

BrockNews

WEDNESDAY, MARCH 4, 2009

A NEWSLETTER FOR FACULTY AND STAFF AT BROCK UNIVERSITY, ST. CATHARINES, ONTARIO



Mark Fenske, adman, music video director and teacher at the prestigious VCU Adcenter, will deliver the eighth annual Terry O'Malley Lecture at Brock.

O'Malley lecture tackles 'tyranny of technology'

The continuing explosive growth of new, digital technologies is having a profound effect on the way marketers and advertisers communicate with consumers – and the way consumers communicate with each other.

Is that good news or bad news for the advertising industry?

Mark Fenske, one of the industry's leading creative figures, will address this question at the eighth annual Terry O'Malley Lecture in Marketing and Advertising at Brock. This year's lecture will take place on Wednesday, March 11, at 7:30 p.m. in the Sean O'Sullivan Theatre at the University.

Fenske, who has worked at creative powerhouse ad agency Wieden + Kennedy on some of the world's biggest brands, like Coca-Cola and Nike, and who has also directed TV commercials and is an MTV Music Video of the Year award winner, will speak about "The Tyranny of Technology" at the O'Malley Lecture.

This year marks the eighth instalment of the annual lecture series that honours advertising legend 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 former Toronto-based Vickers and Benson Advertising. 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 fastfoods (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.

The Terry O'Malley Lecture in Marketing and Advertising is hosted by the Department of Communications, Popular Culture and Film.

This event is free but tickets are required. To reserve your tickets, please contact the Centre for the Arts Box Office by calling 905-688-5550, ext. 3257.

Canada Research Chairs



PHOTO: KEVIN GROUT

Brock faculty members, from left, Cheryl McCormick, Vincenzo De Luca and Ping Liang take a tour of De Luca's lab after the announcement of their appointments as Canada Research Chairs.

Brock receives \$2.4 million to attract and retain world-class researchers

Brock celebrated its growing reputation as a leading research institution in Canada with the recent announcement of more than \$2.4 million in federal funds for three Canada Research Chairs at the University.

"Whether it's working to reveal the inner workings of plants or human genetics, or studying the effects of stress on human behaviour and physiology, the investment in these world-class researchers and the work they are doing will contribute to solving many of today's pressing social challenges," says Jack Lightstone, Brock President. "Research is the foundation of innovation and innovation is the key to stronger global competitiveness, good jobs and a better quality of life for all Canadians."

"These Canada Research Chair renewals and appointment are a clear sign of Brock's growth as a hub for pervasive research and creative activity," says Liette Vasseur, Brock's Vice-President, Research. "Brock now has 10 Canada Research Chairs. This significant growth in research capacity

lies at the heart of our mission to expand our graduate programs and forge partnerships to help drive the economic, social and cultural development of the communities around us."

Brock's newest Canada Research Chair, Associate Professor Ping Liang, Department of Biological Sciences, relocated to the University after establishing himself as a leading bioinformatics investigator (the application of information technology to molecular biology) in cancer research at the world-renowned Roswell Park Cancer Institute in Buffalo, N.Y.

Liang will continue his interdisciplinary studies in areas of human and plant genetics. Liang's research has the potential for advancements in knowledge and technology of applications in medical genetics, forensic sciences and viticulture.

As a Tier 2 Research Chair, Brock will receive funding of \$500,000 over the next five years.

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Camera focuses on life and learning

Richard Bain points his camera during a campus photo shoot and sees beyond the faces and the architecture. In photo after photo, the lens reveals to him the vibrant personal connection between life and learning that exists throughout Brock University's corridors.

Bain, a professional photographer from London, Ont., has been taking pictures at Brock for the past 10 months as part of a book project under the direction of the Office of University Marketing and Communications. He expects to

complete his shot list in the next few weeks, with plans to release a 120-page coffee table book, *Brock*, later this year.

The emphasis on student life and student studies is everywhere at Brock, says Bain.

"For me, it's like going back to school for a year," he says. "I'm learning all the time as I talk with faculty, staff and students about what they do. It is exciting to be on campus and everyone I meet enjoys being here."

See BAIN on Page 2

Hundreds will attend events for new Brock Campaign

University faculty and staff have until end of day today to reserve a seat for next week's lunch meeting with President Jack Lightstone, where he will offer a preview of Brock's upcoming major fundraising campaign.

Hundreds have already signed up for the event for faculty, staff and retirees, to be held next Tuesday, March 10 in the Ian D. Beddis Gymnasium.

The registration deadline has been extended to 4:30 p.m. today, March 4.

People can register online at <http://www.brocku.ca/lunchwithjack>

At the event, University Chancellor Ned Goodman and President Lightstone will host a discussion about the biggest and most important capital campaign the University has ever undertaken.

Doors open at 11:30 a.m., and the luncheon meeting takes place between 12 noon and 1 p.m.

The cost of the lunch is covered through the generous sponsorship of Sodexo and TD Insurance Meloche Monnex.

The new Campaign for Brock will help realize *Brock 2014 Knowledge, Engagement, Transformation*, the academic plan for Brock.

The capital campaign will be publicly unveiled, also on March 10, at a launch event at the Market Square in downtown St Catharines.

All members of the University community are encouraged to join area leaders and members of the public for this announcement that will also outline Brock's role in helping in the transformation of Niagara.

Doors open for this event at 5:30 p.m. Market Square is located on King Street near the intersection of James Street, just behind City Hall.

Celebration of Nations begins at 11 a.m. today

Today, Brock celebrates culture and diversity with its annual event, Celebration of Nations, in Pond Inlet from 11 a.m. to 3 p.m.

There will be national cuisine and drinks to sample, as well as music, dance and more.

Experience the traditions and customs of the diverse cultures that make up Brock community.

For more information, please contact the Office of International Services, ext. 3163.

Brock Briefs

Student Services staff lend a hand

More than 70 employees from the University's Student Services division took part in a "Brock Cares - Student Services Community Service Day," held on Feb. 20.

Staff helped out at not-for-profit agencies across the region, including:

- creating murals that promote fitness, fair play, respect and a sense of community at the Goodwill Stokes Community Village;
- cleaning and maintenance at Community Living-Grimbsy, Lincoln and West Lincoln;
- assisting in the creation of a puppet stage, puppet kits, and scripts for children at the Manchester Family Centre's RAFT/United Way Afterschool Program;
- developing and updating marketing materials for the Welland Heritage Council and Multicultural Centre's projects.

THESIS DEFENCE

Owen Webb, Master of Education student, will present his thesis defence on Thursday, March 26, at 1 p.m., in WH 147 (Welch Hall). The title of his thesis is "Student Perceptions of Discretion in Discipline: Seeking Resolution and Restoration in a Punitive Culture." Kathy Bickmore, OISE/UT, external examiner; Michael Manley-Casimir, supervisor; Renee Kuchapski, Nancy Fenton, committee members; Joe Engemann, chair of the examining committee. All are welcome to attend.

Lecture features Yale's University librarian

The Brock Library is pleased to host Dr. Alice Prochaska for an illuminating lecture, "Thinking Globally and Acting Locally: the Impact of Digitization on Research," on Thursday, March 12, 10:30 to 11:30 a.m., at eclassroom (TH 253 - near the Scotiabank branch).

Since 2001, Prochaska has held the position of University Librarian at Yale University, guiding one of the world's leading

research libraries. Prior to joining Yale, Prochaska was the Director of Special Collections at the British Library, where she supervised the library's program to digitize unique and rare materials. Light refreshments will be served. For more information, please contact Justine Cotton at justine.cotton@brocku.ca

March Break swimming

The pool is open for family fun swims March 14 to 22, from 1 to 4 p.m., and March 16 to 20, from 7 to 10 p.m. Tarzan rope, diving boards and the diving platform will be open. For the little ones, the shallow end hydraulic floor will be set at two feet, so everyone can touch the bottom.

The cost for a family (two adults, three children) is \$16, adult \$4.75, child \$3.75. The Swim Admission Policy requires that all children five years of age and under are directly supervised in the water by a guardian (maximum of two children to one guardian). Children 6 to 9 years old who cannot pass the facility swim test (two widths of the pool) must be directly supervised in the pool by a guardian (maximum of four children to one guardian). A guardian must be at least 12 years of age. For information, please call ext. 4089 or 4060.

Spring swim lesson registration

Registration for swim lessons begins Monday, March 23, at 5 p.m. in person at the Welcome Desk, or by phone at ext. 4060. Registration continues until lessons begin. All lessons begin the week of Saturday, March 28. Details regarding lesson times and prices can be found at www.brocku.ca/aquatics, by downloading the spring brochure.

On-campus summer housing solutions

This summer, staff, students and families are welcome to stay on campus in residence. Home renovations, visiting faculty and families touring the area are guests that take advantage of these services. Housing solutions range from townhouse rentals to single night accommodation. For more information visit www.brocku.ca/livingunits

Online access to T4 slips

The December 2008 and January 2009 direct deposit slips included messages indicating that the University was preparing for online access to T4 slips.

This online access went into effect on Feb. 24. Faculty and staff members on benefits can now obtain their T4 slips for 2008 as a printable PDF.

This change permits access to T4 slips at any time and from any location by logging into the Brock portal (mybrocku.ca).

In addition, employees are able to display their T4s from Brock University since 2004. Please note that hard copies of T4 slips will not be mailed for the 2008 tax year.

- To access T4 slips:
- Log onto your Portal (requires your username and password);
 - Click on the My Work tab;
 - Click on your Brock DB - Menu;

- Go to your Employee Access folder and expand it;
- Click on Tax - T4;
- Select the Tax Year and a PDF document will open with your T4 ready to print.

Please be assured that Human Resources and Information Technology Services have worked hard to ensure the security of information. Accessing T4 slips requires individual portal name and password.

For assistance logging into your portal or retrieving your password, please refer to <http://www.brocku.ca/its/portal.php> or contact the ITS Help Desk at ext. 4357.

For questions regarding your T4, please contact Louisa DiFrancesco, ext. 4611 (ldifrancesco@brocku.ca), Ruth Esau, ext. 3169 (resau@brocku.ca) or Sue Vail, ext. 5622 (svail@brocku.ca).

BAIN

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Martha Nelson, Associate Vice-President, Marketing and Communications, says copies of the book will be available for purchase at the Campus Store.

"I'm sure many people have noticed Richard about campus," says Nelson. "We're thrilled to be working with Richard who's known throughout Ontario for 13 other photo collection publications, including his most recent release *Niagara*."

"Richard's creating a Brock family photo album that will be filled with special memories for the entire University community, especially our students and graduates," continues Nelson. "The images in the book will showcase Brock's distinctive quality of campus life, teaching, research and scholarship. It presents a wonderful opportunity for us to share our stories and accomplishments with a broad audience."

Brock's location along the Niagara Escarpment holds a particular interest for Bain, who studied geography at the University of Western Ontario.

"There are tremendous little nooks, places of tranquility that make neat



Photographer Richard Bain

shots," he says. "A very poignant moment for me was meeting a student near Alphonse's Trough. She was returning some branches that she had used in a class project. She carefully placed the branches back under the same tree from which she collected them and said, 'these do not belong to me, they belong to this environment.' That said so much to me about the calibre of students and teachers who are on this campus."

Brock professor part of research team helping brain-injured patients relearn emotions

Barbra Zupan is showing a man in her office photographs depicting facial expressions. She asks him to identify how the person in the photograph feels. After concentrating for several seconds on a face that clearly depicts an angry expression, he hesitantly says "happy?"

Zupan, an Assistant Professor of Applied Linguistics at Brock University and a Speech and Language Pathologist, was pilot testing a computer-based diagnostic and treatment program she had developed with colleagues from the University of Buffalo and Carolinas Medical Centre, for brain-injured adults to help them regain their emotional lives.

The man working with Zupan had sustained a traumatic brain injury a few years prior and his wife was struggling to understand why he still did not appear to recognize or care how she was feeling.

"She was hurt that he never thought to ask 'How was your day?' and didn't seem to care if she had obviously had a very frustrating or upsetting day at work," says Zupan. While observing her husband taking the test, the woman was shocked that he was unable to identify the emotions in the photos. "She didn't realize that her husband wasn't recognizing his own emotions, and so couldn't recognize emotions in others," Zupan recounts. "Instead, he sees an expression that appears confused."

Persons without brain injury easily can distinguish frightened from annoyed, or disappointed from gleeful. But when a sad, or angry, or surprised face appeared on the screen, the woman's husband saw only "confused."

Interpreting and expressing emotion are

defining characteristics of being human. The psychiatric rehabilitation community confirmed in recent years that as many as 50 per cent of brain injured patients had lost this ability. In the past, people with brain injury who reacted inappropriately, such as joking at a funeral, or did not react at all, were considered to have behaviour problems. This capacity to understand and respond to emotions now is known as affect recognition.

Based on promising pilot-study results, Zupan, along with a team of researchers from three different countries, has received a \$600,000 grant from the U.S. National Institute on Disability and Rehabilitation Research to carry out a three-year controlled trial of a treatment program.

Zupan has partnered with Brain Injury Community Re-Entry (BICR), a St. Catharines-based non-profit organization that provides support services to people with brain injury. She will be working closely with Dr. John Davis, the psychologist and clinical director at BICR, and co-investigator for the Brock site. Recruitment is underway through the University and all research sessions will occur at BICR. Dr. Dawn Neumann, of Carolinas Healthcare System in Charlotte, N.C., and Dr. Duncan Babbage, of Massey University in Wellington, New Zealand, are also recruiting participants for this study.

The international study is examining two different approaches to relearning emotion recognition. One approach focuses on specific elements of the face. The second approach teaches people to infer emotions. The program uses short stories to teach what a person is likely to be feeling in various situations.

Athletics highlights

- The Brock men's wrestling team placed second behind Simon Fraser University at the 2009 CIS championships, ending their 10-year national-title run. The Brock women finished fourth overall. Both teams advanced to the nationals as the 2008-09 OUA champions;

- The women's volleyball team had two players, Shauna Peddle and Shannon Anderson, and coach, Lucas Hodgson, earn recognition at the 2008-09 OUA West Volleyball Awards.

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

Allard in TVO contest spotlight with Best Lecturer broadcast on March 7

The Brock community will want to tune their televisions to TVO on Saturday, March 7, 4 p.m., when English Professor James Allard is the featured lecturer on the 2009 Big Ideas Best Lecturer Competition.

Allard is one of 10 finalists in the competition that recognizes teachers in higher learning who inspire and engage their students. There were 160 university and college professors, representing all disciplines, nominated by students this year. A panel of judges determined the final 10 and now it's up to viewers to decide the winner.

TVO was on campus several weeks ago to film Allard's lecture, "Frankenstein, Five Ways," for the March 7 broadcast. The voting

opens following the show at 4:45 p.m. on March 7 and will continue until 3 p.m. March 8. Viewers can grade professors online at tvo.org or by phone at 1-866-281-3536 or by texting the word vote to mobile short code 333111.

Voting will open up again on Tuesday, March 31 at 12:01 a.m. until April 5 at 6 p.m.

For anyone who misses Allard's lecture on March 7, a brief excerpt can be seen on Big Ideas on April 4 and 5.

The winner will be announced on the Saturday, April 11 Big Ideas show on TVO with a repeat on Sunday, April 12.

This is the second year in a row that Brock



Professor James Allard

has been represented in the top 10. Last year, English professor Tim Conley and psychology professor John Mitterer both advanced to the select group.

The winner's institution will be awarded a \$10,000 TD Insurance Meloche Monnex scholarship.

The contest also will award one lucky viewer a big-screen plasma HDTV and DVD home theatre system valued at \$5,000, courtesy of TD Insurance Meloche Monnex.

More information on the contest, including backgrounds of contestants, video clips of lectures, student quotes and the broadcast schedule of lectures, is available at tvo.org

Second part of graduate conference features a green theme research café

Marilyn Rose, Dean of Graduate Studies, reminds the Brock community that the second phase of the Mapping the New Knowledges conference takes place tomorrow, with an emphasis on the greening of Niagara.

The Greening Niagara Research Café will be held in Pond Inlet from 4:30 to 6 p.m. The graduate student research poster session will follow from 6 to 8 p.m., also in Pond Inlet, and audience members are encouraged to engage with the students as they present their work on a variety of research topics.

The interactive research café will be moderated by Ian Brindle, Dean, Mathematics and Science, and will include expert panelists from the community and Brock. They are Jane Hanlon, executive director, Climate Action Now; Associate Professor Phillip Mackintosh, Geography; Associate Professor John Middleton, Tourism and Environment; and Professor Andy Reynolds, Cool Climate Oenology and Viticulture Institute.

Hanlon, whose St. Catharines-based group Climate Action Now has undertaken a number of environmental initiatives since its creation, will speak about "The Climate of Niagara." Reynolds, who has been conducting research into grapes and wines for more than three decades, will address the topic "Applied Geomatics — connecting the dots between grapevine physiology, terroir

and remote sensing." Mackintosh, who teaches historical-cultural, social, historical urban and urban political geography, will speak about "Transcendent faith in Nature: A reconsideration." Middleton, whose academic appointments have taken him around the globe, will address the topic "What the rattlesnake told cabinet."



Brock President Jack Lightstone will deliver the welcoming remarks. Liette Vasseur, Vice-President, Research, will deliver the café's closing remarks.

The public is invited to attend the Research Café and the graduate student poster session; both events are free. To reserve a seat and a wine ticket, please contact Julia Blushak at jblushak@brocku.ca

Part 2 of the Mapping conference is sponsored by the Faculty of Graduate Studies and the Office of Research Services.

The third and final event of the Mapping conference will be held on Friday, May 1 and will feature oral presentations from graduate students. The first event was held on Feb. 5 and featured a panel of graduates whose careers had followed unintended pathways after graduation.

RESEARCH CHAIRS

Continued from Page 1

These positions are awarded to researchers who are acknowledged by their peers as having the potential to lead in their field.

The Canadian Foundation for Innovation (CFI) also awarded Liang \$31,913 from its Leaders Opportunity Fund to support the infrastructure of a bioinformatics and genomics laboratory.

Brock also celebrated the renewal of funding for its first Canada Research Chair, Professor Vincenzo De Luca, a biological sciences professor conducting groundbreaking research in plant biochemistry and biotechnology. De Luca's current work reveals the inner workings of plants and the products they make, with applications in such areas as medicine and energy. Recent studies have concentrated on the anticancer alkaloids of the Madagascar periwinkle plant.

De Luca has been renewed as a Tier 1 Chair and Brock will receive \$200,000 a year for the next seven years, for a total of \$1.4 million. The Tier 1 Canada Research Chair is targeted at experienced researchers who are acknowledged by their peers as world leaders in their fields.

Professor Cheryl McCormick from the Department of Psychology, was also renewed as a Canada Research Chair at the Tier 2 level.

McCormick will continue her interdisciplinary work in neuroscience studying how the impacts of stress experiences early in life influence the development of stress-related physiology and behaviour. Specifically, she will investigate the immediate and long-

lasting effects on behaviour and the underlying neural mechanisms of social stress in adolescence in both males and females. Her research will increase our understanding of the role of stress in adolescence as it relates to shaping mental health-related vulnerabilities in adulthood.

McCormick was also awarded \$65,234 under CFI's Leaders Opportunity Fund for the expansion of a behavioural neuroendocrinology laboratory at the University.

"These Canada Research Chair appointments further strengthen Brock University's capabilities in the fields of bio- and neuro-scientific research," says Rick Dykstra, M.P., St. Catharines. "Professor De Luca's and Professor Liang's research into plant biochemistry, and human and plant genetics respectively, will yield knowledge that will ultimately benefit our agricultural sectors, while Professor McCormick's work in the impacts of stress experiences will produce valuable insights into the diagnosis and treatment of stress-related disorders."

The Canada Research Chairs Program was created by the Government of Canada in 2000. The program invests \$300 million a year to attract and retain some of the world's best researchers.

The Canada Foundation for Innovation (CFI) is an independent corporation created by the Government of Canada to fund research infrastructure. Since its creation in 1997, CFI has committed \$4.4 billion in support of 2,029 projects at institutions across Canada.

Mediataalk

People in the news

CHCH TV interviewed **Barbara Zupan**, assistant professor, Applied Linguistics, on Feb. 10 about her research to help brain-injured patients relearn emotions.

Cindy Dunne, director of co-op education, and **Marilyn Rose**, dean, Faculty of Graduate Studies, were interviewed for a Feb. 7 article in the *St. Catharines Standard*, entitled "Uncertain future for students." Dunne discussed job opportunities for students and graduates during the current economic crisis. Rose commented on the increase in applications to Brock's graduate programs as part of a historical trend for students to continue educational studies during economic downturns. The story also appeared in the *Welland Tribune* and *Niagara Falls*.

Shari Sekel, director of graduate programs, Faculty of Business, was interviewed for a Feb. 9 article in the *Waterloo Region Record*, entitled "Back to class," in which she commented about increased enrolments expected at post-secondary institutions during times of economic difficulties.

Sharon Broderick, Faculty of Business, and business and communications students **Marc Jenkinson**, **Frances Milrud** and **Rob Mann** were interviewed by the *St. Catharines Standard* for a Feb. 9 article, entitled "Brock U. students try to impress Richard Branson." The story focused on the students' experience in a recent case competition to promote the Virgin brand.

Rosemary Hale, dean, Faculty of Humanities, was featured in a Feb. 7 article in the *St. Catharines Standard*, entitled "Downtown booster — Brock professor envisions city core as cultural oasis." Hale spoke about her life and her commitment to the cultural future of St. Catharines and Niagara.

Lynn McCleary, assistant professor, Nursing, was interviewed for a Feb. 5 article in the *St. Catharines Standard*, entitled "Savings from nursing cuts may not add up: professor," in which she commented on the Niagara Health System's announcement to cut nursing positions.

Gyllian Raby, associate professor, Dramatic Arts, was interviewed by the *St. Catharines Standard* for a Feb. 6 article, entitled "Brock students mix Shaw and comedy in new production," in which she talked about the Department of Dramatic Arts main stage production, *SMASH!*

Tim Conley, associate professor, English Language and Literature, was interviewed by the *St. Catharines Standard* for a Feb. 14 article, entitled "Saying I love you doesn't have to be pricey," in which he commented about writing love poems as a Valentine's Day gift.

Tony Ward, associate professor and chair, Tourism and Environment, was interviewed by the *Globe and Mail* for a Feb. 17 article, entitled "Recession resistant careers," in which he commented on career opportunities for students who graduate from Brock's four-year program.

Charles Burton, associate professor, Political Science, was quoted in an article for *Embassy Magazine*, published Feb. 18, entitled "Canada disputed Chinese claims to Tibet from start." He commented on parallels between the stands taken on Tibet by prime ministers Stephen Harper and John Diefenbaker.

Dan Madar, professor, Political Science, was interviewed for a Feb. 19 article in the *Niagara Falls Review*, entitled "O Canada, meet Obama," in which he commented on the recent meeting in Ottawa between U.S. President Barack Obama and Prime Minister Stephen Harper.

Chris Fullerton, assistant professor, Geography, was interviewed for a Feb. 4 article in *Barry's Bay This Week*, entitled "South Algonquin official plan a step closer." Fullerton and several of his students have been assisting the community with the creation of an official plan for the municipality.

Men's basketball coach **Ken Murray** was featured in a Feb. 19 article in the *St. Catharines Standard*, entitled "Looking back to look forward." Murray, the 2008 winner of the St. Catharines Sportsperson of the Year Award, reflected on his coaching career at Brock that includes two Canadian championships.

2009 Brock News Schedule

Publication Date	Submission Date	Publication Date	Submission Date
March 18	March 6	Aug. 5	July 24
April 1	March 20	Aug. 19	Aug. 7
April 15	April 3	Sept. 2	Aug. 21
April 29	April 17	Sept. 16	Sept. 4
May 13	May 1	Sept. 30	Sept. 18
May 27	May 15	Oct. 14	Oct. 2
June 10	May 29	Oct. 28	Oct. 16
June 24	June 12	Nov. 11	Oct. 30
July 8	June 26	Nov. 25	Nov. 13
July 22	July 10	Dec. 9	Nov. 27
		Dec. 23	Dec. 11

Special honour



Tiffany Scriver, centre, a fifth-year student and goaltender for the women's soccer team, was recognized at the recent Women of Influence luncheon held in Toronto. Scriver was among 19 student-athletes honoured from across the province who, in their different disciplines, have successfully blended the demands of academics with pressure of competition at the highest level. Pictured with Scriver are Tonya Verbeek, left, Brock graduate and two-time Olympian, who was also the guest speaker at the event; and Lorne Adams, right, Director of Athletics for Brock.

Faculty and Staff

APPLIED LINGUISTICS

David Hayes gave a plenary paper, entitled "What makes a good primary English teacher? Strategies for success in teaching and training," on Feb. 8 at the conference, "Primary English Language Teaching: Strategies for Success," organized by Kanda University of International Studies in Tokyo, Japan.

CLASSICS

Michael Carter gave the keynote address, "Fleshing Out the Retiarus," at the McMaster University Classical Conference, held in Hamilton, Ont., Feb. 7.

COMMUNITY HEALTH SCIENCES

As part of the Honduras-Canada Teasdale-Corti Team Grant to increase infectious disease research capacity in Honduras, **Ana Sanchez** and Renzo Bautista travelled to Washington, D.C. from Jan. 25 to 31 to meet with their Honduran counterparts for a week-long program evaluation and strategic planning meeting. They were hosted by Dr. Maria Elena Bottazi, the project's U.S. partner at George Washington University. As part of the agenda, the group also met with Dr. Peter Hotez, Director of the Global Network for Neglected Tropical Diseases, to discuss research gaps in Latin American and potential future collaboration.

ESL SERVICES

Pamela Gifford, academic co-ordinator, was recently invited to present at the Hamilton/Wentworth TESL/Linc Conference on Saturday, Feb. 14. The title of her presentation was "Look Before You Read: Pre-Reading Strategies for ESL Students."

PHILOSOPHY

Christine Daigle presented the paper, "Conscience libre et incarnée? La phénoménologie du corps chez Beauvoir et Sartre," at the Ateliers de philosophie moderne et contemporaine, Université Laval, on Feb. 10.

POLITICAL SCIENCE

Tim Heinmiller made an address, entitled "The Boundary Waters Treaty in Abundance and Scarcity," at the Boundary Waters Treaty Centennial Symposium, Wayne State University, Detroit, Mich.

VISUAL ARTS/JAMES A. GIBSON LIBRARY

Keri Cronin (Visual Arts) and **Laurie Morrison** (James A. Gibson Library) gave a presentation, entitled "Transitions: Building Upon Existing Research Competencies in First Year Context Courses," at the Ontario Library Association Conference which was held in Toronto on Jan. 30.

Publications

Carter, Michael. (2008). "(Un)Dressed to Kill: Views of the Retiarus," in J. Edmondson and A. Keith (eds), *Roman Dress and the Fabric of Roman Society*, U. Toronto Press, Toronto, pp. 113-135.

Carter, Michael. (2008). "Livy, T. Manlius Tarquinius and the Gladiatorial Prolusio," in *Rheinisches Museum für Philologie* 151, pp. 313-325.

Carter, Michael. (2009). "Gladiators and Monomachoi: Greek Attitudes to a Roman Cultural Performance," in *International Journal of the History of Sport* 29:2, Feb. 2009, pp. 298-322.

Cavallin, N., and **Vasseur, L.** (2009). "Red spruce forest regeneration dynamics across a gradient from Acadian forest to old field in Greenwich, Prince Edward Island National Park, Canada," in *Plant Ecology*, Vol. 201, No. 1. <http://www.springerlink.com/content/a203nn0189616g17/>

Cherubini, Lorenzo, and **Hodson, John.** (2008). "Ontario Ministry of Education policy

and Aboriginal learners' epistemologies: A fundamental disconnect," in *Canadian Journal of Educational Administration and Policy*, Issue #79.

Faulkner, Ellen and **MacDonald, Gayle.** (eds). (2009). *Victim No More: Women's Resistance to Law, Culture and Power*. Fernwood Publishing: Halifax, Nova Scotia.

Faulkner, Ellen and **MacDonald, Gayle.** (2009). "Introduction: Agency and Resistance: Debates in Feminist Theory and Praxis," in Ellen Faulkner and Gayle MacDonald (eds.) *Victim No More: Women's Resistance to Law, Culture and Power*, Fernwood Publishing: Halifax, Nova Scotia. pp. 1-24.

Faulkner, Ellen. (2009). "Anti-Lesbian, -Gay, -Bisexual, and -Transgendered Victimization in Canada and the United States: A Comparative Study," in Barbara Perry (ed.) *Hate Crimes. The Victims of Hate Crime*, (Volume 3 of a 5 Volume Set), Praeger Publishing: Westport, Connecticut; London. pp. 121-151.

Hayes, David. (2008). "Occupational socialization in the first year of teaching: Perspectives from Thailand," in T.S.C. Farrell (ed.) *Novice Language Teachers* (pp. 57-72). London: Equinox.

McDonald, R. Andrew. (2008). "Man, Ireland, and England: the English conquest of Ireland and Dublin-Manx relations." Chapter *Medieval Dublin VIII*, edited by S. Duffy. Dublin: Four Courts Press, pp. 131-149.

Travis, H. E. and **Lawrance, K. G.** (2009). "Randomized controlled trial examining the effectiveness of a tailored self-help smoking-cessation intervention for post-secondary smokers," in *Journal of American College Health*, 57, 4, pp. 437-44.

Events

Department of Modern Languages, Literatures, and Cultures: Second film for the 2009 Film Series, *Todo Sobre Mi Madre/All About My Mother*, by Pedro de Almodovar, on March 5, at 7:30 p.m., Thistle 242. Admission is free and all are welcome. Spanish film with English subtitles.

Humanities Research Institute: On Friday, March 13, Dr. Frank Prochaska, Department of History, Yale University, will present a lecture, "The American Monarchy," Sankey Chamber, 3 to 4 p.m. A reception will follow the lecture. All are welcome. This event is co-sponsored by the Faculty of Social Science, the Department of History, and the Department of Political Science.

The Canadian Federation of University Women – Welland and District - will meet on Wednesday, March 18, at 7 p.m., at the Plymouth Cordage Retirement Home. Shirley Cordiner, who is the administrative director for the Niagara Children's Safety Village and a regional councillor for Fort Erie, will be speaking on "Women in Politics." We will also be discussing the resolutions. Please note the change of time for this meeting.

CCOVI Fellows and Professional Affiliates Lecture Series: All seminars will be held in H313 starting at 12 noon. For the full listing go to: www.brocku.ca/ccovi/

- Monday, March 9: Dr. Antonia Mantonakis, Marketing Department, "Consumer Behaviour." Host: Professor Gary Pickering
- Monday, March 16: Dr. George Soleas, VP of Quality Assurance, LCBO, "Global Survey of Levels of Undesirable Metabolites in Wine." Host: Professor Gary Pickering
- Monday, March 23: Kevin Ker, Research Associate, CCOVI, "Chilling Out – Making Better Winter Protection Decisions." Host: Professor Debra Inglis
- Monday, April 6: Dr. Pat Bowen, Pacific Agri-Food Research Centre, British Columbia, "Environmental Effects on Grapevine Photosynthesis and Crop Performance in the

Okanagan Valley." Host: Professor Andrew Reynolds

Department of Biological Sciences: Winter Seminar series. Unless indicated otherwise, all seminars are held on Fridays at 2:15 p.m. in MC H313. For more information, call ext. 4554.

- Friday, March 6: Professor Roy Ritzman, Department of Biology, Case Western Reserve University, Cleveland, Ohio, "Negotiating Complex Terrain: Insect Behavior, Brains and Robots." Host: Professor Joffre Mercier.

Department of Classics: Unless otherwise noted, all lectures are held on Sundays at 3 p.m. in Academic South Room 215 at Brock University. No admission charge. Everyone welcome.

- Sunday, March 8, Dr. Elizabeth Bartman, first vice-president, AIA, "The Cultural Messages of Roman Erotic Sculpture"

Chaplaincy Table Talks: Thursday, March 12: "Religious Pluralism; Then and Now: Perspectives from the History of Judaism," Jack Lightstone, president, Brock University, 12 noon, Rita Welch Meditation Centre.

Rodman Hall Arts Centre

- Solo Ensemble:** Brock University Department of Visual Arts Student Juried Exhibition, March 6 to 29; Opening Reception: Friday, March 6, 7 p.m. Once a year, students from the Department of Visual Arts at Brock University submit their strongest work for inclusion in an annual exhibition juried by leading Canadian professional artists and curators. The exhibition features a diverse range of work including drawing, painting, video and installation.

- Scott Waters:** It's Great to Be a Man in Times Like These, runs to April 26; Artist's Talk: Saturday, March 21, 2 p.m. A former infantryman, Waters returned to the military through the Canadian Forces Artist Program and documented a group of soldiers as they trained for deployment to Afghanistan. Juxtaposing images that represent the myths and realities of military life, these paintings merge Waters' analysis of the infantry as a social system and his attempt to reconcile his service with the Canadian Army as it exists today.

- Catherine Heard:** Theatrum Mundi, runs to Nov. 1. Transforming the rear bay window wells of the historic mansion into a cabinet of curiosities, Heard displays her personal collection of objects and oddities and the new works of art they inspire. Regularly adding to and rearranging her collection, Heard's current installation of twisted Victorian valentines revels in the sour side of the sweetest experience.

- HOT TALKS!** The Fine Art of Controversy, March 12, 7 p.m. Shirley Madill, Director of Rodman Hall Art Centre, opens up an exploration into the realm of controversial art and what fuels the fire – politics, religion, money or sex? Admission: \$10 general, \$8 members, \$5 students, free to Brock students.

Brock University Film Series: *Milk*, March 4; *Stone of Destiny*, March 11; *The Wrestler*, March 18. Shows begin at 7 p.m. at the Empire Studio 8, Pen Centre. Tickets are \$10. Passes are available for frequent film-goers. For more information on upcoming films, visit www.brocku.ca/bufs or www.brockuniversityfilmseries.blogspot.com

Classifieds

For rent: Niagara Falls, two-bedroom apartment, very quiet building, May to August either by week, month or for the entire summer. Renting a room instead of the entire apartment is negotiable. Please call 905-356-3360.

For sale: Five-piece solid oak veneer pedestal

dining set with padded seats. Asking \$295 or best offer, please call 905-397-8441.

Female cat for sale or to give away:

Approximately one-and-a-half years old, spayed and vaccinated. Mog is an extremely friendly, outdoor cat, but she needs a new home. Please contact Sarah at 905-680-6608 or caputrex@sympatico.ca

Health, Safety and Learning Matters

Visit the Focus on Learning website at www.brocku.ca/hr/training for registration and course information.

Productivity Training for Outlook 2003, March 4, 11, 18 and 25: Recommended for users already familiar with Microsoft Outlook 2003 who want to maximize their proficiency. Time for questions will be provided. For those wishing to view information on Outlook 2003, Exchange and Outlook Web Access in advance of the workshop, please visit <http://www.brocku.ca/its/exchange/index.php>

"Need to Know" Orientation, March 4: Get important and useful information about Health and Safety at Brock and how it affects you as an employee. Includes relevant legislation; roles, responsibilities and liability; hazard identification and management; and Emergency Essentials. Ideal for new hires, CUPE 4207 members or as a refresher for all employees.

WHMIS and Hazardous Waste Management, March 11: Learn what you need to know about the Workplace Hazardous Materials Information System and the Hazardous Waste Management System here at Brock. An important workshop if you work with or near hazardous materials.

Mental Health Awareness, March 10: Co-sponsored by OSSTF, and open to all employees this presentation by the Canadian Mental Health Association gives a general overview of this important topic. Individuals will walk away feeling more informed, knowing how to recognize mental health issues, and understanding ways to be supportive.

Ladder Training/Office Ergonomics, March 18: Two important topics covered during one session to help keep you safe and healthy both on the job and at home. First, learn how only a few small adjustments can make a workstation fit you ergonomically to improve comfort and reduce risk of injury. Find out how to apply the basics of healthy design and work physiology to adjust your workstation, and improve your home IT set-up. Next, learn how to use a ladder safely. Working at heights can lead to serious injury or death. Identify the key risk factors plus some basic guidelines to help get the job done.

Travel Wise: Managing Off-Campus Safety and Risk, March 23: Brock faculty and staff organize, facilitate, sanction and execute an increasing number of off-campus or "Field" activities, which are enriching for the participants and build valuable personal and professional relationships around the world. However, any travel into environments beyond our control, either urban or wilderness, adds an element of risk. It can also, depending on the circumstances, elevate the expectation of "care" or responsibility. This important mini-symposium will feature plenary speaker Jean Demchak, Managing Director and Education Practice Leader, from Marsh, the world's leading insurance broker and risk advisor. She will discuss the complexity of issues, including the experience of other institutions, current litigation trends and best practices around North America in delivering positive, beneficial programs and opportunities that minimize risk to participants, organizers and the institution. Sessions on specific risks like Driving Safety and Travel Medicine will also be held and the event will conclude with a review of Brock's new Travel and Field Safety Policy and Planning Tools, plus the Insurance coverage and limitation details pertaining to travel on behalf of the University. A light lunch is provided.