It works for what it does.”

(Unfortunately the amount of entries in the CAMPUS category was insufficient to allow judging.)





The first Fine Arts class in 1971 included Arlene Kennedy, right, current Director of Western's McIntosh Gallery, pictured here with Curator Catherine Elliot Shaw, BA'80, MA'93.

## Visual Arts at 40: from Hillary to ArtLab

By Bob Klanac

It started small – a few rooms on the top floor of Talbot College – but 40 years on, The University of Western Ontario's Department of Visual Arts has grown not only in space but influence.

A fine arts program was approved by Western's Senate in 1947 but it took almost 20 years before a committee was struck to take on the task of bringing the department to fruition.

The Department of Fine Arts, as it was called upon its bow in the fall of 1967, was launched as “a new conception of fine arts training for Canada,” which Patrick Mahon, current chair of the department says reflected the times.

“In 1968, when it was built, it was more focused directly on studio art and

art history for the purpose of training young artists and teaching students how to teach art,” he says. “I would say today, because we have graduate programs, we're not only training young artists and potential teachers but we're also starting to launch people in art careers and the visual culture industry, museum galleries, design and advertising.”

The department has grown, moving from a number of portable buildings in the '80s to the 1994 opening of its dedicated space, the John Labatt Visual Arts Centre. The new building was not simply a place to house the department, Mahon saying the building facilities were a factor in the development of the art done within and displayed in the elaborate ArtLab gallery space.

“In the '80s they had this student-run exhibition space called the Hillary Gallery,” he says. “Now we have the Artlab and because of the increase of faculty work, student work, juried exhibitions in student work and I think in part this excellent gallery, the material has grown.”

What's also grown is the number of Visual Arts graduates going from 10 in 1968 to between 30 and 50 annually. There are currently 332 undergraduate students in Visual Arts and 23 Masters students. The department offers a Master of Fine Arts (MFA) in Studio, a Master

of Arts (MA) in Art History and a PhD program in Art and Visual Culture.

The first Fine Arts graduating class in 1971 included Arlene Kennedy, current director of Western's McIntosh Gallery.

For a number of years, the department's culture was rather insular which Mahon says has changed remarkably in recent times.

“We're involved with Fanshawe College, Beal high school and Museum London,” he says. “I think not only has our department reached out to the community but also our grads tend to stay in London, teaching and working. That has helped us as they tend to stay in touch with the department. It's also partly due to the grad students that we've been able to reach into the community.”

A speaker series that invites artists and curators from across Canada add to the department's program and what Mahon calls “robust outreach.”

Mahon points to the department's newly launched PhD in Art and Visual Culture he says is about “continuing to recognize that for the university to be responsive is to be intelligent about looking backwards and ambitious about the future.”

“I think that set of aspirations is upheld to launch this PhD program,” he says.

As Mahon guides Visual Arts into the future, he says the department has a responsibility to influence culture and “find a way to make that culture as human as possible.”

“We see trends in art right now and some of the students' generous-hearted projects give me some optimism for art in the future.”

A celebration of Visual Arts anniversary took place in February. Western graduate and gallery dealer Andrea Rosen of New York's Andrea Rosen Gallery and Canadian-born, New York-based artist David Altmejd will talk about their different yet interrelated perspectives as gallery dealer and artist.

Following the event, a reception in the ArtLab gallery and throughout the Visual Arts Centre featured student art and media work.

Arts & Humanities  
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Photo by Paul Mayne

Western professor emeritus William Judd (Zoology) can still be seen roaming the halls of the Biology and Geology Building at age 92, 26 years after retiring from the classroom.

## At 92, Judd not quite ready to retire

By Paul Mayne

Sure William Judd, MA'40, PhD (U of T) retired 26 years ago. Sure he has his name on more than 600 publications. Sure he is recognized as one of the most knowledgeable zoologists.

So why, at 92 years of age, is The University of Western Ontario professor emeritus still seen regularly strolling the hallways of the Biology and Geology Building? Wouldn't he be more comfortable quietly enjoying his retirement years?

"The hell with it," quips Judd from his small third-floor desk. "This keeps me out of mischief."

It was 70 years ago when Judd first set foot on Western's then modest campus. Judd remembers just three buildings making up the entire university, with "the rest all just moose pasture."

He earned his MA in Applied Biology before heading off to the University of Toronto to work on his PhD. But prior to finishing at Toronto his schooling was interrupted by the Second World War. Judd spent three years serving in the Royal Canadian Air Force with the Meteorological Service in Dartmouth, Nova Scotia

"Our main duty was to forecast the weather for the bombers as they headed out," says Judd. "We'd determine everything from wind speed to if any storms were on the horizon and, if so, where they could find a break in the clouds to land safely and wait it out."

When the war ended, Judd returned to Toronto to complete his PhD before landing his first teaching post at McMaster University, where he spent four years. It was 1950 when Judd returned to the Western campus. And for the next 31 years, until his retirement in 1981, it was home. "There was no doubt that this was the right choice for me," says Judd. "I was allowed to do a great deal of research on my own."

While officially retired, Judd likes to keep active mentally by continuing to publish, in particular about his ongoing

efforts in conservation projects around the London area, such as the Sifton Bog, Westminster Ponds and Warbler Woods. His personal interests have been in preservation of the environment, natural history studies, and publication on natural.

Along with having his book *Naturalist's Guide to Ontario* on the University of Toronto Press' 100 most influential books list, Judd has been recognized with numerous honours including the certificate of appreciation from the City of London, Heritage Recognition from the Ontario Heritage Foundation, and a certificate of appreciation from the Entomological Society of Ontario. Judd was honoured in 2004 when he was named to the Mayor's Honor List by London Mayor Anne Marie DeCicco-Best.

As far as calling it quits, there are no immediate plans. Judd may have slowed physically with age, but his love of learning, writing and sharing his knowledge is as strong as it's ever been.

Faculty of Science  
[www.uwo.ca/sci](http://www.uwo.ca/sci)



Cardiovascular pharmacologist Dr. Robert Gros in his laboratory at Robarts Research Institute.

## Under Pressure: Meeting the need for improved blood pressure treatments

High blood pressure, or hypertension, affects one in five Canadians and is a major risk factor for heart disease and stroke. Yet, although there are a number of medications available to control high blood pressure, researchers still do not fully understand what causes the condition.

That's the goal of Robarts scientist Robert Gros, BSc'91, MSc'94, PhD'00.

Gros and his research team are examining the intricate mechanisms of blood vessel function in people with hypertension. "To maintain healthy blood pressure, your blood vessels are continually constricting and dilating throughout the day," said Gros. "These actions are in part managed by hormones - like the well-known 'fight or flight' hormones adrenaline and noradrenaline."

The hormones circulating in the body act on cellular structures located on blood vessels called receptors. Operating like light switches, these cellular receptors can activate blood vessel constriction or dilation, depending on whether or not they have been 'turned on' or 'turned off' by a particular hormone. "In people with hypertension, these blood vessel receptors don't function properly," said Gros, "and our lab has discovered that people with high blood pressure actually possess an increased amount of a specific protein called G-protein-coupled receptor kinase-2, or GRK-2 for short."

Having discovered that people with hypertension possess increased levels of the protein GRK-2, Gros is determined to understand why. "If we can figure out what went wrong in a hypertensive blood vessel to increase the amount of GRK-2 protein, then in theory we should be able to correct it."

This understanding of the cellular mechanisms at the root of blood vessel function is essential to the development of better - and, perhaps, entirely new - medications and therapies for treating and preventing hypertension.

A graduate of Western, Gros studied pharmacology under Robarts scientist Ross Feldman, followed by post-doctoral training at Toronto General Hospital. He returned to Western to establish his own laboratory in Robarts' Vascular Biology research group and, despite having only officially begun his independent research career a year and a half ago, is garnering significant interest - and funding - from both the Heart and Stroke Foundation and the Canadian Institutes of Health Research.

"Currently, hypertension drug therapy focuses on treating the 'collateral damage' caused by the hypertensive process," said clinical pharmacologist Feldman. "But Rob's research offers the opportunity to target treatment for what may be a critical root cause of the disease. We're really fortunate to have recruited him back to London to pursue this important work."

### Risk Factors for Hypertension

#### Non-modifiable

- Age (blood pressure increases with age)
- Genetics
- Sex (men are at higher risk than women)
- Race (blacks are at higher risk than Caucasians)

#### Modifiable

- Diet
- Smoking
- Alcohol intake
- Weight
- Environment (stress increases blood pressure)

### How to reduce the risk of developing hypertension

- Quit smoking
- Eat well
- Exercise regularly
- Reduce salt intake
- Get lots of sleep

### Did You Know?

- High blood pressure is considered any measurement higher than 140 over 90
- Approximately 95% of Canadians will develop hypertension if they live an average lifespan
- Hypertension is multi-factorial (many factors contribute to it) and polygenic (many different genes are involved in it).

Robarts Research Institute  
Visit: [www.robarts.ca](http://www.robarts.ca)

## MUSIC

### VARIATIONS

Jane Solose, MMus'80, Associate Professor of Piano at the Conservatory of Music & Dance, University of Missouri-Kansas City, has another solo piano CD that has just been released by Eroica Classical Recordings. *Variations: Three Centuries of Solo Keyboard Variations* features works by Purcell, Bach, Mozart, Chopin, Herz, and Liszt. Solose leads an active career as a featured concerto soloist, recitalist, chamber musician, duo pianist, and master teacher. Her performances have taken her to Austria, Hungary, Japan, Korea, Canada, and around the U.S. She is a past winner of the CBC Radio Music National Competition in Canada and received special commendation at the International Vienna Modern Masters Performers Recording Award Competition. Solose has recorded for Capstone Records, Living Artist Recordings, CBC National Radio, and National Public Radio in the Midwest, and has been published in the journals *20th Century Music* and *Clavier*. The CD is available at: [www.eroica.com/solose/music.html](http://www.eroica.com/solose/music.html)



### SIMPLY BEAUTIFUL

Early childhood educator and much loved children's musician, Debbie Carroll, BMus'79, BEd'81, garnered the prestigious Canadian Folk Music Award 2007 nomination for Best Children's Album. *Simply Beautiful* is Carroll's second album following on the successful heels of her award winning debut, *Up and Over the Moon!*, which earned her the Parents' Choice Award (2003), Children's Music Web Award and a nomination for the Canadian Independent Music Awards for Favourite Children's Artist. The 19 tracks on *Simply Beautiful* are a delightful combination of original material and traditional action and movement songs. Juno award winning David Francey, and the beautiful voices of Eve Goldberg and Kathy Reid-Naiman join in on the fun, alongside the sounds of fiddle, tuba, mandolin, Celtic harp, harmonica and even hurdy-gurdy. Produced by award winning producer Ken Whiteley (Raffi, Fred Penner), the CD is a musical trip around the world with a bulging backpack of animal, sea, tree and travelling songs. For more information visit: [www.debbiecarroll.com](http://www.debbiecarroll.com)



### WHITE REINDEER

Stephen Fiess, BMus'78, DMA, recently released a new CD of original solo piano music, entitled *White Reindeer*. This CD (which features compositions influenced by Classical, New Age and ragtime styles), begins with two ballet suites (both published by Waterloo/Mayfair). Lorelei Suite is a one-act ballet that retells the German legend of mermaids who lure sailors to dangerous waters. Northern Wilderness Suite is taken from a ballet, *White Reindeer*, inspired by Native Canadian Legends. Steve's



new CD also features a modern-ballet piano fantasy, and a Sonata in Ragtime (both published by Voice of the Rockies, in Colorado). After graduating from Western, Dr. Fiess completed a MM degree at Indiana University, and a DMA at the University of Colorado at Boulder. He has been a prize winner in local and international competitions, and his compositions have been performed at national conventions in Canada and the USA. His new CD is available at [www.CDBaby.com](http://www.CDBaby.com), or visit [www.stephenfiess.com](http://www.stephenfiess.com).

### RAIN'S RAINBOW PARTY

A singer-songwriter for 18 years, Raina Krangle, BA'94, has been entertaining young children for over eight years at private birthday parties, schools, corporate events, and childcare centres. Accompanied by her sticker-covered guitar, children have delighted in her high energy and personable shows while they sing and jam along to songs they already know as well as Raina's catchy original tunes. Her new CD, *Raina's Rainbow Party* is a creative and entertaining kids music collection that combines traditional songs and catchy original melodies with humorous and warm lyrics that the whole family will enjoy singing along to. Whether it's the humorous, "Decorating Grandma's Face" and "Crocodile Guy," or the warm sounds of "Sunny Day" and "Summer Vacation," you and your kids will be singing along to her catchy melodies. For more information visit: [www.rainasrainbowparty.com](http://www.rainasrainbowparty.com)



## PRESS

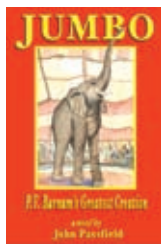
### INTEGRITY

In a world in which fraudulent acts and corporate scandals are common news, society has become increasingly concerned over the deterioration in moral and ethical values. Bestselling author and psychologist Barbara Killinger, BA'55, PhD (York), in her new book, *Integrity – Doing The Right Thing For The Right Reason*, explores the loss of basic integrity and offers practical techniques for developing and maintaining integrity in a culture that sometimes challenges it. Drawing on her clinical practice and pioneering efforts in workaholism Killinger describes the personality traits and psychological, philosophical, historical, and familial influences that help develop and maintain integrity. She also looks at how integrity is undermined and lost as a result of obsession, narcissism, and workaholism. Killinger is a clinical psychologist and the author of the international bestseller *Workaholics: The Respectable Addicts*, and *The Balancing Act: Rediscovering Your Feelings*. For more information visit: <http://mqp.mcgill.ca/book.php?bookid=2149>



## JUMBO

*Jumbo: P. T. Barnum's Greatest Creation*, a new novel by John Passfield, BA'67, tells the story of the day the world's biggest entertainment celebrity came to southern Ontario. The date is 1885 and the world's greatest superstar is not only the most famous entertainer, but is also the world's biggest physical specimen, as the African elephant, Jumbo, is claimed by P. T. Barnum to be the largest animal ever to walk the face of the earth. The novel, entitled *Jumbo*, begins with a celebration of the life of the community as the circus comes to town, a parade is held and two performances are enjoyed by the thousands of circus patrons. However, the final performance is followed by an unscheduled freight train and a fatal accident to Jumbo, an event which makes St. Thomas, Ontario the centre of world news, as the beloved pet of millions is mourned the world over. This is the third novel which John Passfield has written on historical events in southern Ontario. For more information visit: [www.johnpassfield.ca/](http://www.johnpassfield.ca/)



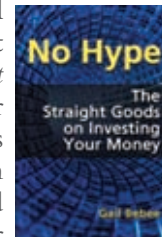
## BEST PRACTICES IN BIOTECHNOLOGY EDUCATION

Two new books edited by Yali Friedman, BSc'97, PhD, who is managing editor of the Journal of Commercial Biotechnology and author of the biotechnology business textbook, *Building Biotechnology*. *Best Practices in Biotechnology Education* is directed at faculty seeking to start or expand biotechnology education programs; policy-makers and economic developers seeking to help meet workforce needs; and, students, scientists, and business professionals looking to enter the industry or upgrade their existing skills. There is also strong international representation, with programs from Australia, Canada, New Zealand, South Africa, and the United States. *Best Practices In Biotechnology Business Development* provides a framework upon which to understand critical issues in biotechnology business development. Experts from a wide range of disciplines have composed best practices based on their experiences and expertise, creating a vital toolbox covering a broad spectrum of topics. These best practices will enable you develop a better understanding of the key elements in these operations and empower you to better manage their implementation. For more information visit: [www.thinkbiotech.com](http://www.thinkbiotech.com)



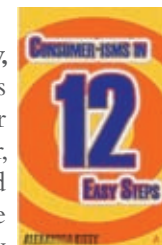
## NO HYPE - THE STRAIGHT GOODS ON INVESTING YOUR MONEY

After a successful career in regulatory affairs, Gail Bebee, MEng'77, decided to help others to invest profitably by writing a book, *No Hype - The Straight Goods on Investing Your Money*, which drew on her experience as an independent investor. The result is an easy-to-read primer of investing basics written expressly for Canadians. It's the book she could not find when she decided to take control of her money. Bebee is a rarity among personal finance speakers: a financial industry outsider with the knowledge and experience to provide informed, unbiased opinions on the best investment choices for the average Canadian. She takes the hype out of the often-baffling topic of investing. In straightforward, plain English, she debunks financial industry myths and helps listeners understand the world of investing. Her presentations are filled with useful tips that audience members can readily put into practice to increase their investing profits. For more information, visit: [www.nohypeinvesting.com](http://www.nohypeinvesting.com)



## CONSUMER-ISMS IN TWELVE EASY STEPS

*Consumer-isms in 12 Easy Steps* by Alexandra Kitty, MA'96, is a collection of 12 satiric short stories with the common theme of people putting their careers, images, and material wants ahead of other, less commercial values. These no-holds-barred acidic tales take a dark and humorous look at the beguiling and sophistic distractions that suddenly become appalling all-consuming obsessions. From has-been former child stars to a living, if lewd geriatric tourist attraction to terrorized mail order brides to pampered and diabolical artistes, each story explores what happens when fleeting fame or the remote chance of getting lucrative endorsement deals overtake a person's most important priorities. For more information: [www.bluechrome.co.uk/store/shop/item.asp?itemid=173&catid=52](http://www.bluechrome.co.uk/store/shop/item.asp?itemid=173&catid=52)



## MAKING LIBRARY WEB SITES USABLE

If your library's website is not as user-friendly as it could or should be, *Making Library Web Sites Usable* by Terry Nikkel, MLS'92, BA, MBA, could help. A LITA guide, it is the most authoritative, current reference on usability testing for libraries. It gives practical advice in clear, non-technical prose, plus success stories from 18 academic, public, corporate, and government libraries. Readers will learn what usability assessments are, why they are important for libraries, why you should do them regularly, and what the most common challenges are. You will also learn all of the necessary how-tos, whats, and whys for the most common assessment techniques and how to interpret your results, document findings, and effectively communicate results and recommendations. Goddard offer rare insights and practical advice for facing challenges like limited time, working within a budget, and rallying support for website changes. For more information visit: [www.neal-schuman.com/](http://www.neal-schuman.com/)





Social Science students Katherine Simonds, BA'07, and Thida Han, BA'07, lock mortars as they celebrate their graduation from Western during Convocation celebrations.

## Embracing the Future – Engaging Alumni

### The Western Alumni Association Strategic Plan 2007-2011

By Jim Etherington, BA'61

Planning for the future is an important responsibility of Western's Alumni Association. And it was thus that the Association's board of directors recently completed 15 months drafting and producing its updated strategic plan which runs to 2011.

"The views of alumni were welcomed and included in the University's strategic plan – Engaging the Future – published in 2007," says Jeremy Adams, BA'94, president of the Alumni Association. "Our next task was to update the association's strategic plan and we chose to align our mission, objectives and priorities with those of the University."

Adams stresses the plan's vision; To inspire all alumni to share a lifelong commitment, pride and passion for Western; and mission; We are the catalyst for building a vigorous alumni

network and a lifelong relationship among Western and its constituents, including students and graduates, and for supporting the University's mission locally, nationally and internationally; remain unchanged.

"We carefully reviewed our vision and mission and realized they continue to describe our critical role of helping to build on the alumni/university relationships and create the best alumni experience of any university in Canada."

Carol-Lynn Chambers, BSc '82, MPA '01, president elect of the association board, chaired the communication committee that helped draft the new strategic plan.


"From the outset we sought a more visual and attractive format under the title Embracing the Future – Engaging Alumni. The result is a visual, readable document that clearly presents the commitments and priorities of the Association. It's an unique approach as a strategic plan, but we believe it effectively describes our role as alumni and the

contributions we make, and enables us to focus on resources and track our accomplishments against this plan."

"Western's more than 220,000 alumni who live and work throughout Canada and in 100 other counties are recognized for their ongoing contributions as volunteers, participation in university affairs, financial support and highly credible ambassadors of Western," says Adams. "As the numbers of alumni increase by about 5,000 annually, it was critical that the association's staff and volunteer board of directors carefully manage an ever expanding role. I think we do that and our new strategic plan gives us a clear direction for the future."

The plan lists the commitments of the association in supporting the transition of students from academic life to employment, the participation of alumni volunteers in University governance and helping promote better understandings between Western and the broader community.

"Our key task, as reflected in the plan, is to work at creating the best alumni experience for members of the association," stresses Adams. "We do this by continuing to expand the network of alumni branches and chapters both in Canada and abroad, through provision of high quality programs and services for all alumni including lifelong learning opportunities and taking the lead in advocating on issues of importance to both alumni and the University."

He said the University and the association welcome all alumni who are interested in volunteering for advisory roles particularly in the areas of corporate governance and mentoring of students. "Just send us an email indicating your interest and we'll take it from there." 

Hard copies of the plan may be obtained by request. Please send an email to [alumni@uwo.ca](mailto:alumni@uwo.ca) or call 519-661-2199 (1-800-258-6896). An electronic version has been posted online at [www.alumni.uwo.ca](http://www.alumni.uwo.ca) in the Alumni Association content area.

Photo by Terry Rice



Rick McGhie tunes up before a recent performance at The Spoke.

**By David Scott**

Soon, in a city near you this spring, alumni will be able to relive the musical memories of Western.

Alumni Western is sponsoring a cross-Canada tour of singer and Western mainstay for more than 30 years, Rick McGhie. This first-ever McGhie tour will kick off May 30 in Toronto and carry on across the country with dates in Vancouver, Calgary, Halifax, Ottawa and London.

“It’s a great opportunity for alumni to reconnect with old friends from Western. It’s also an opportunity to get current students and alumni out together,” says Ryan Rodrigues, MBA’07, Associate Director, Alumni Outreach.

The rationale for this first ever cross-country tour is that it “reaches out to a wide demographic,” says Rodrigues.

This event is purposely planned for the summer to get as many students and alumni out to attend. “We’re choosing

cities, locations with alumni branches. It’s an introduction for students to branches. We’re using volunteers to help (at each location). It also introduces a lot of alumni to their local branch.”

How does McGhie feel being centre-stage for his first ever cross-Canada tour for Western alumni? “It’s great,” says the laid-back campus icon. “It’s always, always a different crowd every time. There’s a lot of them (alumni) out there!”

“Rick has been a very successful alumni relations promoter for us,” says Rodrigues. “We’ve sold out 230-seat venues in Toronto when he performs. We struggle to get places large enough to hold the audience. He’s been a part of campus night life for over 30 years.”

Because his performances have spanned three decades, he has fans whose parents saw McGhie play when they were on campus. “I actually had a girl come up to me and whisper, ‘Can I talk to you?’ ‘Yeah.’ ‘You dated my mother,’” says McGhie. “At least no one has said – yet – you dated my grandma,” he jokes.

*continued on page 40*

# IT'S TIME TO COME HOME TO WESTERN!

## HOME COMING 2008: OCTOBER 2-5

The date has been picked. The planning is under way. All we need now is you!



If you graduated in a year ending in a 3 or 8, you’re celebrating a reunion milestone this Homecoming! Return to Western this fall to re-live your university days—reminisce with old classmates, root for the Mustangs and rediscover your favourite places on campus. All alumni and friends are welcome.

**We are currently recruiting class leaders to rally classmates and plan reunion gatherings. If you’re interested in becoming a class leader, please contact our reunion coordinator at 519-661-2111 ext. 86613.**



Stay tuned for details about Homecoming 2008 on our website: [www.westernhomecoming.uwo.ca](http://www.westernhomecoming.uwo.ca)

continued from page 39

McGhie has played music professionally since his high school days when he was with a band and did weekend gigs. The start of his Western longevity began in 1975 when he was a solo act and did a week's stint in the Elbow Room – at that time operated by administration and located under where the Centre Spot now is in UCC. He then returned in the fall of '75 for another week. The year of the Montreal Olympics, 1976, was the beginning of his regular presence on campus. In the early 1990s he switched over to the USC and started playing The Spoke – which at the time was located in Somerville House.

“It's over where the physio, sports medicine department is. I went in one day with my daughter who was having some physio done and asked them if I could look around. And they still have the pillars in front of the stage,” said McGhie. For five years he played The Spoke's old location and then five years in the new one at UCC. And still plays occasionally in the further refurbished Spoke. “Then they bumped me upstairs four years ago to The Wave (also refurbished).”

For alumni who were students in the 1970s, they could catch McGhie on campus or downtown London at the Latin Quarter, since demolished. For the 1980s he mostly played Western during the school year and other Ontario locations in the summer. In the 1990s when he wasn't playing Western, he appeared regularly at The Ceeps. He performs every year at Alumni Western's Last Lecture series as a send-off to graduating students and at Homecoming in the Hospitality Tent each fall to welcome back alumni.


And why does he still play after all these years? “I'm too old to pick up dentistry,” jokes McGhie. Given some time to reflect before a recent performance at The Spoke, he offers his explanation why he is such an attraction year after year at Western and why alumni flock to see him play. “They're only here for a limited time until they graduate. People come up to me and say: ‘Of all the time I've spent at Western I don't remember my Tuesday morning Math class – but I remember Wednesday nights with Rick McGhie.’”

Although he says not as many members of the audience come up on stage and sing with him as they did in

past years, people will still feel the urge to dance to some of his signature tunes, like “Brown-Eyed Girl” or sing along to “American Pie.”

Although not officially an alumnus of Western, McGhie's wife Linda, BA '86, BScN, is an alumna. He met her before he started playing at Western. And they dated while she was a student here. His son attended Western in the past and his daughter is still a student here.

While McGhie is a regular every week in different venues in London, there are plans to have a special Rick McGhie night for those in the outlying London area in the near future as well.

For registration and ticket information for “Western Road: Coast to Coast – The Rick McGhie Tour,” please visit: [www.westernroad.ca](http://www.westernroad.ca) 

(Seating at each event is limited).



## Faculty of Health Sciences 10th Anniversary Alumni Celebration



Thursday, June 5, 2008

4:30 p.m. tours of our Faculty of Health Sciences facilities

7:00 p.m. reception in the Great Hall

[www.uwo.ca/fhs](http://www.uwo.ca/fhs)



1997-2007  
CELEBRATING  
10 YEARS



# ALUMNI EVENTS

## CANADA

### Burlington, ON

Reception at Discovery Landing May 14, 2008  
Off to Western August 20, 2008

### Calgary, AB

Western Road: Coast to Coast  
The Rick McGhie Tour June 6, 2008  
Off to Western August 14, 2008

### Chatham, ON

Casual Social Evening—  
Details TBC Fall 2008

### Durham Region, ON

Wine Tasting June 25, 2008

### Edmonton, AB

President's Reception May 8, 2008

### Elgin County/St. Thomas, ON

68th Annual Elgin County Alumni  
Dinner Picnic June 4, 2008  
Quai Du Vin Winery July 27, 2008

### Halifax, NS

Western Road: Coast to Coast, The  
Rick McGhie Tour June 14, 2008

### Kelowna, BC

Alumni Reception June 6, 2008

### London, ON

SilverStang Co-ed Alumni Rec Coed  
Comp Hockey Tournament April 4 - 6, 2008  
Stratford Festival Outing  
to Music Man May 23, 2008  
Love your London—After Work  
Cocktails at London's  
Old Court House June 6, 2008  
Western Road: Coast to Coast,  
The Rick McGhie Tour June 20, 2008  
Alumni on Campus Toonie Tuesday  
Lunch at The Grad Club May 20, 2008  
Alumni Outing to Blyth Festival—  
Steven Truscott Story July 30, 2008  
Alumni on Campus Toonie  
Tuesday Lunch August 5, 2008

### Mississauga, ON

Off to Western August 14, 2008

### Ottawa, ON

Western Road: Coast to Coast,  
The Rick McGhie Tour June 13, 2008  
Off to Western August 19, 2008

### Owen Sound, ON

Alumni Reception at The Tom  
Thomson Memorial Art Gallery June 12, 2008

### Sarnia, ON

Pairings at the LCBO April 17, 2008  
Off to Western August 19, 2008  
Sarnia Speaker Series October 16, 2008

### Toronto, ON

Queen's Park Reception April 15, 2008  
The Medium Opera & Dinner at  
The Arts and Letters Club May 6, 2008  
Western Alumni Appreciation Night  
at Toronto Blue Jay vs. Tampa Bay May 6, 2008  
Six Degrees Toronto—  
Golfschmooze May 22, 2008  
The Rick McGhie Tour May 30, 2008  
Alumni Western Golf Tournament  
Lionhead Golf & Country Club June 7, 2008  
Western Night at Toronto Blue Jays  
vs. New York Yankees August 21  
MLS Soccer TBD  
Career Networking Reception September 2008

### Vancouver, BC

SOAR Barbecue at  
Jericho Beach June 2008  
Western Road: Coast to Coast,  
The Rick McGhie Tour June 5, 2008  
Off to Western August 13, 2008  
Six Degrees Tofino – Surf Camp August 15, 2008

### Victoria, BC

Six Degrees Tofino – Surf Camp August 15, 2008

### Windsor, ON

President's Reception April 1, 2008  
Western Night at Detroit Tigers vs.  
New York Yankees June 13, 2008  
Off to Western August 21, 2008

## INTERNATIONAL

### Detroit, MI

Western Night at Detroit Tigers vs.  
New York Yankees June 13, 2008

### Sydney, Australia

Alumni Dinner March 26, 2008

### New York, NY

Six Degrees New York—  
Speed Networking April 10, 2008

### Hong Kong, China

Off to Western August 9, 2008  
Annual Golf Clinic—

Mission Hills Academy April 20, 2008  
Dragon Boat June 8, 2008

### London, England

UK Branch President's Reception June 26, 2008

### Washington, DC

All Canadian Universities  
Alumni Reception April 26, 2008

## CHAPTERS

### Dentistry

Spring Reception at ODA  
Meeting (Toronto, ON) April 11, 2008  
Homecoming Reception October 3, 2008

### Engineering

Homecoming Reception October 4, 2008

### Health Sciences

Faculty of Health Sciences 10th  
Anniversary (London) June 5, 2008

### Law

Hamilton Alumni Denning Night April 24, 2008  
Annual Alumni Dinner (London, ON) October 3, 2008

### Library & Information Science

LIS 40th Anniversary  
Celebration (London) April 3, 2008

## GOLF TOURNAMENTS

Huron University College at  
Fire Rock May 30, 2008  
Alumni Western Toronto  
Branch at Lionhead June 7, 2008  
Wrestling at Greenhills July 7, 2008  
Basketball at Greenhills July 18, 2008  
USC Charity Golf at Forest  
City National August 2008  
Hockey at Fire Rock August 5, 2008  
Football at Fire Rock August 15, 2008  
W Club at Fire Rock August 21, 2008  
Tennis at River Road August 26, 2008  
King's University College at  
Forest City National September 16, 2008

Do your part for the environment! Alumni Western is reducing the number of printed event invitations. Please update your email address at [www.advser.uwo.ca/alumni\\_update.htm](http://www.advser.uwo.ca/alumni_update.htm) to receive electronic invitations to events in your area. Check out our event listing on the web site at

[www.alumni.uwo.ca](http://www.alumni.uwo.ca)

## Alumni News and Announcements

**PLEASE NOTE:** Publicly available personal information may be collected for the purpose of updating alumni records as well as for the purpose of recognizing outstanding achievement or distinguished service by alumni in University publications. Western respects your privacy. At any time you have the right to request that your personal information cease to be used to recognize outstanding achievement or distinguished service in University publications. For more information or to make a request about the kinds of contact you would like to receive, please contact the Manager, Operations, Advancement Services, (519) 661-4176 or 1-800-420-7519 Fax (519) 661-4182 email advser@uwo.ca.

### 1930s

**Dr. Glenn Sawyer, BA'33 (Biology), MD'36, LLB'76**, is turning 100 in May. He currently lives in Victoria and is a member of the W. Sherwood Fox Society and 1878 Donor Club. His daughter is an alumna, **Glennda Ladell, BScN'65**.

### 1950's

**Lorne Buck BA'55, BPHE'59**, is still a member of the Bluegrass Music scene and has recently released a CD entitled "Brown Dirt Country Roads" by The Backwoodsmen. The CD includes three original songs by Buck, as well as 13 cover songs from past artists. In addition, he was honored to be nominated for composer of the year by the Central Canadian Bluegrass Music Association. Away from the music scene, Buck is refereeing high school basketball with the Belleville Board of Officials, and is looking forward to becoming a great-grandfather.

### 1960s

**John H. Matthews, MBA'60**, received an Honorary Doctor of Laws degree from The University of Alberta during a special conferral ceremony on October 4, 2007. A former CEO and Director of RBC Trust Company and The International Trust Company, and Fellow of the Trust Companies Institute, Matthews is now an independent consultant and company director. He serves as a member of the Investment Committee of the Canada Council for the Arts. Matthews is also a Director of MD Private Trust Company and Treasurer of the Society of Saint John the Evangelist.

The degree of Doctor of Laws (honoris causa) from Assumption University was conferred upon **John Eberhard, BA'66, LLB'69, QC**, in September 2007 during Assumption's 45th Convocation.

### 1970s

**Richard Harry Mahoney, BA'70**, was given the London Executives Association 2007 Art Olivastr Award. Mahoney works for the litigation firm Thomson Mahoney Delorey.

**Archibald Jonathon Nesbitt, LLB'76**, was appointed Director, Dejour Enterprises. As a founder, senior officer and director with a number of publicly traded and privately held companies, Nesbitt brings over 25 years in the development and financing of junior resource and venture companies to Dejour. These include Gateway Gold Corporation, Southpoint Resources Ltd., Riverstone Resources Ltd. and Bakbone Software Inc. His career in the resource business began in 1966 with his late father, John C. Nesbitt, focusing on the exploration for uranium near Uranium City, Saskatchewan where 20 years prior John C. Nesbitt discovered the Nesbitt Labine and Gunnar uranium mines.

**Joyce Philomena Barretto, BA'77**, was appointed CEO of Stewardship Ontario. Barretto has an extensive background in the public, private and non-profit sectors. She previously served as assistant deputy minister, Agencies Division, Ontario Ministry of Public Infrastructure Renewal. She has extended her education in public policy, leadership and human resource management. Stewardship Ontario is the province's first industry funding organization. It developed the Ontario Blue Box Program and oversees industry's obligation to fund 50 per cent of the municipal Blue Box recycling program.

**John Richard Wellington Hall, BA'77, MSc'80**, was recently appointed Member, Transportation Appeal Tribunal of Canada (TATC). Hall holds a bachelor of laws degree from the University of Victoria in addition to his degrees from Western. He currently serves as president of Lion Hall Bancorp Limited, providing executive and legal consulting services. From 1995 to 1997, he was a senior labour relations officer for Vancouver Hospital and Health Sciences Centre, after which he became legal counsel for the Vancouver School Board until 2001. He has been appointed to the TATC for four years.

Bayshore Home Health president and founder, **Stuart Cottrelle, HBA'79**, was nominated for the 2007 Ernst & Young Entrepreneur of the Year Award. Cottrelle started Bayshore Home Health's operations in 1993 and has more than 20 years experience in the home health care industry. He is a founding member of the Canadian Home Care Association and currently sits on the Board of the Ontario Home Care Association. A total of 50 business people were nominated for the Ontario region.

### 1980s

**Stuart Fearnley, BESC'80**, was recently appointed VP Development & Design, MGM Mirage. MMH, formed in May 2007, is a wholly-owned subsidiary of MGM Mirage. It is principally focused on extending the company's renowned hotel brands and developing new luxury hotel brand concepts for destinations in the U.S. and abroad. Fearnley has been named Executive Vice President of Development - Design and Construction for MMH. In this role, he is responsible for overseeing all aspects of project development, including design, construction and purchasing management for the subsidiary's branded properties worldwide.

**Leslie Campbell Herr, BA'82**, has been appointed President & CEO, Empire Life Insurance Company. Herr joined Empire Life in November 1999 as Director of Sales, Central Ontario. In July 2001, he was appointed Vice-President, Individual Sales and Distribution and over the next five years also held executive responsibility for Individual New Business Operations, Distribution and Strategy. In January of this year, he was appointed Senior Vice-President, Individual Products. Herr spent the first 17 years of his career with a major Canadian life insurance company in a number of field management roles with progressively increasing levels of responsibility. He also holds an Executive MBA from Queen's University.

**Harrison Faierstein, BA'83**, has been appointed Director of Sales, Food Service at Stella Pharmaceutical Canada. Faierstein comes to Stella Pharmaceutical to create a comprehensive foodservice program to address growing lifestyle and market trends and bring greater convenience to customers of functional "Better-for-you" food products by introducing NUTRIBAR into Hospitality and Vending Foodservice channels globally. Prior to joining Stella Pharmaceutical, Faierstein was Director of Marketing for Bodecker Brewed "Better Coffee by Process" and

Manager of Retail and Food Service Operations for Mister Coffee in Toronto, and President of Café Republique, a multi-unit Quick Serve Retail food franchise operation based in Montreal.

**Ann Clavelle, BA'84**, was appointed Senior Vice-President, Human Capital Management /Oxford Properties Group. Clavelle joined Oxford in 1993, and has led the HCM group for the past three years. In this capacity, she is responsible for designing and directing Oxford's HCM Initiatives, with a focus on attracting and developing talent across the organization. Prior to joining Oxford, Clavelle held human resource positions with Deloitte & Touche in both Canada and the United Kingdom. She holds her Certified Human Resources Professional (CHRP) designation.

**Phillip Russell Soper, BA'85**, was appointed VP & General Manager of CCSI CompuCom in September. He brings a wealth of technology and business leadership experience to CCSI CompuCom. Soper previously served as National Sales Manager at Apple Canada Inc., where he led a multi-sales channel team that sold into key markets such as education, business, reseller and consumer. Prior to that, he was Vice President, Complementary Channels for Telus Business Solutions, which is a Canadian telecommunications company providing voice, data and wireless solutions to the consumer and commercial markets. He will be based in CCSI's Mississauga location.

**Terence Sean Harvey, LLB'85**, was appointed Director, Nord Resources. Harvey was appointed as a director of the corporation on June 11, 2007. He is a co-founder and, since January 2004, has served as the Non-Executive Chairman of Andina Minerals, Inc., a Toronto-based exploration-stage mining company listed on the TSX Venture Exchange. He holds an Honours Bachelor of Arts degree (Economics and Geography) and a Master of Arts degree (Economics) from Carleton University, and a Master of Business Administration degree from the University of Toronto, as well as his Western law degree.

**Wayne Isaacs, BA'86**, was appointed Director, Delta Uranium Inc. Isaacs is formerly the president and director of Forsys Metals Corp., a TSX listed advanced stage uranium development company operating in Namibia, Africa. Isaacs is also, and has been since November 1999, the President of Acadia Capital Corporation, a private corporation engaged in mergers and acquisitions and corporate financing for junior public corporations. He has served as a director and officer of over 30 public issuers of which over half were mining companies.

**Michael David Shadbolt, MA'87, LLB'91, MBA'91** was appointed Partner, Macleod Dixon in 2007, focusing on electricity market matters with an emphasis on renewable and clean energy projects, energy efficiency and conservation projects, electricity and thermal energy purchase agreements, environmental markets and emissions trading. He advises a wide range of energy market participants, including electricity generators, distributors, district energy companies, and large energy consumers with respect to all corporate, commercial and transaction matters relating to electricity markets. Shadbolt is a leading expert in the development of district energy and thermal energy generation facilities.

**Michael Pasquale Scarpelli, BA'88**, was appointed VP & CFO, Data Domain Inc. He served as Vice President and Chief Financial Officer since September 2006. From January 2006 to September 2006, Scarpelli served as Executive Vice President and Chief Financial Officer for Lexar Media, Inc., a flash memory manufacturer which was acquired by Micron Technology, Inc. in 2006. From January 2002 to

January 2006, Scarpelli held senior positions at HPL Technologies, Inc., a provider of yield management software and test chip solutions, most recently as Senior Vice President and Chief Financial Officer.

**Geoffrey K. Watson, BA'89**, was appointed Chair, Board of Directors, Credit Valley Hospital in October 2007. He has been a member of the Board since 2000. Watson brings a diverse background to this position. He has been in the financial services sector for 15 years. Currently, he is a Vice-President, Fixed Income at Canada's second largest asset manager, TD Asset Management. Earlier, he was a member of the Canadian Delegation to the United Nations in New York and an intern in the U.S. Senate. Watson also holds an MA in Political Science (U of T), and MPhil in International Relations (Cambridge). He is a CFA Charter holder.

**Victor Dirisio, BESC'89, BA'90**, was appointed Vice-President, Supply Chain, Acklands-Grainger with responsibility for all supply chain activities. Dirisio is most recently held the position of Executive Vice-President, Supply Chain for Indigo/Chapters, following senior leadership roles at Procter & Gamble. He holds an MBA from McMaster University, as well as his degrees from Western. Dirisio is also a recipient of Canada's Top 40 Under 40 award. Acklands-Grainger is Canada's largest distributor of industrial and safety supplies, with over 100,000 in-stock products available from 155 branches and five distribution centres coast to coast.

### 1990s

**Jordan Banks, BA'90**, was appointed Chief Executive Officer of JumpTV in November. Banks is one of Canada's leading Internet executives, having experienced tremendous success over the past decade leading business activities of eBay Canada and the National Hockey League Players' Association. He has added significant value as an Independent (non Executive) Director of JumpTV. Banks is the founder and chairman of Sportsfest, a non-profit organization focused on raising funds for Alzheimer's disease research and care. In 2006, he was named one of Canada's prestigious Top 40 Under 40 honorees and also named one of the four inaugural winners of the Hugo Boss "Leave a Mark Award."

**Byron Galbraith Holland, BA'91**, was appointed President & CEO, Canadian Internet Registration Authority (CIRA). Holland arrives at CIRA with a diverse background encompassing experience in technology, finance, and retail sectors. From 2000 to 2007, Holland was a founding partner and the Chief Operating Officer of Futura Rewards, the third largest coalition loyalty program in Canada. He oversaw the development and growth of Futura Rewards from an upstart in the loyalty rewards market into a publicly traded company with over 100 brand partners and 400,000 members. Holland also holds a Master of Business Administration from Queen's University.

**Gary Svirsky, BA'91**, was one of 23 new partners admitted to O'Melveny & Myers effective February 1. Svirsky is a member of the Securities Litigation practice group and resides in the New York office. He received his MA in 1992 from the University of Toronto and his LLB

in 1995 from Osgoode Hall Law School and received his LLM in 1997 from Columbia Law School. He clerked for the Honorable John I. Laskin and the Honorable Rosalie Silberman Abella of the Ontario Court of Appeal. He joined O'Melveny in 2004.

**D. Chad Hutchison, BSc'92**, was appointed General Counsel, Genum Corp. Previously, Hutchison was general counsel and corporate secretary of Stelco Inc. (now U.S. Steel Canada Inc.), a leading Canadian steel producer. In his new role, he will manage all of Genum's legal and regulatory matters. Prior to Stelco, Hutchison was a partner at Fraser Milner Casgrain LLP, engaged in corporate and securities law practice. Hutchison also holds an LLB degree from the Osgoode Hall Law School of York University in Toronto.

The international law firm Shearman & Sterling LLP has recently elected 13 associates and counsel to the partnership across its worldwide platform, including **Michael H. Torkin, BA'93**, who practices in the firm's bankruptcy and reorganization group in New York. He also received an LLB from Osgoode Hall Law School of York University (Ontario) in 1997.

**Trevino Betty, BA'95**, was elected to a four-year term on the Sport Committee of the Commonwealth Games Federation (CGF) during its General Assembly meetings in Colombo, Sri Lanka in November. A former varsity track and field athlete with the Mustangs, Betty was a four-time CIS All-Canadian before going on to compete in the 1994 and 1998 Commonwealth Games where he captured a silver medal in the 4x100m relay in Kuala Lumpur, Malaysia. He would go on to win a silver medal for Canada at the 1999 Pan American Games before retiring from competition.

**Kim Thomson, BA'95**, was recently appointed Senior Associate, Recruitment, Lannick Associates. Prior to this position, Thomson was a Senior Employment Specialist within a Private Vocational College where she taught Job Search Skills, Employment Readiness Workshops and assisted graduates with their job search.

**Les Kalman HBSc'95, DDS'99** and wife, Lina Kalman, celebrated the birth of their second child, Maxym Al Kalman on June 7, 2007. Les and Lina's first born, Ben, is now six years old. Dr. Kalman not only does regular dentistry on patients at his office, but he is also involved in the research and development aspect of dentistry. He continues to create new techniques and products to advance dentistry, as well as having his first dental patent approved in July 2007.

**Joanna Michelle Rotenberg, BA'97**, was appointed Principal of worldwide partnership, McKinsey & Company, Toronto. Rotenberg provides consumer retirement planning and retirement strategies for financial services players. Her consumer retirement research and publications have garnered extensive media attention across North America. In addition, she serves financial services clients on strategy, marketing and sales, and operational issues. She is a leader of McKinsey's Life Insurance and Wealth Management Practice. She joined the firm in 2001.

Rotenberg also has an MBA and JD from the University of Toronto and is a member of the New York Bar.

**Oliver Griffin, BA'97**, has joined Spector Gadon & Rosen, P.C. as a senior associate in the firm's commercial litigation practice group. Griffin focuses his practice in the area of commercial trial practice, commensurate with the representation of local and national businesses and individuals in disputes involving complex business issues. He serves as co-chair of the Ethics Subcommittee of the American Bar Association's Section of the Litigation Committee on Commercial and Business Litigation and is an active member of the Villanova Law School's Inn of Court.

**Stephen Nolan, MLIS'98**, has published a new book entitled: *Leaving Newfoundland: A History of Out-Migration*. It tells the dramatic story of the people of Newfoundland and Labrador and their bid to survive in a place of uncompromising hardship. New skills, new customs, and new lives must be formed out of the clay of the old. With their feet on a new land but their hearts firmly entrenched in the old, Newfoundlanders and Labradorians must survive in new worlds not their own. This book is available from Flanker Press, or on Chapters.ca

**Enrico Visentini, MBA'98**, was recently appointed CFO, Lakota Resources Inc. In addition to his Western degree, Visentini holds an honours bachelor of commerce from McMaster University (1991). He is also a member of the Canadian Institute of Chartered Accountants (Ontario) and is a CFA charterholder. Visentini is presently the controller at Starfield Resources Inc. and the CFO for two private junior mining companies. From July 2005, to Jan. 1, 2007, he was director, custody and fund accounting for IBT Trust Company (Canada), and from February 2004, to July 2005, he was the CFO for Integral Wealth Securities Ltd.

### 2000s

**Roland Otuo-Acheampong, BA'00**, was appointed Country Manager, Business Wire, in charge of the wire's new Toronto office and national sales strategy. Acheampong worked for IBM and dot.com startup Grey Matter. Since 2002, he has been involved with media sales for Omni Television and CTV.

**Alana Poulie, BA'02**, was recently appointed Senior Associate, Client Services, Lannick Associates.

**Ian Gerard Lynch, BA'04** (King's), a graduate of St. Thomas Aquinas secondary school and Western, has seen his career take off since winning the "Funniest Person in London" stand up comedy contest. He moved to Toronto, got an agent and has been performing standup in comedy clubs, appearing in television commercials and doing voice-overs in English and French - his major at Western. He was also cast as a soldier in a History Channel production about First World War trench warfare.

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## In Memoriam

**Grant William Taylor, BSc'46, 86**, passed away peacefully on October 4, 2007 in Kentville, Nova Scotia. Born in London, Ontario on August 27, 1921, he was the only child of the late Hector and Ina (Kent) Taylor. Grant grew up in Exeter, Ontario. He served in the Second World War as an officer in the 13th Canadian Field Artillery Regiment, Third Canadian Division. In 1945, he married Jean Walker of Windsor, NS. After graduating from Western in 1946 with a BSc in Chemistry, Grant spent his working life with Polysar Inc., in Samia and in Ottawa with the federal Department of Industry, Trade and Commerce, Chemicals Branch. Grant was active in the militia for many years, attaining the rank of Lieutenant Colonel. He served three terms as a public school board trustee in Samia and Lambton County. In 1981, he and Jean built a home in Wolfville where they enjoyed retirement for 26 years. Grant was a past president of the Rotary Club of Wolfville, a member of the Wolfville Planning Advisory Committee and a treasurer of the Wolfville Memorial Library Foundation. Grant was predeceased by Jean in June 2007 and subsequently moved to Wedgewood House in Kentville. Grant is survived by his son David (Martha) Taylor, and grandchildren Scott and Jennifer, Calgary.

**Beryl M. Ivey (Nee Nurse), BA'47, DLL'97**, died in her sleep of heart failure in the early hours of Christmas morning, in her 83rd year. She will be greatly missed by her husband Richard, HBA'47, DLL'79, her children Richard, HBA'72, (Donna), Jennifer Ivey Bannock, Rosamond (John Macfarlane) and Suzanne Ivey Cook (Dan), her grandchildren Samantha, Alexandra and William Ivey, Olivia, Stephanie and Michael Bannock, and Dylan, Myles and Hayden Cook, and her brother Robert Nurse (Margaret). Born in Chatham, Ontario, Beryl was predeceased by her parents Lt. Col. W. Ivan and Beatrice Nurse, and her sister Audrey Wright. A celebrated athlete in high school, Beryl attended Brescia College at the University of Western Ontario on full scholarship, earning a BA, and then attended the Ontario College of Education. In 1949 she began a 58-year partnership with Dick in which they focused on raising a family, volunteerism, community leadership and philanthropy. As the children grew, she became actively engaged as a board member for many arts organizations including the Shaw Festival and the National Ballet School. A lifelong interest in gardening and extensive travel to exotic destinations with Dick led Beryl to become increasingly enthralled by, and concerned for, nature's great gifts. For more than 40 years, through environmental grant making at the Ivey Foundation and leadership at organizations such as the World Wildlife Fund Canada, she stood up and spoke out for conservation and the protection of biodiversity. To round out her interests, for the last 20 years Beryl also devoted her considerable energy to the betterment of Canada's healthcare system through London based health care institutions, and to the advancement of education and research at The University of Western Ontario. Her devotion to volunteerism and philanthropy were recognized this year with her appointment as a Member of the Order of Canada. Beryl's kind and generous nature, impeccable integrity, intellectual curiosity and pursuit of excellence were admired by all who knew her.

**Flavio Anthony ("Flav") Botari, BA'47**, passed away at Foyer Richelieu, Welland, January 18 peacefully, aged 92 years. Flavio is predeceased by parents John and Elvira (née Corsini), brother Louis, sister Agnes Page (Arnold), brother Joseph, sister Mary Samson (Francis) and by his wife Louise (née Lusina). He is lovingly remembered by son John (Susan), and by grandchildren Katherine and Paul, all of Saskatoon, Saskatchewan; by sister Leah Tirone (Steve), of Welland; and by countless nieces, nephews, cousins, and friends. Flavio will be remembered as an artist, teacher, naturalist, horticulturalist, World War

II veteran, amateur astronomer, churchman, musician, modeller, friend, father, and grandfather. Born on August 25, 1915, he matriculated from Welland High and Vocational School in 1935. After graduating from the Hamilton Normal School in 1936, he worked for the Welland Board of Education, travelling between city schools on foot or bicycle as an itinerant art teacher. In 1942, Flavio volunteered for the RCAF, and trained as a Radio Mechanic. He went overseas to England in July 1944, seconded to the Royal Air Force. There, attached to 299 Squadron (RAF 38 Group), he worked on the highly secret airborne radar systems of Short Stirling bombers that towed troop gliders, and dropped supplies to the French and Dutch Resistance. After receiving his BA in 1947, Mr. Botari began his long career as a high school art teacher at Welland High and Vocational School. It was a point of pride for him that many of his students went on to careers in the arts. Flavio Botari was a man who saw beauty and goodness in everything and everyone he encountered, and who served his country and his community well. He will be sadly missed.

**Orville Jonathan Mirehouse, MD'48, FRCS (C)** passed away on August 21, 2007 peacefully in his 83rd year, with his family by his side. Beloved husband to Freida for 60 years. Adored father and grandfather as well. He was a loving and dedicated family man who will always be remembered for his strength, tenacity and passionate commitment to the people and community he loved. He was a pioneer in plastic and reconstructive surgery in the Hamilton area who practiced from 1956 to 1988. He touched the lives of many grateful patients and assisted in mentoring and training many aspiring surgeons. In lieu of a public service the family has established the Dr. Orville J. Mirehouse Trust of McMaster University, which will provide annual bursaries to students pursuing the medical arts at McMaster University.

**Herbert (Bert) Vincent, BA'53**, passed away July 10, 2007 in the Brantford General Hospital. Bert was a former member of the Colts and Mustang football teams (1948-1952) and an educator in Brantford for 33 years. He leaves his wife Marg, BA'52, three children and seven grandchildren.

**Robert E. Greenwood, BSc'54, MSc'56** of Toronto, died suddenly on November 10, 2007 at the age of 75. Bob is mourned by Barbara, his wife and best friend of 41 years, and children Edward, Martha, Adrienne and Michael. He was predeceased by Joyce French Greenwood. Born and raised in Strathroy, Bob graduated in physics, began his research career in industry and retired Professor Emeritus from Ryerson University, Department of Electrical Engineering where he was a caring and committed teacher. He loved classical music and sang bass in many choirs including the Orpheus Choir of Toronto and the Toronto Classical Singers. He will always be remembered for his cheerful personality and quick wit.

**Donald Charles Taylor, BA'65**, passed away after a brave battle with cancer on October 13, 2007 at the age of 70 years. Born April 8, 1937 in Exeter, Huron County, Ontario, Don is predeceased by his parents Luella and Ross, and by his brothers, Orland and Douglas Taylor. He is lovingly remembered by Judie (nee Hickson), BA'63, his wife of 42 years, by his daughter Suzie Riddell and her husband Euan of Vancouver, by his son Steven of Toronto and by his brother Kenneth of New Brunswick. Sadly missed by many relatives and friends. Fondly remembered by the members of the Fairwinds community in Nanoose Bay, BC, where Don retired after a distinguished career at IBM that took him across Canada, Europe and Africa. Don was a member of Beta Theta Pi and remained friends with several of his fraternity brothers through the years.

**Wendy Fraser, BA'67, MLS'69** passed away November 1, 2007. Special thanks to the staff at Malden Park and Hospice of Windsor for their wonderful care during Wendy's illness. Wendy will be greatly missed by all her friends and family.

**Dr. Thomas William Robert Macfarlane, BA'69** (Huron), PhD'85, MSc, MD, died peacefully at his home December 14, 2007 in his 61st year. Dr. Macfarlane leaves behind his loving wife, Penelope Ann, children Rebecca Jean, Ruth Margaret, and Thomas Luke. Survived by his sister Pam Lewonas (Charlie), nephew Quentin, niece Romney, aunt Isabelle Longbothom (Henry) and the extended families of McAlister, Agro, O'Sullivan and Kingsmill. Director of University of Western Ontario Health Services, Student Health, Workplace Health, Staff/Faculty Family Practice Clinic. Assistant Professor Medical Biophysics, and proud founder of the Student Emergency Response Team (SERT). As a mentor to many and supporter to all. Dr. Tom will be greatly missed by friends, students, colleagues, and family.

**Dr. Edward Gustav Pleva, DLL'78** passed away at Chelsey Park Retirement Community, London, on February 7, 2008 at the age of 95. Dearly beloved husband of the late Mrs. Grace C. Pleva. Beloved father of James F. Pleva of Guelph and Michael G. Pleva of London. Dear brother of the late Joseph F. Pleva. Cherished uncle of Betsy J. Singer and her husband Michael of California and Laird A. Horman and his wife Mary Lou of Florida. Also survived by sister-in-law Ethel F. Horman of Florida. Founder and former head of the Department of Geography at the University of Western Ontario. Chaired city and suburban planning boards for London and region. Played a major role in developing Ontario's geography curriculum for secondary schools. First editor of "The Canadian Geographer" and the "Ontario Geography Monographs." Received honorary degrees from Waterloo Lutheran University (now Wilfrid Laurier University) and the University of Western Ontario. In 1987, the University of Western Ontario established the Edward G. Pleva Award for Excellence in Teaching awarded each year to full-time members of the faculty of Western and its affiliated colleges.

**David G. Attridge, BA'81**, at the age of 50 passed away after his third battle with cancer. David is survived by his daughter Ashe and son Blake. David was an avid hockey fan cheering on the World Junior team to victory just three days prior to his passing. He spent many years of his work life as HR Manager for Campbell's Soup in Chatham and Systems Auditor for Deloitte Touche in Windsor. He was always proud to talk of his years at Western and the many friends he made along the way. His most cherished memories were always of his children who will miss him very much.

**Nelda Emilie Belanger, BA'90**, a former resident of the Winchester area passed away at her home in Kingston on January 17, surrounded by her long-time companion John and her family. She was 54. In memoriam donations to the Leukemia and Lymphoma Research Fund of Canada or the Winchester District Memorial Hospital were received.

**Jennifer (Robertson) Dresch, BESC'96, BED'97**, passed away on November 23, 2007, at the young age of 34. Jennifer leaves behind her husband of 15 months, Luke Robertson, as well as her father, two brothers and one sister, along with many nieces and nephews. Jennifer was a high school teacher who was admired and respected by her students and colleagues alike. A memorial award has been created in her honor, which will be awarded annually to a physics student at Hillcrest high school in Ottawa.

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other side of the equation – the business knowledge that will help them get up and going. So, it's great when those things come together.

**Alumni Gazette:** Practical advice you'd offer an Ivey graduate – or any Western graduate leaving university and starting their own business?

**Eric Morse:** It has to be something that you're really passionate about because

it's really going to take a lot of your life to get it up and going, so you better love it because then it won't seem like work, it'll seem like a passion.

Secondly, pay real attention to the team you're putting together to get this thing launched. It's great to work with buddies but if you're all going in to this with sort of the same skill set, you're not really doing yourself a lot of favours. Make sure you get enough people involved who can really make this thing a success.

Sometimes these 'partners' can just be advisers. They don't have to be somebody that's day-to-day involved. Get good advisers, mentors. I advise grads to put a board together as soon as you know you want to go into business. It could be informal. It could be an advisory board. The people who have been there and done that may have some of these skills you might not have. 

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and say "that father isn't giving that girl the financial information she needs even though she's called the CFO." Meanwhile the daughter doesn't have to talk to her real father beside her in the room. "You use the characters so you can get the real issues out on the table."

Ivey calls these workshops 'advances' instead of 'retreats' because as Simpson says, "we decided families should be advancing not retreating."

Another source of important family business information comes from author Danny Miller, who has spoken at Ivey in the past and wrote a book called *Managing For The Long Run: Lessons In Competitive Advantage From Great Family Businesses*.

What Miller wanted an answer to was how family businesses outperform and outlast other businesses? One reason is continuity. Family-controlled companies have longer tenure of CEOs as opposed to public companies that are widely held – where the CEO goes every five years and is offered the golden parachute, says Simpson. "They felt that the training of family CEOs was much longer because they knew the value of continuity, of the history of the business, and that was an incredibly important thing."

The second thing Miller found was community. Family businesses invest and support communities philanthropically

much more. "If you're a city manager it would be good policy for you to be friendly and supportive of family businesses because they are more likely to be employers who don't lay off workers when little things go wrong. They're there for the long run and more likely to support causes in their neighbourhood," says Simpson.




The other thing Miller found is that family businesses have enduring missions. "The New York Times for example had a big goal to create an informed electorate. So, not little things. They have a mission that matters," says Simpson.

To him, the business families that are the most successful are the families that remain entrepreneurial. "The first thing you ask is 'are you in a competitive

business?' Business families have to say 'should we even be in this business?' – over and over and over again."

Simpson thinks all newcomers to the family business should ask themselves two key questions. "If I had all the money and time in the world to invest in something – would I invest in this business. If no, get out. If yes, second question, would I be the best one to run it? If no, we try to teach families the value of ownership. It takes a lot to be a responsible owner. You may not be a good manager."

Simpson explains that great business families very early on set very clear guidelines for their kids. "For example, you must have a university degree. You must go work for someone else for five years. Because we believe there's real value in hiring not just from within. And the third is, bring something to the table that adds value to our business. So, look at what we do well but you come and bring a new idea."

One parting piece of advice Simpson offers is that business families should "prune the tree" regularly. "Don't let the business be owned by a wide-ranging interest cousin consortium. So, at this level, we ask them that every time they pass it down (to the next generation) to prune the tree. Pay the value for it, don't screw people but let the business go to people who live in the town and have more stake in it." 

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# Driving ideas to success with plan for profit

By Paul Wells, BA'89

One presumes there was entrepreneurial spirit at Western when I was a student, but it didn't exactly jump out at you. It was the go-go '80s and the smell of money was sweet in the air, but most of it came from parents or OSAP. While I was flunking out of Chemistry and then cashing in my shot at redemption in Poli Sci, very few of my classmates showed any entrepreneurial flair. Most were hoping for job security, a tidy general practice in a small town or a spot



writing sports for the Toronto Star.

Creativity and enterprise, if any, were usually devoted to lining up a Charity Ball date, tracking down Springsteen tickets, or running the short con. One guy I knew at Westminster College liked to go door to door collecting bets on some unlikely event or other (photo of fellow known to be unlucky at love; academic-year calendar; "Pick the Day of the Lay"). He would then promptly spend the betting pool on beer. You'll be astonished to learn he went into politics.

Many of us managed to obtain the hoped-for job security. A few even lived an adventure or two. But the alumni news since those days has produced few hints about any who amassed a business fortune. Mind you, if I've overlooked anyone, please get in touch. I will help you make your next fortune, or at least spend the one you've got.

There is, of course, a durable school of thought which maintains that universities are the wrong place for thoughts of mere commerce. You're supposed to be learning about Baudelaire or Heisenberg or Hobbes, the argument goes. Finding the commercial angle is beneath such lofty considerations. Western, happily, has always been a tough market for such snobbery, but if anything it's more obvious today than ever before that good business sense can be a complement to loftier concerns, not a distraction.

Take pure scientific research, which these days is doing well at Western, too. Research works best when its only spur is the curiosity and energy of thoughtful investigators with the tools to follow hunches. But the product of their work — ideas — is likeliest to leave the lab when it is pulled out by entrepreneurs who have an eye on the market.

It's important to get that balance right.

It's pointless to fund only research that looks likely to pay off. You can't know which ideas will pay off. But new ideas won't go

anywhere without competent managers to implement them. Roger Martin at the University of Toronto's Rotman School of Management has persuasively demonstrated that if Canada has fewer high-tech industries than the United States, it's not because we're doing less science, it's because we have a smaller university-trained management class. Western's Ivey School of Business is a big part of the solution, not part of the problem.

Business is also a big part of the way a country wields influence in the rest of the world. Or it can be. Here again, Canada's performance is not ideal. One of last year's most interesting books was Andrea Mandel-Campbell's "Why Mexicans Don't Drink Molson." It chronicled the timidity of Canadian companies in the global marketplace. Many don't export. Many of those that do aren't interested in anything more ambitious than setting up shop near the U.S. and lobbying truckloads of product across the border. Which means that Canadian businesses shelter themselves from the bracing discipline of global competition.

A few years ago a Swedish business leader told me his country was decades ahead of the larger European countries in getting to the global marketplace after World War II for a simple reason: there are only nine million Swedes. That made their domestic market too small. So Swedish business learned early to export. And when they did, they couldn't rely on patriotic sentimentality to make a sale. Their products simply had to be better than anyone else's. Before long, Swedish products and services became a driver for Swedish influence in other areas. Canadian businesses, distracted by easy access to the massive U.S. market, haven't had to rely as heavily on their wits. Which is not the same as saying they shouldn't try.

High commodity prices have made it fashionable in Ottawa lately to think of Canada as an emerging natural-resources superpower. But ideas remain a cleaner, more durable and renewable resource than anything you can dig out of the ground, and there has never been a better driver for the production, refinement and distribution of ideas than the disciplined application of the profit motive.

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