

Brock Student Ambassadors win two international awards

They're spirited and organized and once again these Brock University students have the trophy and plaque to prove it.

Brock Student Ambassadors (BSA), a diverse group of students which volunteers at the University and in the Niagara community, recently won the coveted prize of Most Outstanding Organization and the Spirit Award at the CASE/ASAP District 2 annual conference, held February 25 to 27, at LaSalle University in Philadelphia.

The 30-member BSA competed against 20 other universities from Ontario and the northeastern United States to bring home the CASE/ASAP Outstanding Organization award, the third time since 1991. The team also won the Spirit Award, the fourth time since the award was created eight years ago. The Association of Student Advancement Programs (ASAP) is the student division of the Council for the Advancement and Support of Education (CASE).

BSA President Jason Sykes, a fourth-year Political Science student, said: "It's really great to see the Ambassadors winning awards like this. We go so far above and beyond what's necessary and we do



Brock Student Ambassadors won two awards at the recent CASE/ASAP District 2 annual conference.

it with pride and enthusiasm. We are proud representatives of this school."

"This is the 20th anniversary of the Brock Student Ambassadors at Brock University and I cannot think of a better way for the students to mark this special anniversary than by winning these very prestigious awards," said Lynne Irion, Alumni Relations Co-ordinator with Brock's Office of University Advancement

and a past recipient of ASAP's Adviser of the Year. "They are highly respected in District 2 for their commitment and encouragement."

Since its inception in 1985, BSA has raised almost \$100,000. About \$52,000 was raised for Cystic Fibrosis through Shinerama, another \$25,000 for the Good, Better, Brock! capital campaign and the remainder

Continues on page 2

Brock University receives \$65,023 in CFI funding to support new research

On March 11, Dr. Michael Owen, Associate Vice-President, Research at Brock University, welcomed the Canada Foundation for Innovation's (CFI) total investment of \$65,023 supporting newly recruited faculty member Dr. Deborah O'Leary, Assistant Professor in Community Health Sciences.

The Brock funding was part of a \$23.8 million investment announced by CFI to support 120 projects in 41 universities which will allow new and talented researchers to conduct their research in world-class facilities.

O'Leary's research examines the impact of childhood obesity on cardiovascular health. In particular, her work focuses on cardiovascular adaptations that are evident and essential towards understanding obesity as a disorder, such as how it affects arterial stiffness, blood pressure regulation and heart structure and function.

"This award advances Brock's capacity to support the development of new techniques to improve the health of Canadians and residents of the Niagara region," stated Dr. Owen.

"I am pleased that the Government of Canada recognizes the talent and research potential at Brock University," said John Maloney, Member of Parliament for Welland. "This is a great opportunity for Deborah O'Leary and I hope the project is a great success."

The CFI Board of Directors approved this investment through two funds: \$18.3 million under the New Opportunities Fund; and \$5.5 million under the Infrastructure Operating Fund which assists universities with the incremental operating and maintenance costs associated with new infrastructure projects.

The CFI's New Opportunities Fund enables eligible universities to provide research infrastructure for newly recruited faculty members, in their first full-time academic appointment in Canadian degree-granting institutions, so that these researchers can undertake leading-edge research. The fund also enables institutions to recruit new faculty members in the areas of research identified as priorities in their strategic research plans.

A strong Ontario needs strong universities

Former Ontario Premier Bob Rae recently delivered his report on post-secondary education in Ontario, recommending increased investments in post-secondary education and improvements in student financial assistance.

Ontario universities are strongly urging the provincial government to implement Rae's recommendations for an increased post-secondary investment of \$1.256 billion in operating support and \$540 million in capital support by 2007-08.

Operating grants per student provided to Ontario universities and colleges are among the lowest in

Continues on page 2

W E D N E S D A Y , M A R C H 2 3 , 2 0 0 5

Brock news

A newsletter for faculty and staff at Brock University, St. Catharines, Ontario

Search for a new President underway

The Committee on the Presidency has begun its work to search for a new President for Brock University. As one of its first tasks, the Committee selected Janet Wright and Associates as the executive search firm it will work with throughout the hiring process. Founded in 1995, Janet Wright and Associates specializes in senior-level recruiting in the public and not-for-profit sectors. Jim Lundy will be the main contact person. Both he and the firm have conducted several successful senior administrative searches for the University in the past.

The Committee is now developing a consultation process that will give the Brock community an opportunity to provide input into the development of a profile for the new President. Faculty, staff and students will have an opportunity to identify the characteristics/attributes of the new President and the issues and challenges facing the University. The Brock community will be informed of the consultation process when it is developed over the next few weeks.

The 12-person Committee on the Presidency is led by St. Catharines lawyer David Edwards, Immediate Past Chair of the Board of Trustees.

Student-athletes celebrate success

Brock's athletic season came to an exciting close as Brock student-athletes received national recognition and the men's wrestling team won its seventh straight National title and 10th in school history. Here are some recent highlights:

- Kevin Stienstra, senior centre with the men's basketball team, was awarded the Mike Moser Memorial Trophy as the Canadian Interuniversity Sport (CIS) Player of the Year. He became the first Brock player in the program's 37-year history to win the award. At the CIS tournament last weekend, the Badgers were defeated by Concordia 59-46 in the semi-finals. The Badgers were OUA West champions. Brock head coach Ken Murray was named OUA West Coach of the Year.

- Ryan Weicker (65kg) made CIS history by becoming the first wrestler to capture five straight gold medals in five years. For his performance, Weicker was named the 2005 CIS Most Outstanding Wrestler and coach Marty Calder was named CIS Men's Coach of the Year. Third-year athletes Jamie Macari (57kg) and Evan Macdonald (72kg) both won their third straight individual titles. Cleo Ncube (68kg) and Adam Fera (82kg) both captured CIS gold for the second time in their university careers while Mike Neufeld (90kg) closed out the Brock winners by capturing



his first CIS gold. On the women's side, Brock's Megan Dolan (65kg) captured her first CIS gold, knocking off No.1-ranked Heidi Kulak from Alberta.

Both the men's and women's wrestling teams won OUA titles and coaches Richard Deschatelets and Calder paired up for OUA Male Coach of the Year honours.

- The Brock University figure skating team captured a silver medal at the 2005 OUA Figure Skating Championships. This was the best finish in the program's history. The Badgers crowned a school record with three OUA Champions including Jennifer McAllister in the Junior Silver Freeskate, Shannon Dickson in the Short Program and Beth Carruth and Jennifer Court in the Senior Silver Dance pair.

- Todd Erkin, head coach of the women's hockey team, was named the CIS Coach of the Year. Second-year Kate Allgood also was honoured, being named a second team All-Canadian.

- Jodie Ebeling of the women's basketball team was honoured by the CIS by being named a second team All-Canadian. Ebeling's first appointment to an All-Canadian team marks her third honour of 2004-2005 as the Badger point guard was also named an OUA All-Star and OUA West Player of the Year.

For more athletics news, please go to www.brocku.ca/athletics

Brock Student Ambassadors win two international awards
Continued from page 1

for a \$5,000 student bursary and University items such as display cabinets and television monitors.

BSA oversees the successful and long-running program, Touch of Home, which enables family and friends to order cakes, cookies, fruit baskets and other goodies for Brock students, and in September 2004, it launched a fundraising and environmental initiative called Project ThinkGreen which involves the recycling of inkjet cartridges.

The student organization is also active in the Niagara area. Volunteers serve meals to the homeless in the Out of the Cold program and participate in activities designed to help agencies like Women's Place, a shelter for women and children, and Community Care, a food and clothing bank.

A strong Ontario needs strong universities
Continued from page 1

Canada. The low level of funding is a serious problem for Ontarians and for the prospects for the economies of the province and the country. As Rae noted, federal financial support provided to post-secondary institutions and students in Ontario over the last several years simply hasn't been enough. Since 1987, there has been an 18-per-cent decline in real per capita provincial operating spending on post-secondary education. Ontario's post-secondary system is decidedly underfunded compared to its Canadian and U.S. counterparts.

The Liberal government recognized in its election platform, and with the establishment of the Rae Review, that government underfunding of universities over the past 15 years has undermined our competitiveness. This problem must be addressed to ensure future prosperity. As the Premier has often said, in a global, knowledge-based economy, the only competitive advantage that matters is the intellectual capital of our workers.

The Council of Ontario Universities (COU), which represents Ontario's 19 universities, is co-ordinating an advocacy effort in support of the recommendations in Rae's report. It is particularly important that universities get their message to the provincial government, the general public, and to the media before the April 2005 budget.

As one part of this effort, COU developed www.thinkontario.com. Visit this site to learn more about the Rae report and the important issues facing our universities. The site also offers ways for your voice to be heard in support of post-secondary education. A strong Ontario needs strong universities.

Brock University

E-mail submissions to: campusnews@brocku.ca
University Web site: www.brocku.ca
Brock News is a publication of the Office of University Advancement.
905-688-5550, ext. 3245
FAX 905-641-5216

Editor: **Kevin J. Grout**
Contributing Editor: **Jeff Sinibaldi**
Acting Communications Director: **Heather Junke**

The next issue of Brock News is **Wednesday, April 6, 2005** with a firm copy deadline of **Friday, March 25, 2005**, at 12 noon.

PUBLICATION IS EVERY 2 WEEKS
Canada Post Agreement # 40065767

CCOVI graduates win gold at Cuvée

At the Cuvée Gala held March 5, graduates of the Oenology and Viticulture program at Brock University took home a record number six Cuvée Gold awards of excellence.

The Cuvée awards, often referred to as the Oscars, of the Ontario wine industry, were given out during the Cuvée gala that took place at the White Oaks Conference Centre.

"CCOVI is very proud of our graduates, many have gone on to be winemakers and vineyard managers here and abroad," said Dr. Isabelle Lesschaeve, Director, CCOVI. "Congratulations to everyone and to their collaborators for this high level of achievement."

The following is a list of award-winning Brock graduates from the 2005 Cuvée gala:

- Best Red Wine: Jackson-Triggs Niagara Estate Winery, Proprietor's

Grand Reserve Meritage 2002 - **Kristine Casey**, Assistant Winemaker

- Best Limited Edition Sweet

Wine: Birchwood Estate Wines, Riesling Icewine

2003 - **Tom Green**,

Winemaker, **Jason Roller**, Assistant Winemaker

- Best Cabernet

Sauvignon: Creekside Estate Winery, Signature Cabernet Sauvignon 2001

- **Rob Power**, Co-Winemaker

- Best Red Hybrid: Lakeview

Cellars Estate Winery, Baco Noir

Reserve 2002 - **Tom Green**, Winemaker, **Jason Roller**, Assistant Winemaker

- Best Pinot Noir: Creekside

Estate Winery, Signature Pinot Noir 2001 - **Rob Power**, Co-Winemaker

- Best Sparkling Wine: Jackson-

Triggs Niagara Estate Winery, Proprietor's Grand Reserve Méthode Classique 2001 - **Kristine Casey**, Assistant Winemaker



A Time and a Place opens at Rodman Hall



Brock's fourth-year Visual Arts Honours students, back row from left are, Nancy Zimmerman, Wayne Corlis, Debra Maney; front row from left, Jennifer Herd, Stephanie Data, Kevin McGuiness, Sabrina Van Tyghem, Courtney Sendzik.

On April 10, the Niagara community has the opportunity to see the best of Brock's fourth-year Visual Arts Honours students when "A Time and a Place" opens at Rodman Hall.

In this collaborative exhibition, eight evolving artists demonstrate individual perceptions of time and place, whether in regard to the physical environment, society, or in the landscape of the mind. The work by Wayne Corlis, Stephanie Data, Jennifer Herd, Debra Maney, Kevin McGuiness, Courtney Sendzik, Sabrina Van Tyghem and

Nancy Zimmerman ranges from drawing and painting to earthworks with photographic documentation.

Associate Professor Murray Kropf has acted as faculty advisor to the group, who are also benefiting from Rodman Hall curator Gordon Hatt's counsel concerning the installation. "But it's the students who deserve the credit," states Kropf. "They've done the work."

The opening reception for "A Time and a Place" is on April 10, from 2 to 4 p.m. The exhibition continues until May 8 at Rodman Hall.

Open House was a success!

Special thanks to all Brock faculty, staff and students who helped make Open House on March 13 a great success! Open House is a very important event, as it occurs when students are determining which University they will ultimately attend; your participation was a key part in making this event a success!

Our next recruitment event, Fall Preview Day, will be held on Sunday, October 16, from 12 noon to 4 p.m. Information will be distributed in late summer.

Thanks again for your continuing support!

- Melissa Coleman,
Open House Co-ordinator

Election of a Staff Representative to the Board of Trustees

Effective June 30, 2005 there will be one permanent staff vacancy on the Board. In accordance with the General Bylaws of the Board of Trustees, permanent staff members who are Managers reporting directly to the President or to a Vice-President are not eligible to serve.

Nominations for one representative from the permanent staff to fill this vacancy for a three-year term commencing July 1, 2005 are now invited. Nomination forms (available from the University Secretariat) must be signed by three members of the permanent staff and the nominee and submitted to the University Secretariat no later than 4:30 p.m., Wednesday, April 6, 2005.

Ballots will be distributed to all members of the permanent staff on or before Monday, April 11, 2005. Completed ballots are to be returned to the Secretary to the Board by the close of the poll at 4:30 p.m. on Wednesday, April 20, 2005.

Please contact Mike Farrell, ext. 3335, if you have any questions.

Youth University evolves from CATI

Over the past couple of years, Community Adventure Training Initiatives (CATI), has focused on developing and offering educational programs for youth. This line of programming has expanded dramatically to the point where — as of March 1 — it will be spinning off into a new organization of its own called "Youth University." The name CATI will now revert back to covering adventure-based, team-building and empowerment experiences for adults.

The mission of Youth University will be to offer innovative and educational residential field trips, day programs, and summer camps to schools and to community youth. Currently, Youth University hosts approximately 6,000 children on campus for various field trip programs and for spring educational camps with their schools. New this year, Youth University will be launching an educational summer camp program for kids just finishing Grades 3-6 this summer. Youth University employs more than 50 Brock students from faculties across the University every year to teach under these program streams.

Youth University adds value to the Brock community by providing opportunities for students to extend their own educational experience by teaching others in their areas of study and interest. The organization also supports recruitment of potential future Brock students by bringing young people on campus and introducing them to what the University has to offer. Youth University helps to share Brock's unique resources with the local community, and it acts as an expert resource for local schools and parents in educational and curriculum extension programs.

To find out more about Youth University, please contact Kate Cassidy, Youth University Director at ext. 3567; or Janice Kit, Office Co-ordinator at ext. 3120; or visit the new website at www.brocku.ca/youthuniversity

2005 Holiday schedule

The University will observe the following Statutory and Non-Statutory holidays in 2005:

Saturday, January 1, 2005* New Year's Day (Statutory Holiday)

* Employees with benefits coverage whose regular working days do not include Saturday, are entitled to one additional day in lieu of the 2005 New Year's Day Statutory Holiday. This lieu day is to be observed on any working day between January 3, 2005 and March 31, 2005, which is mutually agreed upon, by the employee and his/her supervisor.

Friday, February 18	President's Holiday (Non-Statutory Holiday)
Friday, March 25	Good Friday (Statutory Holiday)
Monday, May 23	Victoria Day (Statutory Holiday)
Friday, July 1 and Monday, July 4	Canada Day (Statutory Holiday) (Non-Statutory Holiday)
Monday, August 1	Civic Holiday (Non-Statutory Holiday)
Monday, September 5	Labour Day (Statutory Holiday)
Monday, October 10	Thanksgiving Day (Statutory Holiday)
Commencing Friday, December 23 at 4:30 p.m. until 8:30 a.m. Tuesday, January 3, 2006	Christmas and New Year's Day (3 Statutory Holidays) and Holiday Period (3 Non-Statutory Holidays)

Please note that depending on the operational needs of a Department/Division, it may require that the area be open during the above-mentioned days. In these cases and/or if there are any other questions, please contact Margo Carter in Human Resources at ext. 3279; e-mail: mcarter@brocku.ca.

FACULTY AND STAFF

CHEMISTRY

Professor **Tomas Hudlicky** presented the following, recent invited lectures:

- Virginia Institute of Technology: "Chemoenzymatic strategies for the synthesis of complex natural products.";
- 20th Norwegian National Organic meeting, Skeikampen, Norway. Plenary lecture: "Biocatalytic approaches to morphine and amaryllidaceae alkaloids, carbohydrates, and their unnatural derivatives: A Quest for practical synthesis";
- Astra-Zeneca lecture: University of Toronto at Mississauga, Biotechnology Institute: "Toluene dioxygenase-mediated synthesis of complex natural products".

CHILD AND YOUTH STUDIES

Hans Skott-Myhre delivered a paper at The Victor Fic Memorial Conference on the Tantra, entitled "Tantric Harmonic(a)s Blow Baruch's Blues," February 4 and 5, at Brock.

Jan Frijters and **Hans Skott-Myhre** delivered a paper at the Popular Culture Forum entitled, "Tramps and Nomads: Figures of Youth in Flight," March 17, at Brock.

EARTH SCIENCES and BIOLOGY

Recently, **Dan McCarthy** (Earth Sciences and Biology) and Hague Vaughan, Head of Environment Canada's Ecological Monitoring and Assessment Network (EMAN), made an invited presentation "Approximation of Hamilton air quality as represented by lichen diversity" to the Hamilton Industrial Environmental Association. The presentation reported on an EMAN-sponsored project that saw McCarthy and his students inventory urban lichens to map air pollution in Greater Hamilton.

McCarthy's research in lichen ecology and the historical activity of the Illecillewaet Glacier in Glacier National Park, British Columbia, will be featured in Part 2 of Banff film maker Guy Clarkson's HDTV documentary, "Shining Mountains." It is scheduled for global release on Discovery, National Geographic Channel, APTN and several Asian networks in 2005.

EDUCATION

Debra McLaughlan attended the 3rd Winter Conference of the Arts, hosted in Tucson, Ariz., by the University of Arizona, from February 15 to 18, where she presented a drama workshop entitled "Canals as Bridges."

POLITICAL SCIENCE

Hevina S. Dashwood presented a paper entitled "Corporate Adaptation to Social Responsibility Norms: The Response of Canadian Mining Multinationals," at the Annual Meeting of the International Studies Association, on March 4 in Honolulu.

PUBLICATIONS

Erasmus Cudjoe, Tara B. Wiederkehr, and **Ian D. Brindle**, "Headspace gas chromatography-mass spectrometry: a fast approach to the identification and determination of 2-alkyl-3-methoxypyrazine pheromones in ladybugs." *Analyst*, 2005, 130, 152-155.

Eric T. Ritschdorff,, Neil Fitzgerald, **Roger L. J. McLaughlin**, and **Ian D. Brindle**, "The use of a modified Multimode Sample Introduction System (MSIS) for the simple and rapid determination of cadmium by chemical vapour generation atomic absorption spectrometry." *Spectrochimica Acta, Part B: Atomic Spectroscopy*, 2005, 139-143.

Brock Briefs...

Niagara Regional Science and Engineering Fair

On Sunday, April 3, the public is invited to an Open House (no charge) to view projects entered in the Niagara Regional Science and Engineering Fair. The projects will be on display from 11 a.m. to 3 p.m. in the Pond Inlet.

About 250 local students, in Grades 5 to 12, will participate in this year's fair with judging to take place on Saturday, April 2.

For more information contact Kristen Smith, at ext. 3845.

The Niagara Regional Science and Engineering Fair requires volunteer judges to participate in this year's judging portion of the event. Anyone who is interested in being a judge for the fair, please visit: www.niagarasciencefair.org

A memorable occasion

Many thanks to all who made my retirement party such a happy and memorable occasion. Sincere thanks to the Printing Services staff for being such excellent hosts. My warmest thanks for all the gifts and best wishes. Also, thank you to the retirees who took the time to share in this special day.

Sincerely, Rose Flaxy.

Thank you

Bill Matheson would like to thank all those members of the Brock community (including members of the Brock University Retirees Association) who provided help and encouragement during his recent illness. Visits, phone calls, letters, flowers, cards (even insulting ones!) and prayers all helped to make a difficult situation tolerable.

"Making a Difference" awards luncheon

The 5th annual "Making a Difference" awards luncheon is back by popular demand on Wednesday, April 6, from 12 noon to 2 p.m., at the Pond Inlet. The guest speaker will be S. Enam Bukhari, "The Wheelchair Lawyer." Bukhari is a well-respected member of the bar, practising corporate, real estate, wills, estates, immigration and general practice law. Bukhari has dedicated his life to helping others and to helping vitalize the spirit in communities to assist neighbours in need. His story is one of challenge and accomplishment with a dash of humour thrown in. Bukhari inspires and motivates all who hear him speak. Sponsored by Services for Students with disABILITIES, the Awards Luncheon is a unique opportunity to recognize members of the Brock community, nominated by Brock students, who have made a significant contribution to the academic lives of students with disabilities.

Complimentary tickets are available at the Student Development Centre, ST 400 or by phoning 905-688-5550, ext. 3240, before April 1. For more information, contact the Student Development Centre. Sponsored by: Services for Students with disABILITIES, Student Development Centre.

Master of Education Thesis Defence

The following are scheduled:

- Education Student Mandy Frake will present her thesis defence on Thursday, April 7, at 10 a.m. in

WH 147 (Welch Hall). Her thesis is entitled "Contributing Factors to Women's Sustained Participation on Varsity Athletic Teams." Thesis Supervisor: Dr. Nancy Francis-Murray; External Examiner: Dr. Ellen Singleton; Committee Members: Dr. Merle Richards, Dr. Alice Schutz. All are welcome to attend.

- Education Student Spencer Overgaard-Thomsen will present his thesis defence on Friday, April 15, at 10 a.m. in WH 147 (Welch Hall). His thesis is entitled "An Exploratory Descriptive Study of Factors Influencing Students to Seek or Not to Seek Personal Counselling on a College of Applied Arts and Technology Campus Located in Southern Ontario." Thesis Supervisor: Dr. Katharine Janzen; External Examiner: Dr. Georgia Quartaro; Committee Members: Dr. Richard Bond, Dr. Milree Latimer. All are welcome to attend.

Sport Management student research colloquium

The Department of Sport Management presents the fifth annual Student Research Colloquium on Friday, April 8, from 8:20 a.m. to 4:30 p.m. There will be 19 presentations delivered by students from Brock's Sport Management Undergraduate program, Brock's Faculty of Applied Health Sciences and Faculty of Education Masters programs, as well as students from Western, Windsor and Concordia universities. The presentations are scheduled in 30-minute time slots throughout the day in the Senate Chamber and Boardroom. Dr. Alison Doherty, Associate Professor at Western and President of the North American Society for Sport Management, will deliver the day's keynote address.

There is a registration fee for the full day's events, but non-registrants are welcome to drop in on any session that interests them at no cost. For a complete schedule of the abstracts to be presented at the colloquium, please visit: www.brocku.ca/spma/documents/2005SPMAColloquiumscheduleandabstracts.pdf

For more information, please contact Julie Stevens, Assistant Professor in the Department of Sport Management at 905-688-5550, ext. 4668; e-mail: jstevens@brocku.ca

Brock student wins second place in Ontario Japanese Speech Contest

Brock student, Tsugumi Okabe, who studies Japanese at Brock in the Department of Modern Languages, Literatures and Cultures, was a prize winner at the 23rd Ontario Japanese Speech Contest. The competition was held at the University of Toronto on Saturday, March 12 and there were 50 participants from various universities across Ontario including McMaster, Queen's, Toronto, Waterloo, and York. The Japanese Speech Contest was established in 1982 to promote interest in Japanese language and culture in Ontario. The contest has become an important and integral part of Japanese language education in Ontario.

Tsugumi won second prize in the open category, and received a \$300 Honda Award from Honda Canada Inc., which sponsors the contest.

Tsugumi's speech was entitled "The Trials and Tribulations of a Japanese Canadian."

Her speech discussed how she overcame the language and cultural barriers she has faced in Canada since she was a child.

Mogadime, Dolana (2005). "Elite Media Discourses A Case Study of the Transformation of the Administrative Judiciary in South Africa." *Journal of Black Studies*, 35(4), pp. 155-178.

Parks, Danielle (2004). The Roman Coinage of Cyprus. Nicosia: the Cyprus Numismatic Society.

Raby, Rebecca (2005). "Polite, Well-dressed and on Time: Secondary School Conduct Codes and the Production of Docile Citizens." *Canadian Review of Sociology and Anthropology*, 42(1):71-92.

Siegel, David, "Municipal Reform in Ontario: Revolutionary Evolution," in Joseph Garcea and Edward C. LeSage, Jr., eds., *Municipal Reform in Canada: Reconfiguration, Re-Empowerment, and Rebalancing* (Don Mills, Ont.: Oxford University Press, 2005), pp. 127-48.

Wu, Carol H. (2004). "Keeping Pace with OpenURL: a Perspective." *The Serials Librarian*, 47 (1/2), pp.117-127.

EVENTS



Centre for the Arts: Tickets for the following events, unless sold out, are available at the Box Office: **Denzal Sinclair**, March 24, 7:30 p.m., Sean O'Sullivan Theatre; **VuJa Dé**, April 2, 7:30 p.m., Sean O'Sullivan Theatre; **The Happy Prince**, April 3, 2:30 p.m., David S. Howes Theatre; **Tower of Power** with James Bryan, April 8, 7:30 p.m., Sean O'Sullivan Theatre; **Wingfield On Ice**, April 9, 7:30 p.m., Sean O'Sullivan Theatre; **Jim Galloway's Wee Big Band**, April 14, 7:30 p.m., Sean O'Sullivan Theatre; **Decidedly Jazz Dancewoks - Bulla!**, April 16, 7:30 p.m., David S. Howes Theatre.
www.arts.brocku.ca

Spring Festival of the Arts: The arts are in bloom during March and April at Brock. Look for a number of special events in Dance, Music, Dramatic Arts, and Visual Arts:

Music@Noon: The Department of Music presents a recital featuring piano students on Tuesday, March 29, at 12 noon, in the Sean O'Sullivan Theatre. Admission is free. All are welcome.

VGS05: An exhibition of Visual Arts students' artwork juried by Gordon Hatt and Melanie MacDonald, at Rodman Hall Arts Centre, March 13 to April 6. 'Drifts': A joint exhibition by Amanda Burk and Duncan MacDonald of the Department of Visual Arts at the Sean O'Sullivan Gallery in the Centre for the Arts, March 16 to 31.

Music: The Department of Music presents its final Encore concert for 2004-2005 on Friday, April 1, at 7:30 p.m. - Die Fledermaus (The Bat), Opera by Johann Strauss, Sean O'Sullivan Theatre. Contact the Box office for tickets, ext. 3257.

One Act Play Event: The Department of Dramatic Arts presents 15 different one-act plays in four groups: April 1, at 2 p.m. and 7:30 p.m., April 2, at 2 p.m. and 7:30 p.m. in the Studio Theatre and 103 Black Theatre.

'A Time and a Place: 2005 Visual Arts Honours Exhibition': On display at the Rodman Hall Arts Centre, Sunday, April 10 to Sunday, May 1, with the opening reception on April 10 at 2 p.m.

4THE SPIRIT OF DANCE: Presented by students in Advanced Movement, Department of Physical Education and Kinesiology, Thursday, April 14 at 1:30 p.m., David S. Howes Theatre.

The Department of Music: Presents the **University Wind Ensemble** conducted by Timothy White (lead trumpet, Niagara Symphony Orchestra) on Tuesday, April 5 at 7 p.m. in the Sean O'Sullivan Theatre. Tickets are \$10 adults; \$8 students/seniors; **The University Women's Chorus** and the **University Chamber Choir** conducted by Dr. Harris Loewen, on Friday, April 8 at 7:30 p.m. at Knox Presbyterian Church, 53 Church St., St. Catharines. Tickets available at the door, \$10 adults; \$8 students/seniors; **Piano and Instrumental Students** 3rd and 4th Year Recitals on Wednesday, April 13 at 2 p.m. and 7 p.m., Friday, April 15 at 2 p.m. and 7 p.m., Sean O'Sullivan Theatre; **Voice and Organ Students** 3rd and 4th Year Recitals, Saturday, April 16 at 2 p.m. and 7 p.m., Knox Presbyterian Church, 53 Church Street. For information on all events, visit www.brocku.ca/finearts or call 905-688-5550, ext. 4765.

Biological Sciences Winter Seminar Series:

Thursday, March 24: Dr. Adria Giacca, Associate Professor of Physiology and Medicine, University of Toronto, will be speaking on "Diabetogenic effects of free fatty acids." Host: Dr. Litsa Tsiani, Adjunct Professor, Biological Sciences.

Wednesday, March 30: (NOTE: different day and location, AS 215), **Dr. Chris Moyes**, Department of Biology, Queen's University, will be speaking on "Origins of variation in muscle energetics." Host: Dr. Jeff Stuart, Assistant Professor, Biological Sciences.

Thursday, April 7: Dr. Jeremy N. McNeil, Helen I. Battle, Visiting Professor of Chemical Ecology, Department of Biology, University of Western Ontario, will be speaking on "The reproductive biology of moths that migrate in response to habitat change." Host: Biological Sciences Senior Graduate Student, Dawn Hall.

All lectures take place at 11:30 a.m. in MC H313, unless otherwise noted.

The seminar series is organized by the Department of Biological Sciences. For more information, contact Dr. Adonis Skandalis at ext. 3399; e-mail: adonis.skandalis@brocku.ca



Brock University Film Society (BUFS): All films are shown Sunday evenings in the David S. Howes Theatre at 7 p.m. Membership: January - April: Single \$11, two for \$20, available from the Centre for the Arts Box Office at ext. 3257. Tickets: Members \$6; non-members \$8 available at the door.

April 3: The Assassination of Richard Nixon (Niels Mueller, USA/Mexico 2004, 103 mins.) Sean Penn delivers an artful, nuanced performance as the hapless and defeated Samuel, painting a compelling portrait of one man in Nixon's America, betrayed by the broken promise of the American Dream. With Naomi Watts, Don Cheadle, Jack Thompson and Brad Henke.

April 10: House of Flying Daggers (Shi Mian Mai Fu) (Zhang Yimou, China/Hong Kong, 119 mins.) An astounding martial arts epic by the virtuoso director of Hero, featuring the formidable talents of megastars Zhang Ziyi, Andy Lau, and Takeshi Kaneshiro. Set in the 9th century, during the decline of the Tang Dynasty. Opulent period costumes. Bold visuals of sheer grace pumped up with detailed sound design and saturated with impossibly complex swordplay.

CLASSIFIED

Moving? FREE packing materials: 100-plus used (folded and unfolded) boxes of all sizes, plus used packing paper. Also FREE: old fridge and freezer; shabby but working. Call 905-984-6625.

Cossette shares spectacular story



At the lecture reception, from left, Brock student Sonya Easterbrook, Terry O'Malley, Francois Duffar, Vice Chairman of the Board and President, Cossette Communication Group Inc., and Brock student Kevin Walsh.

The Cossette Communication Group's success story is so big it takes more than one person to tell the tale.

Bill Durnan, Chief Creative Officer of Cossette, had the help of five of his colleagues to present the Terry O'Malley Lecture in Marketing and Advertising at Brock University on March 16. The hour-long presentation featured a video backdrop and highlighted Cossette's 33-year history and growth into Canada's leading communication group. The team of presenters also shared the story of how communicators are faced with the

challenge to engage, inform and connect in society's complex media environment.

"Cossette is a company that has flourished because it had a very clear idea about how the market would change, how it would respond to that change and how to build a structure and an attitude that would survive with changing times," said Durnan.

As Canada's largest ad agency, Cossette is a fully diversified publicly traded company with a trademark convergent communications platform that offers services in the full spectrum of

marketing disciplines, including mainstream advertising, direct marketing, design, interactive, public relations, research and more.

Its clients include leading marketers and brands, such as General Motors, Coca-Cola, McDonald's Restaurants, Bell Canada, General Mills, Molson Breweries and Nike among others.

New technology continues to create new communications outlets, Durnan said, and Cossette looks to the future through its "democracy of disciplines." The media experiences, such as direct marketing, interactive, sponsorships

and events, public relations, and guerrilla marketing techniques, provide innovative ideas as part of a multi-dimensional aspect of reaching the consumer.

Two years ago, Cossette reviewed its vision and refocused it on a single word — spectacular.

"The word spectacular has become our rallying cry that acts as our convergent point for all disciplines," said Durnan. "It's in everything we do, in the way we think, and even in the way we dream."

This marks the fourth year in the annual lecture series that honours advertising executive Terry O'Malley, a native of St. Catharines and one of the best-known figures in modern Canadian advertising.

O'Malley is the former creative director and partner in Toronto-based Vickers and Benson Advertising (now Arnold Worldwide in Canada.) In more than 30 years at V&B, O'Malley helped build the agency into one of the leading brands in the Canadian advertising industry. O'Malley's creative contributions spanned a wide spectrum of businesses and public service categories, from fast foods (McDonald's Restaurants) to breweries (Carling Red Cap Ale) to a role as key strategist on the federal Liberal Party's Red Leaf Communications team that helped win electoral victories for former Prime Minister Pierre Trudeau.