

# UBC REPORTS

Volume 43, Number 20

November 27, 1997

Find UBC Reports on the Web at [www.external-affairs.ubc.ca/paweb/reports/](http://www.external-affairs.ubc.ca/paweb/reports/)



Sean Kelly photo

## Bright Idea

**Fourth-year Human Kinetics student and residence life adviser Shawna Pentland puts up lights on the trees outside Fairview Residence to help make her part of campus shine a little brighter in winter's darkness. Students, staff and faculty are decorating trees and windows as part of the Innovation '97 Lights Festival which continues until Jan. 9.**

## Campus fund boosts humanities research

UBC researchers in the social sciences and humanities are finding opportunities to undertake new research projects or projects outside their recognized fields of expertise with support from the Hampton Research Fund.

The fund was created by the university in 1994 to provide financial support to innovative research in the humanities and social sciences.

Drawn from an endowment created with funds received from the Hampton Place residential development, the Hampton Research Fund has grown from \$300,000 in 1994/95 to its current level of \$900,000 per year.

"The Hampton fund has been positioned to support bright new research ideas which may be perceived as too risky by traditional funding sources," says Prof. Tony Dorcey, chair of the Humanities and Social Sciences and Hampton Research Fund committee.

Tannis MacBeth, a professor in the Dept. of Psychology, is one of 24 researchers who received support from the Hampton Research Fund this year.

MacBeth will interview dozens of sets of identical and fraternal twins about the family environment they grew up in and the relationships they have, or have had, with partners. By analysing and comparing interview transcripts MacBeth hopes to take a step toward determining the relative roles of environmental factors and inborn characteristics such as temperament in an individual's ability to engage in and maintain close emotional relationships.

"This will be the first study of adult twins' attachment relationships using

interview methodology," says MacBeth, who has undertaken previous questionnaire-based research on attachment relationships as part of the UBC Twin Project led by Psychiatry professors John Livesley and Kerry Jang.

Awards from the Hampton Research Fund are made to research projects in three categories: humanities, fine arts and performing arts; social science and economics; and applied interdisciplinary research and public policy.

Other examples of projects funded include Fine Arts Asst. Prof. Maureen Ryan's project "History and Trauma: Violations and Body Politics in Graphic Works of Theodore Géricault," and Economics Prof. Samuel Ho's project "Leaving the Good Earth — The Transformation of Rural China."

Dorcey says first grants from UBC can allow researchers to establish a research program and gain results to prove the worth of their research to organizations such as the Social Sciences and Humanities Research Council (SSHRC).

The committee is also developing what Dorcey sees as an important role in helping researchers make their funding proposals more attractive to outside funding sources. Several proposals critiqued initially by the committee later succeeded in gaining funding from other sources.

The fund awarded more than \$743,000 earlier this year. The \$157,000 remaining will be used to support applications seeking funding under the SSHRC's Major Collaborative Research Initiatives program.

Adult twins who are interested in participating in MacBeth's research can contact her at 822-4826.

## Survey ranks UBC tops for reputation

UBC claimed the top spot for best overall reputation among Canadian medical/doctoral universities, according to *Maclean's* magazine's annual ranking of Canadian universities.

According to the rankings, UBC's reputation for innovation is growing and the university remains very highly regarded by Canadians. Under the reputation heading of "most innovative," UBC took a big step up — from fourth last year to second this year behind McMaster University. UBC also scored well in the reputation category under the heading "leaders of tomorrow" where it placed second to the University of Alberta.

The magazine bases its reputation results on a survey of more than 3,400 high school guidance counselors, academic administrators and chief executive officers of major corporations across Canada.

Top marks in the medical/doctoral category for overall ranking — which measures factors such as class size, alumni support, operating budget and faculty awards — went to the University of Toronto for the third consecutive year, followed by Queen's, McGill and UBC. UBC has placed fourth in the category for six consecutive years.

UBC President Martha Piper is featured in the issue's lead article, which draws attention to the Think About It campaign designed to raise awareness of

UBC research and the university in general. The article, titled "Measuring Excellence," highlights Piper's emphasis on research-based learning and the rethinking of undergraduate education.

The article also draws attention to the financial challenges faced by Canadian universities and to the decline in government support of post-secondary education in Canada since 1993.

Among the criteria used to determine *Maclean's* overall ranking, UBC placed first in the percentage of faculty with PhDs and the number of social sciences and humanities grants received in addition to reputation. UBC ranked second in student awards, medical and science grants, and student services, and third in international graduate students and total library holdings.

Simon Fraser University was again ranked first in the comprehensive category which ranks 13 universities offering a range of undergraduate and graduate programs. The University of Victoria remained in third place in that category, after the University of Guelph.

The survey ranks universities on the composition and academic achievements of the student body, library resources, class size, percentage of tenured professors who teach first-year courses, calibre of faculty and success in securing research grants.

## Australian Studies a first for Canada

by Gavin Wilson

Staff writer

A Centre for Australian Studies — the first of its kind in Canada — will be created at UBC in collaboration with post-secondary institutions in Australia and with the support of the private sector.

The centre is one of the university-supported APEC initiatives that will benefit students, teaching and scholarly research at UBC. Leaders of the 18 Asia Pacific Economic Co-operation economies met at UBC's Museum of Anthropology Nov. 25.

As well as creating a series of legacies, the APEC meeting is expected to strengthen UBC's position as one of Canada's leading institutions for higher learning in Asia Pacific affairs and serve to reinforce the university's links with Asia and other APEC economies.

The establishment of UBC's Centre for Australian Studies was announced Nov. 26 at a plaque unveiling held at the centre's site in the Institute of Asian Research.

The Centre for Australian Studies is a key component of an expanded program of Canada-Asia Pacific research

See **STUDIES** Page 2

### Inside

<b>Bacteria Bust</b>	<b>3</b>
Prof. Brett Finlay and team crack the devious infiltration methods of <i>E. coli</i>	
<b>Work Ethic</b>	<b>4</b>
What businesses do isn't all that matters, says Assoc. Prof. Wayne Norman	
<b>Forget Farming</b>	<b>8</b>
Ag. Sci. Dean Moura Quayle suggests taking a new look at a core faculty	

"walls withstanding earthquakes and wind"

HELMUT PRION  
UBC CIVIL ENGINEER; Forintek collaborator

THINK  
About It.

UBC RESEARCH

## Letters

### Parking fees fly in face of commitment

#### Editor:

I'll admit it: I drove in to UBC today as I am heading off to Seattle this afternoon. Paying only \$2 per day in the B-Lot certainly makes it affordable and convenient.

But perhaps it makes it too affordable and too convenient.

Living in Kitsilano, I can easily ride my bike or take a bus, which I do most days, reducing the numbers of cars on the city streets and at UBC. However, at \$3 (a little less if I remember to buy my tickets), the round-trip bus fare ex-

**LETTERS POLICY**  
*UBC Reports* welcomes letters to the editor on topics relevant to the university community. Letters must be signed and include an address and phone number for verification. Please limit letters, which may be edited for length, style and clarity, to 300 words. Deadline is 10 days before publication date. Submit letters in person or by mail to the UBC Public Affairs Office, 310 - 6251 Cecil Green Park Road, Vancouver B.C., V6T 1Z1, by fax to 822-2684 or by e-mail to janet.ansell@ubc.ca.

ceeds the cost of parking by 50 per cent! Thus, the new, lower parking fee flies in the face of UBC's commitment to reduce single-occupancy vehicle traffic to campus by 20 per cent.

Bus service in Vancouver is by no means perfect. However, for persons, like myself, living within one zone of UBC — all of the western part of the city and downtown — the service is more than adequate.

The last thing the university should be doing is encouraging us to drive. Therefore, at a

minimum, the cost of parking should be greater than that of single-zone round-trip bus fare and more on the order of the cost of a two-zone fare.

This would be a good first step in moving UBC to a more rational transportation policy in support of its commitments laid out in the Official Community Plan and in the broader goals expressed in its Sustainable Development Policy.

**Dale S. Rothman**  
**Sustainable Development**  
**Research Institute**

## Studies

Continued from Page 1

initiatives at UBC's Institute of Asian Research, and builds on the already strong and vibrant network of academic relationships between UBC and Australian academic institutions.

Australia and Canada share many similarities, and intensive research into common issues could inform public policy choices in both countries. For example, the two nations share similar legal systems, immigration patterns, aboriginal issues, federal political systems and a reliance on primary resources. Both also face the economic and political challenges of globalization.

The UBC centre will be established in collaboration with a number of Australian post-secondary institutions. Among those expressing interest are the Australian National University, the universities of Melbourne, New South Wales, Sydney and

Queensland, Bond University and Monash University.

UBC also welcomes the participation of other Australian post-secondary institutions with which it has existing agreements for the exchange of faculty and staff, including Edith Cowan University, Royal Melbourne Institute of Technology, the University of Adelaide and Western Australia University.

Monash University will be involved in the first initiative of the Centre for Australian Studies — a conference to be held at UBC in the fall of 1998 that will be jointly sponsored by UBC's Institute of Asian Research, headed by Prof. Terry McGee, and the Monash Asia Institute, headed by Prof. John Mackay. The conference will examine how Canada and Australia approach their economic, social and political relations with Asia.

The centre is also receiving support and encouragement from the private sector. In Australia, North Limited, a resource management company which is now owner of the Iron Ore Company of Canada, has indicated a keen interest to be involved.

Environmental and sustainable development issues, including natural resources policy and management, are expected to be among the initial focuses of the centre.

Other research collaborations may build on existing UBC scholarship — occurring in the faculties of Law, Arts, Education and Commerce and Business Administration — involving the comparative study of Canada's and Australia's literature, federal systems, energy policies, legal histories, urban experiences and multiculturalism policies and practices.

## Campaign makes final push to goal

With most United Way campus events set to wrap up by Dec. 15, the 1997 UBC campaign is into the final stretch.

"We're more than two-thirds of the way to our goal of \$310,000," says campaign chair Peter Nault of Plant Operations. "If you've set aside your pledge card, now is the time to fill it out."

Those who get their pledge card in before Dec. 10 have a chance to win a trip for two to anywhere

Canadian Airlines flies.

Traditional fund-raising events such as the Plant Operations Bake Sale, which raised \$2,000, have helped bring the goal closer.

Proceeds from a holiday season gift-wrapping service at the UBC Bookstore will also go to United Way. The service, staffed by volunteers, will operate from 11 a.m. to 3 p.m. on Friday, Nov. 28, Wednesday, Dec. 3 and Saturday, Dec. 13.

## Preschool available for 3 and 4 year olds:

Mornings or Afternoons

UBC Child Care Services (822-5343)

### Edwin Jackson

Imagination and fiction make up more than three quarters of our real life.

*Simone Weil, 1947*  
**Income Tax,**  
**Financial,**  
**Retirement**  
**Income, &**  
**Estate**  
**Planning**

**Term**  
**Deposits,**  
**RRSP/RRIF's**  
 Competitive rates  
 with leading financial  
 institutions.

**Mutual Funds**  
 licenced through  
**Ascot**  
**Financial**  
**Services Ltd.**

**224 3540**  
 or by appointment, your place.  
**Annuities,**  
**Life and**  
**Disability**  
**Income**  
**Insurance**

## Wax - it

### Histology Services

Providing Plastic and Wax sections for the research community

George Spurr RT, RLAT(R)

Kevin Gibbon ART FIBMS

Phone (604) 822-1595  
 E-mail spurrwax@univserve.com

Phone (604) 856-7370  
 E-mail gibbowax@univserve.com

## Berkowitz & Associates Consulting Inc.

### Statistical Consulting

· research design · data analysis · sampling · forecasting

Jonathan Berkowitz, Ph.D

4160 Staulo Crescent, Vancouver, B.C., V6N 3S2

Office: (604) 263-1508

Fax: (604) 263-1708



## UBC REPORTS

*UBC Reports* is published twice monthly (monthly in December, June, July and August) for the entire university community by the UBC Public Affairs Office, 310 - 6251 Cecil Green Park Road, Vancouver B.C., V6T 1Z1. It is distributed on campus to most campus buildings and to Vancouver's West Side in the Sunday *Courier* newspaper.

*UBC Reports* can be found on the World Wide Web at <http://www.external-affairs.ubc.ca/paweb/reports/>

**Managing Editor:** Paula Martin (paula.martin@ubc.ca)  
**Editor/Production:** Janet Ansell (janet.ansell@ubc.ca)  
**Contributors:** Stephen Forgacs (stephen.forgacs@ubc.ca), Sean Kelly (sean.kelly@ubc.ca), Hilary Thomson (hilary.thomson@ubc.ca), Gavin Wilson (gavin.wilson@ubc.ca).

Editorial and advertising enquiries: (604) 822-3131 (phone), (604) 822-2684 (fax). UBC Information Line: (604) UBC-INFO (822-4636)

*UBC Reports* welcomes the submission of letters and opinion pieces. Opinions and advertising published in *UBC Reports* do not necessarily reflect official university policy.

Material may be reprinted in whole or in part with appropriate credit to *UBC Reports*.

## Christmas Sale

### 1998 GVO Tickets at Reduced Price



Christmas is coming, and we have a great idea for pleasing the golfers on your shopping list.



Purchasing a 1998 GVO Ticket Package will help support the men & women's varsity golf teams.

Buying now makes sense because you will save \$100 off the cost of either of the packages available if you purchase your tickets from the UBC Golf Team before Christmas.

#### Clubhouse Charity Sponsor

- 2 Weekly Clubhouse & Grounds Passes
- 12 One-Day, Any-Day Grounds Tickets
- 4 Monday-Only Grounds Tickets
- 4 Tuesday-Only Grounds Tickets
- 2 Wednesday-Only Grounds Tickets
- 1 Preferred Parking Pass
- 1 Copy Souvenir Program
- Souvenir Program Recognition

Before Christmas \$299

After Christmas \$399

#### Charity Sponsor

- 2 Weekly Grounds Tickets
- 6 One-Day, Any-Day Grounds Tickets
- 4 Monday-Only Grounds Tickets
- 4 Tuesday-Only Grounds Tickets
- 2 Wednesday-Only Grounds Tickets
- 1 Preferred Parking Pass
- 1 Copy Souvenir Program
- Souvenir Program Recognition

Before Christmas \$169

After Christmas \$269

**HELP SUPPORT THE UBC MEN & WOMEN'S GOLF TEAMS**

**Please contact June at 822-8205 or leave a message.**



Stephen Forgacs photo

### Seasonal Sign

Theatre graduate student Kelly-Ruth Mercier takes advantage of a break in the rain to review her notes among fallen leaves in front of the Frederic Wood Theatre. Exams begin Dec. 2 for students in most faculties.

## Economics study reaps million-dollar funding

by Sean Kelly

Staff writer

The distribution of material well-being in Canada and Canadians' attitudes towards inequality and related public policies, are among the subjects of a UBC-led interdisciplinary research project that recently won a \$1.25 million grant from the Social Sciences and Humanities Research Council (SSHRC).

Bernie Bressler, vice-president, Research, called the SSHRC award "a significant achievement for UBC."

"The award reflects the high calibre of our applied and policy-oriented social science research," Bressler said.

The UBC team, led by Economics Prof. Jonathan Kesselman, competed against 22 proposals for funding under SSHRC's Major Collaborative Research Initiatives (MCRI) Program. Normally only one such award is made annually.

The five-year study, titled "Equality, Security, and Community: Explaining and Improving the Distribution of Well-Being in Canada," involves 12 UBC researchers from the departments of Economics, Political Science, and Sociology, as well as the faculties of Law and Commerce and Business Administration.

They are joined by seven researchers from Simon Fraser, Queen's, and Dalhousie universities, the University of Montreal, and Statistics Canada.

Kesselman, who is also director of UBC's Centre for Research on Economic and Social Policy, says the researchers

will examine how economic, political and social factors, as well as people's attitudes, have affected the inequality and insecurity experienced by Canadians.

"The distribution of well-being in Canada is the result of shifting socio-economic forces and public policy," he says. "We hope that by understanding the way these elements have interacted in the past, we can improve economic equality and security in the future."

As part of the research, Canadians will be polled on such topics as incomes, job security, taxation, connectedness to community organizations, attitudes towards the efficacy of governments, and involvement in political groups.

One of the keys to landing funding from SSHRC was UBC's financial commitment to the study well before the application to SSHRC was made, says Kesselman.

"SSHRC's MCRI program looks for significant institutional support, although they don't specify a particular amount," he says. "We were able to leverage university funds to obtain larger amounts of external funding. This is important news for UBC faculty members wondering how to finance larger projects in these days of constrained research funding."

Of the total project budget of \$1.75 million over five years, \$500,000 comes from sources other than SSHRC, including the university's Hampton Research Fund, the Faculty of Arts, the office of the vice-president, Research, and the Dept. of Economics, as well as government agencies and non-governmental organizations.

around the world," said Daniel Birch, vice-president, Academic and Provost.

University graduate fellowships are among the most prestigious awards offered at UBC. They are open to any graduate student with superior academic qualifications and are unrestricted by program or area of study.

Linkages may also be made between the fellowship and St. John's College UBC or Green College, both of which provide a broad international focus across many academic disciplines.

About one-quarter of UBC's graduate students are here on international visas drawn from dozens of countries around the world, including all of the APEC economies.

## Student fellowship lasting APEC legacy

UBC has announced the creation of an APEC Graduate Fellowship established with \$250,000 from the President's Fund, an endowment which supports various campus initiatives.

The new fellowship, which will provide \$15,000 each year for a graduate student, commemorates the Asia Pacific Economic Co-operation Economic Leaders' Meeting. The leaders met at UBC's Museum of Anthropology Nov. 25.

The APEC Graduate Fellowship is one of a number of university-supported APEC initiatives that will benefit students, teaching and scholarly research at UBC.

"It is fellowships such as this that help to maintain UBC's ability to attract the most academically capable students from

## Breakthrough could lead to E. coli vaccine

by Stephen Forgacs

Staff writer

A new understanding of how E. coli bacteria bond to host cells may lead to the creation of a vaccine against strains of the bacteria that cause potentially fatal diarrhea in children, as well as hamburger disease, salmonella and dysentery.

A research team in UBC's Biotechnology Laboratory, led by Prof. Brett Finlay, has discovered that enteropathogenic Escherichia coli (E. coli), which causes a million infant deaths worldwide a year, inserts a chemical advance party into a host's intestinal cells to prepare a hospitable landing site for the bacteria.

Researchers previously believed that the receptor, a protein which allows the E. coli bacteria to adhere to a host's intestinal cell walls, existed within the host cells.

"All our biochemical data said it was a host membrane protein," says Finlay. "We thought the bacteria come in, stick to the cell, and then send signals that get the cell warmed up so it can bind properly. But the bacteria are far more devils than that."

Finlay found that rather than making use of a host protein, the bacteria fire a soluble bacterial protein into the host cell membrane. The protein is then modified in the host cell membrane to form a perfect landing site for intimin, a bacterial surface molecule that binds with the host cell surface.

"That's completely unprecedented. We know of no other pathogen that inserts its own receptor."

Finlay calls the process, in which a soluble bacterial protein is inserted into a host cell membrane, "biochemically completely absurd."

Ironically, the bacteria's self-sufficiency may prove its downfall. Having identified the bacterial protein, Finlay says it may take only one or two years to develop vaccines that will prevent the transmis-

sion of the bacterial protein to the host cell. This would prevent E. coli from binding to the host cell, forcing it to be passed from the system.

Vaccines could be used to prevent the infection of cows with the bacteria, and thus prevent the transmission of the bacteria to beef consumers. Or, vaccines could be used to inoculate humans against the bacteria.

"What's become apparent is the machinery that E. coli uses to shovel these proteins out is very similar to the machinery used by many other pathogens such as salmonella, shigella, which causes dysentery, and yersinia, which causes bubonic plague and major food poisoning in Vancouver."

Finlay calls the discovery "typical science." On a hunch, Brendan Kenny, who was doing post-doctoral work in the Biotechnology Laboratory, tracked a bacterial protein which appeared to be inserted into host cells.

"The scepticism in the lab was huge at first," says Finlay. "The concept has never been explored before. Luck, skill, perseverance — it has all the elements of a typical science story."

"Yet this is probably one of the biggest things we've ever found in the whole field because it will now make people consider that pathogenic organisms, bacteria, parasites, maybe even viruses, can basically encode their own receptor. Then they can put their receptor in a host cell and capitalize on it."

Earlier this year, Finlay received \$275,000 US from the Howard Hughes Medical Institute to further research into the genesis of bacterial infections — innovative work combining genetics, biochemistry and molecular and cell biology. He is a member of the Canadian Bacterial Diseases Network (CBDN) of the Networks of Centres of Excellence.

Finlay looks at molecules which aid and abet the passage of disease-causing bacteria in the human body. His focus has been on salmonella and E. coli.

## Pigskin T-Birds triumph in Vanier Cup victory

For the first time in a decade, the UBC Thunderbirds have brought home the holy grail of Canadian university football, the Vanier Cup. The T-Birds defeated the Ottawa Gee Gees 39-23 in the Canadian Interuniversity Athletics Toronto (CIAU) championship game in Toronto Nov. 22.

Running back Mark Nohra returned to the field with a vengeance after being sidelined during the Western and Atlantic championship games with a knee injury to help quarterback Shawn Olson lead the 'Birds to the title for the first time since 1986 and bring home the university's third Vanier Cup.

Nohra was unstoppable, carrying the ball 29 times for 166 yards and scoring touchdowns from one and 19 yards. His efforts earned him the game's Bruce Coulter Award for outstanding player.

The victory caps a stellar season for the Thunderbirds and comes just one week after they defeated the Mount Allison Mounties in the Atlantic Bowl in Halifax and two weeks after the team crushed Calgary at UBC to win the Canada West championship title, the Hardy Cup.

UBC finished regular season play 5-1-2 with the only losses coming against last year's Vanier Cup winners, the Saskatchewan Huskies.

UBC won the Vanier Cup in 1982 and 1986. In 1987, the team made it to the Vanier Cup game but was defeated by McGill.

Nohra's performance this season drew national attention and earned him the Hec Crighton Trophy for Outstanding Player of the Year. The top rusher in the Canada West conference, he set three school records Oct. 25 in Calgary including the most carries in a single game (48), most yards rushing (351), and most yards total offense (413). His 48 carries also established a new conference record. He was injured in the final season game against Manitoba Oct. 31.

Olson has shown further proof of his talent this year. In 1996, the second-year pivot had a remarkable debut coming off the bench mid-way through the season. He has continued to perform throughout the 1997 season, showing in Atlantic and Western finals that he could lead the team's offensive efforts without the workhorse Nohra.

Offensive tackle Bob Beveridge received a CIAU nomination for outstanding lineman. Coach Casey Smith, who was named Canada West Coach of the Year, was nominated for CIAU Coach of the Year. Nohra, Beveridge and offensive lineman Jim Cooper were named All-Canadians.

Smith also joins nine of his T-Bird players on the CIAU all-star team. All-star team members from the T-Birds include Smith, Beveridge, Cooper, Nohra, wide receiver Brad Coutts, tackle Travis Fehler, linebackers Dan Elliott and Stewart Scherck, halfback Strachan Hartley and cornerback Curtis Galick.



Interprofessional Conference  
The University of British Columbia

ADVANCE  
NOTICE

### 1998 Women, Children and Youth HIV/AIDS

Date: March 6 and 7, 1998

Location: The Coast Plaza at Stanley Park  
Vancouver, B.C. Canada

FOR FURTHER INFO, contact:  
Telephone: (604) 822-2626; Fax: (604) 822-4835  
E-mail: elaine@cehs.ubc.ca

Brochure available December 1997.

### FACULTY OF ARTS

#### UBC KILLAM TEACHING PRIZES

Once again the University is recognizing excellence in teaching through the awarding of prizes to faculty members. Five (5) prize winners will be selected in the Faculty of Arts for 1998.

**Eligibility:** Eligibility is open to faculty who have three or more years of teaching at UBC. The three years include 1997-98.

**Criteria:** The awards will recognize distinguished teaching at all levels; introductory, advanced, graduate courses, graduate supervision, and any combination of levels.

**Nomination Process:** Members of faculty, students, or alumni may suggest candidates to the Head of the Department, the Director of the School, or Chair of the Program in which the nominee teaches. These suggestions should be in writing and signed by one or more students, alumni or faculty, and they should include a very brief statement of the basis for the nomination. You may write a letter of nomination or pick up a form from the Office of the Dean, Faculty of Arts in Buchanan B-130.

**Deadline: 4:00 p.m. on Jan. 26, 1998. Submit nominations to the Department, School or Program Office in which the nominee teaches.**

Winners will be announced in the Spring, and they will be identified as well during Spring convocation in May.

For further information about these awards contact either your Department, School or Program office, or Dr. Errol Durbach, Associate Dean of Arts at (604) 822-6703.



Sean Kelly photo

**Ethics is as much a cultural issue as an individual one, says Assoc. Prof. Wayne Norman, the first holder of the Chair in Business Ethics in the Faculty of Commerce and Business Administration. He tries to teach his students to understand what's needed to build an ethically sensitive culture for employees.**

## Business ethics not a cut and dried issue, says chair

by Sean Kelly

Staff writer

When an employee of a local firm was caught on video stealing a pickup truck full of goods from his company's depot, he was fired immediately. But the union grieved on his behalf, and reluctantly, the company gave him his job back.

Assoc. Prof. Wayne Norman, the first holder of the Centre for Applied Ethics' Chair in Business Ethics in the Faculty of Commerce and Business Administration, has been confronting his MBA students with real-life scenarios such as this one, which was discovered by one of Norman's colleagues.

He says many students see this problem as an example of what's wrong with unions, but Norman challenges them to look beyond the basic dilemma.

In this example, it turns out that just before the meeting to hear the grievance, the union presented the company with a long list of "thefts" by managers. These thefts ranged from the president having improvements done to his property by employ-

ees on company time to managers padding expense accounts. The union pleaded that theft was tolerated in the company.

"The employees' theft was obviously inexcusable, but I think the union had a point," says Norman. "The managers no doubt felt entitled to a freebie now and then. But the result was an organization that had abdicated moral authority."

Norman says he wants his students to learn that business ethics is not just about exhorting people to do the right thing, or giving them theories to help resolve nasty ethical dilemmas.

"It is most importantly about understanding how to foster an ethically sensitive organizational culture."

With those lessons in mind, Norman says he plans to write a "radically different business ethics textbook" — one focusing less on formulas, and more on the conditions that give rise to ethical problems in the workplace.

There is a tremendous amount of interest in business ethics and questions of moral authority in business, according to Prof.

Michael McDonald, director of the Centre for Applied Ethics.

"More and more, business leaders realize that long-term success requires building a sound ethical culture within the organization and in relation to the company's stakeholders in the community," says McDonald.

Acting Dean of Commerce and Business Administration Derek Atkins says no introduction to business would be complete without a significant section of ethics material. He expects Norman's professional expertise and research credentials to enhance the faculty's ethics teaching.

Norman's appointments to the Faculty of Commerce and Business Administration, and the Chair in Business Ethics, follow several years teaching philosophy at the University of Ottawa. His research interests include the ethics of foreign investment as well as ethical problems in large organizations.

The Chair in Business Ethics was endowed by W. Maurice Young, the former chief executive officer of Finning Tractor and Whistler Mountain Ski Company.

## Shootout unfit end for would-be soccer champs

by Sean Kelly

Staff writer

Sports quiz. In what sport can a team out-shoot an opponent 20-0 and still lose?

The answer is soccer, and members of the UBC Thunderbirds men's team are still shaking their heads after a penalty kick loss to the McGill Redmen in the finals of the Canadian Interuniversity Athletic Union (CIAU) soccer championship tournament in Halifax earlier this month.

"It's no way to decide a championship," says coach Mike Mosher. "We were confident going into the shootout, but McGill came away with it — that's the cruelty of the penalty kick system."

The previously undefeated and

top-ranked T-Birds lived up to their reputation in the championship game, out-shooting the Redmen 20-0 during 90 minutes of regulation time. But they failed to finish several golden opportunities to put the ball past red-hot McGill goalkeeper Jason Forsythe, who was named the tournament's most valuable player.

The game was still scoreless after 30 minutes of overtime, and the teams headed into a sudden death penalty kick shootout. The Redmen came out ahead 5-4 to take the gold medal.

Despite the defeat, Mosher is proud of his team.

"Before the tournament, we talked about doing the little things that separate a champion from a runner-up, and we did all

those things," he says. "We can hold our heads high."

The Birds began the tournament with a 1-0 win over number two-ranked Western Ontario on a goal by Troy Wood, who was named Thunderbirds' player of the game. Wood was the goalscorer again as the team reached the championship game by defeating Dalhousie 1-0. Chris Franks set up the goal against Dalhousie and was named to the CIAU's first all-star team. Brother Mike Franks was named a second team all-star after recording his second shutout of the tournament.

UBC was favoured to win the tournament after capping off an undefeated season by beating the University of Alberta 2-0 in the Canada West finals.

**UBC**  
Dedicated to educational media & audio visual services

**Biomedical Communications**

**MEDIA SALES:**  
• full range of AV supplies  
Phone 822-4819 to receive your free catalogue!

**AV EQUIPMENT RENTAL:**  
• projectors, screens, PA systems, VCRs, LCD panels, etc.

**IMAGING SERVICES:**  
• slides, LARGE format colour printing, scanning

**ART & GRAPHICS:**  
• illustration and design, computer graphics, web design

**PHOTOGRAPHY:**  
• clinical & scientific to PR, plus film processing

**TV & MEDIA PRODUCTION:**  
• complete production facilities and services  
• multi-media support services

UNIVERSITY BOULEVARD  
WESBROOK MALL  
WOODWARD IRC  
HEALTH SCIENCES MALL  
BASEMENT OF THE WOODWARD IRC BUILDING

**Come down and see us!**  
We are in the IRC building Rm B32  
2194 Health Sciences Mall  
Phone: 822-5561 • Fax: 822-2004  
E-mail: biocomm@unixg.ubc.ca  
Visit our WEB page:  
www.biomedcomm.ubc.ca

**Biomedical Communications**

*Now Available!*

**Large format digital colour printing.**  
Turn your computer files into full colour posters or titles 3 feet wide and up to ten feet long.  
Ideal for conference poster presentations.

Phone 822-5769 for more information

# Calendar

## November 30 through December 13

### Sunday, Nov. 30

#### Christmas At The Shop In The Garden

Fresh Festive Wreaths, Baskets And Tree Ornaments Made By The Friends Of The Garden. Give a gift that keeps on growing, choose a live tree or plant this year. Botanical Garden while quantities last. Call 822-4529.

#### Exhibition

Indian Editorial Cartoons. 60 years of Indian editorial cartoons by three generations of India's first cartoonists. Asian Centre Aud. from 12-5pm. Continues to Dec. 12. Call 822-0810.

#### Christmas Bakeshop '97

Place Your Orders. Orders can be picked up or shop in person. Free delivery on campus for \$75 order or more. Pacific Spirit Place from 11:30-2pm. Continues to Dec. 16. Call 822-6828.

#### World And Aboriginal AIDS Awareness Day

Readings, Video Screening, Names Quilts Viewing. Various speakers. MOA Great Hall from 2-5pm. Admission by donation. Refreshments. Call 822-5087.

#### Green College Performing Arts Group

Memorial Reading For Poet Charles Lillard. Colleagues and Friends. Green College at 8pm. Call 822-1878.

### Monday, Dec. 1

#### Astronomy Seminar

Andrew Jaffe, CFPA, Berkley. Hennings 318 at 4pm. Refreshments at 3:30pm. Call 822-2267.

#### Green College Resident Speaker Series

Cantor And Borges: The Frightful Dynasties Of Infinity. Enrique Lemus. Commerce. Green College at 5:30pm. Call 822-1878.

### Tuesday, Dec. 2

#### Faculty Women's Club

Christmas Boutique And Luncheon. Cecil Green Park House from 10am-2pm. Call 222-1134.

#### Animal Science Seminar Series

Effects Of Unilateral Ovariectomy On Follicular Dynamics, Plasma Gonadotropin, Progesterone, IGF-I Concentrations, Ovulation And Pregnancy Rates In Cattle. Mahesh Mohan. MacMillan 160 at 12:30pm. Refreshments. Call 822-4593.

#### Oceanography Seminar

The Role Of Iron In Fish Deaths Due To Harmful Algal Blooms. Charles Trick. Plant Sciences, U of Western Ontario. BioSciences 1465 at 3:30pm. Call 822-3278.

#### Centre For Applied Ethics Colloquium

The Missing Voice In Genetic Risk: Adolescent Experiences. Jessica Easton. Interdisciplinary Studies. Angus 415 from 4-6pm. Call 822-5139.

#### Statistics Seminar

The Use Of Robust Methods In Geostatistics. Lola Ugarte; Ana Fernandez Militino, Statistics, Publica de Navarra U. CSCI 301 from 4-5:30pm. Refreshments, bring your mug. Call 822-0570.

#### Art Exhibition Opening

Recalling The Past: A Selection Of Early Chinese Art From the Victor Shaw Collection. MOA Lobby from 7-9pm. Call 822-5087.

### Wednesday, Dec. 3

#### Orthopedics Grand Rounds

Current Concepts In Posterior Tibial Tendon Ruptures. Dr. J. Chris Coetzee, Prince George Regional Hosp. Vancouver Hosp/HSC, Eye Care Centre Aud. at 7am. Call 875-4192.

#### Dickens Christmas Lunch At Cecil Green Park

Full Buffet And Plum Pudding Too! Two seatings, 11:30am; 1:30pm. Continues to Dec 5. \$20.95. Call for reservations 822-2018.

#### Lecture

Meet The Author Of *Unhealthy Societies: The Afflictions Of Inequality*. Richard G. Wilkinson. Trafford Centre for Medical Research, U of Sussex. Mather 253 at 1:30pm. Call 822-6014.

#### Ecology, Evolution And Centre For Biodiversity Research Seminars

Truffles, Fire And A Tropical Mycophagist: Ecology Of The Northern Bettong In Fire-Prone West Sclerophyll Forest. Karl Vernes, James Cook U. Family and Nutritional Sciences 60 at 4:30pm. Refreshments Hut B-8 at 4:10pm. Call 822-3957.

### Thursday, Dec. 4

#### Continuing Education Workshop

Basic Trade And Business Management Of Intellectual Property. Various speakers. Koerner Library 216 from 9am-5pm. Continues to Dec 5. \$460 includes course material, lunch, certificate. Call 822-3347.

#### UBC Faculty Pension Plan Informational Session

Basic Principles Of Investing. Rob Heinkel, vice-chair, Faculty Pension Plan Board of Trustees. Buchanan A-104 from 12:30-2:30pm. Call 822-0685.

#### Policy Issues In Post-Secondary Education In B.C.

The Demand And Supply Of Post-Secondary Education And Training In British Columbia. Robert Allen, Economics. Green College at 4:30pm. Call 822-1878.

### Friday, Dec. 5

#### Health Care And Epidemiology Rounds

A Qualitative Study Of Cervical Cancer In Acculturated Chinese Women In Vancouver. Dr. Greg Hislop. Cancer Control Research Program, BC Cancer Agency. Mather 253 from 9-10am. Paid parking avail. in Lot B. Call 822-2772.

#### Pediatrics Grand Rounds

The Implications Of Foetal Echocardiography. Various speakers. GF Strong Aud. at 9am. Call 875-2307.

#### Occupational Hygiene Program Seminar

Lowering Wood Dust Exposures In Small Businesses: An Intervention Study. Lisa Brosseau, U of Minnesota. Vancouver Hosp/HSC, UBC Koerner G-279 (ground floor) from 12:30-1:30pm. Call 822-9861.

### Saturday, Dec. 6

#### Vancouver Institute Lecture And Concert

On Performing Beethoven. Prof. Robert Silverman, Music. Chan Centre at 8:15pm. Call 822-3131.

### Monday, Dec. 8

#### Green College Resident Speaker Series

Why The Worm Turned Green: The Use Of Transgenic Nematodes As Biomonitors For Environmental Pollution. Helen David, Biochemistry and Molecular Biology. Green College at 5:30pm. Call 822-1878.

### Tuesday, Dec. 9

#### First Nations Discussion Circle

The Amazing Sameness Of The Other, Or, How Listening To Haida Oral Literature Turns Society Inside Out. Robert Bringhurst. Green College at 4:30pm. Call 822-1878.

### Wednesday, Dec. 10

#### Orthopedics Grand Rounds

Economic Analysis In Orthopaedics. Dr. K. Stothers, Orthopaedics. Vancouver Hosp/HSC, Eye Care Centre Aud. at 7am. Call 875-4192.

#### Food Services Christmas Events

Old Fashioned Christmas Lunch. Pacific Spirit Place Cafeteria from 11am-2pm. \$5.95 includes GST. Call for reservations 822-3461.

#### Senate Meeting

Regular Meeting Of The Senate. UBC's Academic Parliament. Curtis 102 at 8pm. Call 822-2127.

### Thursday, Dec. 11

#### Board of Governors Meeting

Open Session Begins At 8am. Fifteen tickets are available on a first-come, first-served basis on application to the Board Secretary at least 24 hrs before each meeting. OAB Board and Senate room. Call 822-2127.

#### Food Services Christmas Events

Old Fashioned Christmas Lunch. Pacific Spirit Place Cafeteria from 11am-2pm. \$5.95 includes GST. Call for reservations 822-3461.

#### Governing Modern Societies

Divide And Rule: The Modern State System As A Regime Of Population Management. Barry Hindess, Australian National U. Green College at 5pm. Reception Graham House from 4:15-5pm. Call 822-1878.

#### Concert

Tafelmusik Baroque Orchestra. Jeanne Lamon, Director. Chan Centre at 8pm. \$25-\$35. Tickets available through Ticketmaster or at the door. Call 280-3311.

### Friday, Dec. 12

#### Health Care And Epidemiology Rounds

Creating Change At BC Women's: First Births Quality Improvement Project. Dr. Michael Klein, Head, Family Practice, BC Children's and Women's Health Centre; Stefan Grzybowski, Director Research, Family Practice. Mather 253 from 9-10am. Call 822-2772.

#### Pediatrics Grand Rounds

Glucose: The Food For Thought. Dr. Robert Forsyth, Neurology, BC Children's Health Centre. GF Strong Aud. at 9am. Call 875-2307.

### Saturday, Dec. 13

#### Concert

The St. Lawrence String Quartet. Chan Centre at 8pm. \$18-\$28. Tickets available through Ticketmaster or at the door. Call 280-3311.

## Notices

#### Museum of Anthropology

Current Exhibits. Written In The Earth. An exhibit exploring the roots of Coast Salish Art. Continues to Dec. 31. From Under The Delta: Wet-Site Archaeology In The Lower Fraser Region Of BC. Continues to April 1/98. 6393 N.W. Marine Drive. Hours of operation are: Wed.-Sun. 11am-5pm; Tues., 11am-9pm (free 5-9pm). Call 822-5087.

#### Art Exhibition

Roy Arden: A Selection Of Works From 1991-97. Arden's subject is the landscape of the economy, as it appears through the everyday surface of his local surroundings. Morris and Helen Belkin Art Gallery. Tues-Fri 10am-5pm; Sat-Sun 12-5pm. Continues to Dec 21; Jan 2-25. UBC students, staff, faculty free with valid ID. Call 822-2759.

#### Children's Art Program

The UBC Dept. of Curriculum Studies, Art Education, invites

children 7-10 to participate in a unique visual art program at the UBC Child Study Centre Mondays 5-6:15pm. Feb 2-Mar 30/98. Call 822-5321.

#### Art Exhibition

Recalling The Past: A Selection Of Early Chinese Art From the Victor Shaw Collection. MOA. Dec 2 - Aug 31; Wed-Sun. 11am-5pm; Tues 11am-9pm (free 5-9pm). Call 822-5087.

#### UBC Food Services Christmas Hours of Operation

Nov 28-Dec 13. Barn Coffee Shop from 7:30am-4pm; Yum Yum's Dec 1-5 from 7:45am-3pm, Dec 8-12 from 7:45am-2pm, Dec 12-31 closed; Pacific Spirit Place Cafeteria from 7:30am-2pm; Trekkers Restaurant from 11am-2pm; The Express at Trekkers Dec 1-4 from 7:30am-7pm, Dec 5-19 from 7:30am-4:30pm. For a complete list call 822-3663 or visit [www.foodserv.ubc.ca](http://www.foodserv.ubc.ca).

### GREEN COLLEGE THEMATIC LECTURE SERIES

Green College invites applications from members of the UBC community to hold an interdisciplinary thematic lecture series during the 1998-99 academic year. The series can be on any interdisciplinary theme, and should consist of eight lectures spread over the period September 1998 to March 1999. It is expected that the organizers will edit and publish an anthology based on the series. The College will support travel expenses of invited lecturers, and publication of an anthology with a university press based on the series. Wherever possible, applicants should seek co-sponsorship of the series with other relevant bodies.

Applications must include the following:

1. Title of the series and a list of proposed speakers and topics.
2. A budget that estimates the total cost of least expensive excursion airfares for all invited speakers. (Speakers will be accommodated at Green College. No honoraria will be offered.)
3. Actual or potential co-sponsors.

Only one lecture series will be funded. Questions about this program should be directed to Carolyn Andersson, Event Coordinator. Email: [cmtander@interchange.ubc.ca](mailto:cmtander@interchange.ubc.ca).

Please send completed applications by no later than **January 31, 1998** to:



The Academic Committee, Green College, 6201 Cecil Green Park Road, Vancouver, BC, V6T 1Z1.

## UBC REPORTS

### CALENDAR POLICY AND DEADLINES

The UBC Reports Calendar lists university-related or university-sponsored events on campus and off campus within the Lower Mainland.

Calendar items must be submitted on forms available from the UBC Public Affairs Office, 310-6251 Cecil Green Park Road, Vancouver B.C., V6T 1Z1. Phone: 822-3131. Fax: 822-2684. An electronic form is available on the UBC Reports Web page at <http://www.ubc.ca> under 'News.' Please limit to 35 words. Submissions for the Calendar's Notices section may be limited due to space.

Deadline for the December 11 issue of UBC Reports— which covers the period December 14 to January 10— is noon, December 2.

## News Digest

The university detachment of the RCMP and campus security have seized a number of stolen parking permits from students as part of an ongoing investigation into permit thefts.

Campus motorists are reminded that parking permits are non-transferable and should be purchased only from the campus office of Parking and Transportation, Campus Security.

Anyone found in possession of a stolen parking permit will be subject to a criminal investigation, police warn.

Violators will also have their vehicles impounded by campus security and will be assessed outstanding fines and payments for parking privileges.

•••••

The debut of Continuing Studies' new Certificate in Internet Marketing program attracted more than twice as many applicants as there were spaces this fall. Continuing Studies will offer a second session in the spring.

"This program has hit a nerve with marketers who see the innovative possibilities for marketing communications and electronic commerce the Internet provides," says William Koty, Manager of Internet Programs for Continuing Studies.

Developed with co-operation from UBC Executive Programs and industry leaders and tailored to working individuals, the program curriculum includes Web instruction, lectures, computer workshops, and individual and team projects.

The registration deadline for the next six-month program is Jan. 16.

A public information session will be held Dec. 4 at 5 p.m. in the Roundhouse Community Centre. Register to attend by calling (604) 822-1431. Those unable to attend the information session can receive a free handbook by calling the same number.

### CHRISTMAS EVENTS AT UBC FOOD SERVICES

IT'S THE 5TH ANNUAL TREKKERS CHRISTMAS BRUNCH  
 DECEMBER 24TH - 8:00 AM TO 1:00 PM  
 Only \$ 9.95/PERSON GST Included  
 (CHRISTMAS LUNCH AT TREKKERS ON DECEMBER 17)

OLD FASHIONED CHRISTMAS LUNCH  
 AT PACIFIC SPIRIT PLACE (S.U.B.)  
 DECEMBER 10 & 11 RESERVATIONS WELCOME - 822-3461  
 EXPERIENCE THE TRADITION FOR \$ 9.95 GST included

 UBC FOOD SERVICES

#### The Madeleine Sophie Barat Award THE USE OF FREEDOM ESSAY CONTEST 1998

Subject: "The Creative and Responsible Use of Freedom"

Choose your own focus, e.g. Literature, Art, Capitalism, Philosophy, the Environment, Interpersonal Relations, Economics, History etc.

Eligibility: Open to 3rd and 4th year undergraduate and graduate UBC students.

Deadline: Friday, 29 May, 1998

Prize Awarded: Friday, 25 September, 1998

Prize: \$1000

Application forms may be picked up Monday to Friday, 10am to 4pm at St. Mark's College, 5935 Iona Drive, at the extreme northeast corner of the campus.



**Russ Wigle**  
 Investment Advisor

Do you find mutual funds confusing?  
 Would you like to reduce the amount of taxes you pay?  
 Interested in knowing when you can afford to retire?

4-1125 Howe St., Vancouver B.C. V6Z 2K8  
 Member of CIPE

If you answered yes to any of these questions call for a **FREE** evaluation  
**RRSPs, RRIFs, Mutual Funds, & Retirement Planning**

**Alan Donald, Ph.D.**  
 Biostatistical Consultant

Medicine, dentistry, biosciences, aquaculture

101-5805 Balsam Street, Vancouver, V6M 4B9

264-9918

donald@portal.ca

## Classified

The classified advertising rate is \$16.50 for 35 words or less. Each additional word is 50 cents. Rate includes GST. Ads must be submitted in writing 10 days before publication date to the UBC Public Affairs Office, 310 - 6251 Cecil Green Park Road, Vancouver B.C., V6T 1Z1, accompanied by payment in cash, cheque (made out to UBC Reports) or internal requisition. Advertising enquiries: 822-3131.

The deadline for the December 11, 1997 issue of *UBC Reports* is noon, December 2.

### Accommodation

**POINT GREY GUEST HOUSE** A perfect spot to reserve accommodation for guest lecturers or other university members who visit throughout the year. Close to UBC and other Vancouver attractions, a tasteful representation of our city and of UBC. 4103 W. 10th Ave., Vancouver, BC. V6R 2H2. Call or fax 222-4104.

**TINA'S GUEST HOUSE** Elegant accom. in Pt. Grey area. Minutes to UBC. On main bus routes. Close to shops and restaurants. Incl TV, tea and coffeemaking, private phone/fridge. Weekly rates available. Call 222-3461. Fax: 222-9279.

**GREEN COLLEGE GUEST HOUSE** Five suites available for academic visitors to UBC only. Guests dine with residents and enjoy college life. Daily rate \$52, plus \$14/day for meals Sun.-Thurs. Call 822-8660 for more information and availability.

**BROWN'S BY UBC B&B** Rooms for rent short or long term in a comfortable house very close to UBC. Prefer graduate, mature students. Call 222-8073.

**BAMBURY LANE** Bed and breakfast. View of beautiful BC mountains, Burrard Inlet and city. Clean, comfortable. Use of living rm, dining rm, and kitchen. Minutes to UBC, shops and city. Daily, weekly and winter rates. Call or fax (604) 224-6914.

**GAGE COURT SUITES** Spacious one BR guest suites with equipped kitchen, balcony, TV and telephone. Centrally located on Student Union Boulevard, near SUB, Aquatic Centre and transit. Ideal for UBC lecturers or campus visitors. 1997 rates - \$81 - \$110/night. Call (604) 822-1010.

**PENNY FARTHING INN** 2855 West 6th. Heritage house, antiques, wood floors, original stained glass. Ten minutes to UBC and downtown. Two blocks from restaurants, buses. Scrumptious full breakfasts. Entertaining cats. Views. Phones in rooms. Call (604) 739-9002. E-mail: farthing@uniserve.com.

**B & B BY LOCARNO BEACH** Walk to UBC along the ocean. Quiet exclusive neighborhood. Near buses and restaurants. Comfortable rooms with TV and private bath. Full breakfast. Reasonable rates. Non-smokers only, please. Call 341-4975.

**ENGLISH COUNTRY GARDEN B & B** Warm hospitality awaits you at this centrally located view home. Lg. rms with private bath, TV, phones, tea/coffee, fridge. Full breakfast, close to UBC, downtown and bus routes. \$50-70/sgl; \$80 dbl. Call or fax 737-2526.

**JASMINE'S** Peaceful location for this private, comfortable double with ensuite bath and separate entrance, 10 min. from UBC. Nightly and weekly rates. Short walk to buses, cafes, shopping, cinema, and forest trails. Call 224-9191.

### Accommodation

**DELUXE 2 BR** apt. on campus avail. Jan 1/98. Pool, exercise centre, u/g parking. \$1500/mo. util. not incl. Call (604) 947-0396.

**LARGE 2 BR 2 bath** top floor corner! Brand new prestigious (Wyndham Hall) bldg. 6 appl, gas f/p, 2 parking spc, 2 balconies, SW exposure. Min 1 yr lease. Ref required. Avail Dec 1/97. Call Chris Hopkins 943-3478.

**FULLY FURNISHED 1 BR** corner suite, Nelson/Burrard. "Elektra" - hi-tech deluxe secured bldg 10,000 s.f. facilities. Bright, view, spacious, spotless. Close to Robson. Avail. immed. Former tenants incl Phantom performers. \$1000 + util. Call 228-8368.

**FURNISHED HOUSE 2 BR** (2000 s.f.) on park. 15 min from UBC. Avail mid-Jan to mid Aug. \$2000/mo + util. Call 734-7337.

**WHISTLER 4 BR** home. New, bright, spacious. Beautiful kitchen, w/d, no pets, n/s. Quiet area in Bayshores. For rent on weekends or weekly rates. Call 538-2933.

**VISITING DOCTOR** on leave back to Europe offers pkg of everything you need to survive in Vancouver; simple furniture, bed, kitchenware, TV, car (Hyundai). Ideal for new visitor to UBC. Avail Jan 1/98. Take over apt. at most beautiful location, downtown terrific view of English Bay. \$1000/mo. Call 681-1408.

**SECRET GARDEN B & B** Mike and Selinda's famous but discrete, tasteful hospitality and attractive rates make this your first choice for short or long stays in the Point Grey/UBC area. Call or fax 222-1464.

**THE BALMORAL** Brand new 2 BR suite, 930 s.f. avail immed. Bright roomy, great view, 5 min walking distance to UBC campus. 6 appl, 2 u/g parking stalls. \$1550/mo. Call 266-3706.

### Accommodation

**WEST VANCOUVER** charming furnished beachside 1 BR bungalow with 1 BR self-contained guest suite in garden. Avail May 9-July 18/98. Only \$4500 for 10-week period. For details and photos call or fax 926-6169.

**BREATHTAKING VIEW** Arbutus Ridge 1 BR garden suite built in alarm, vacuum, w/d, close to transit. Suit one n/s person. \$750/mo incl util. Call 739-9101.

### Services

**UBC FACULTY MEMBERS** who are looking to optimize their RRSP, Faculty pension and retirement options call Don Proteau, RFP or Doug Hodgins, RFP of the HLP Financial Group for a complimentary consultation. Investments available on a no-load basis. Call for our free newsletter. Serving faculty members since 1982. Call 687-7526. E-mail: dproteau@hlp.fpc.ca dhodgins@hlp.fpc.ca

**PRESCHOOL** available for 3 and 4 year olds. Mornings or afternoons. UBC Child Care Services. Call 822-5343.

**DIAL-A-MENU** No more thinking of what to cook for dinner! Add inspiration to your daily cooking. Cook simple, great, healthy foods. Save time, money and stress. To hear this week's menu call 990-4593.

12,348 teens  
 received crisis counselling  
 last year.  
 The way to help the most.



### GERARD EMANUEL - HAUTE COIFFURE



## Let Yourself Be Transformed 20% off hairstyling

Gerard does not cut your hair right away. First he looks at the shape of your face. He wants to know what you want, the time you want to spend on your hair, your lifestyle. Once your desires are communicated, Gerard's design creativity flourishes into action to leave you feeling great by looking your very best. Gerard uses natural products to leave your hair soft and free of chemicals. He also specializes in men and women's hair loss using **Edonil** from Paris, France, and is the only one in North America using this technique. Gerard was trained in Paris and worked for Nexus as a platform artist. Gerard invites you to his recently opened salon in Kitsilano.

3432 W. Broadway 732-4240



Stephen Forgacs photo

Behind the clean, practical lines of campus buildings such as the Buchanan Building pictured here rests a major international architectural movement, which in the 1940s and '50s aimed to put human needs first.

## Campus' modernist jewels on display in VAG show

The construction of the Wesbrook Building in 1947 was an important milestone in UBC's architectural history. It was the first of many modernist buildings constructed on campus during the city's modernist era.

Among the buildings now considered gems of the era are War Memorial Gymnasium (1949), Buchanan Building (1956), the Lasserre Fine Arts and Architecture Building (1958) and the Koerner Graduate Student Centre (1959).

"UBC has one of the finest collections of modernist architecture of the 1940s and '50s," says Rhodri Windsor-Liscombe, a UBC Fine Arts professor and author of *The New Spirit: Modern Architecture in Vancouver, 1938-1963*. The book deals extensively with Vancouver's modernist architecture in text, drawings and photographs. One section, "Modernizing the University of British Columbia," deals with buildings constructed at UBC during the period and the thinking that led to their construction.

Windsor-Liscombe's book was published to serve as a catalogue in support of an exhibition of the same name at the Vancouver Art Gallery. The exhibition continues to Jan. 18.

In buildings viewed by some as stark and without character, Windsor-Liscombe points to details such as the angling of the stairways in Buchanan Building and the Anglo-Dutch appearance of the rear of the Wesbrook Building as features that add depth and character while helping define some of the forces that made the architecture of the period exceptional.

The ideals that guided and inspired the modernist architects who flocked to Vancouver during the '30s, '40s and '50s stemmed from the development of new technologies, materials and processes coupled with a social consciousness. This combination led to the design and construction of buildings meant to serve people.

Fred Lasserre, founding director of UBC's School of Architecture, urged that neo-Gothic design be set aside in favour of the practical.

Charles J. Thompson, was architect to UBC in the '40s when

the university was in dire need of new buildings due to the enrolment of war veterans. He needed to decide between "imitation Gothic or frankly and honestly modern," wrote Lasserre. "You may be able to justify a sentimental compromise with true Gothic as in the library, but it is impossible to justify a compromise with Modern. Modern means honestly expressing the needs of today, through the frank and economical use of structure and materials in contemporary language."

**"The idea was to provide facilities that would allow people to grow..."**

— Rhodri Windsor-Liscombe

This sense of practicality and service provided architectural direction.

"The idea was to provide facilities that would allow people to grow as people, to be educated — to provide good spaces for people to use," says Windsor-Liscombe.

He cites architect Bruno Taut who said: "Where utility has been fully solved, there is beauty."

Indeed, the disciplined look of UBC's new buildings earned recognition, such as a Massey Silver Medal awarded for the War Memorial Gym and a Gold Medal for the Koerner Graduate Student Centre.

The book also highlights residential and institutional structures close to campus including St. Anselm's Anglican Church on University Boulevard, University Hill Secondary School at the south end of Acadia Road, and the University Endowment Lands home of the former UBC chancellor, the late Hon. Nathan Nemetz.

*The New Spirit* also deals extensively with many of the city's historical buildings, including libraries, churches, hospitals, office buildings and private homes.

By 1963, says Windsor-Liscombe, modernism was moving into a new phase, leaving behind the "heroic" modernism of the post-war era for a return to

a "monumental" and self-conscious interpretation of architecture such as the Simon Fraser University campus.

"At the heart of the problem with modernism was the extent to which you could adopt the industrial to human ends," says Windsor-Liscombe.

Windsor-Liscombe was recently recognized for *The New Spirit* with the 1997 City of Vancouver Book Award. The award is given to the author of the book that best contributes to the appreciation and understanding of Vancouver.

The book is available at the UBC Bookstore and other Vancouver bookstores.

For information on the exhibition, call the Vancouver Art Gallery at 662-4719 for recorded information or 662-4700 during office hours.

## People

by staff writers

Former UBC President **David Strangway** has become the only non-Korean to win the First Order of Civil Merit from the government of South Korea.

The order is awarded to individuals who have contributed to Korea's international standing and its people's welfare.

Strangway was recognized for his contributions to the advancement of Korean studies in Canada, particularly for his leadership in establishing the Centre for Korean Research in the Institute of Asian Research.

The award ceremony took place in Seoul earlier this month.

•••••

**Jim McEwen**, a UBC adjunct professor of electrical engineering, has won the \$100,000 Manning Award for the invention of a microprocessor-controlled surgical tourniquet.

McEwen, a biomedical engineer, designed the Automatic Tourniquet System after witnessing complications resulting from tourniquet use while he was director of biomedical engineering at Vancouver Hospital. The microprocessor-controlled tourniquet makes it possible to apply the lowest pressure possible needed to keep an area bloodless. McEwen estimates that versions of his device are being used daily in 16,000 surgical procedures around the world.

McEwen is president of Western Clinical Engineering Ltd. He received his doctorate from UBC in 1975.

The Manning Awards were set up in Alberta in 1982 with money raised from private donations to honour Canadian innovation. The awards were named for former Alberta premier Ernest Manning.

•••••

UBC neurologist Dr. **Juhn Wada** has received the Distinguished Research Recognition Award from the Japan Epilepsy Research Foundation in Tokyo.

Wada, a professor emeritus in the Dept. of Psychiatry, was honoured for his outstanding research achievements which include a diagnostic test, now known as the Wada test, to help brain surgeons assess speech and memory function. He also developed a new surgical treatment for epilepsy patients and identified genetic links in both epilepsy and human language development.

Wada is the first recipient of the award which commemorates the 10th anniversary of the Japanese Foundation.

Approximately 50 Japanese medical scientists have trained with Wada at UBC. Many have gone on to become leaders in the fields of epilepsy, neurology and neurosurgery in Japan.

Wada is also an Officer of the Order of Canada and its equivalent in Japan, the Order of the Sacred Treasure, Gold and Silver Star.

## Book buyer pens journal to aid fellow cancer patients

by Hilary Thomson

Staff writer

As senior general book buyer for the UBC Bookstore, Jennifer Pike knows you can't tell a book by its cover.

Unless you wrote it yourself. Pike has just published her first book, *A Safe Place—A Journal for Women with Breast Cancer*.

Part journal, part workbook, part coping hints, the book was a cathartic experience for Pike.

Diagnosed with breast cancer in 1993, she spent six months undergoing surgery, chemotherapy and radiation treatments. In her book, Pike talks about living with cancer as being "in a bizarre twilight, a kind of underworld of which you were probably not conscious before."

She started writing her own journal to bring order to what she describes as emotional chaos.

"My journal was my safe place," she says.

Her publisher, Raincoast Books, aware of Pike's experience as a cancer survivor and previous work as a freelance journalist, approached her in 1995



Pike

to write the book. Pike interviewed 14 women in various stages of the disease and used quotations from some of them in the book. She also spoke to researchers, psychiatrists, cancer specialists, nurses and other health care professionals.

"It was difficult to revisit those emotions — I felt I was done with it," she says.

She credits both the women she interviewed and the medical profession, especially medical social workers and nurses, for support in writing the book, which she completed in just four months.

Pike hopes *A Safe Place* will help breast cancer patients and their families in communities where resources such as support groups may not be available.

Emphasizing that it's not intended as a substitute for professional therapy, Pike says the book can serve as do-it-yourself life support, emotional first aid or a companion. It offers some medical information, hints on coping with treatment and questions designed to help women start writing in the journal about their own experiences and feelings.

The final two chapters contain a suggested reading list and a description of other resources such as cancer information services, volunteer visitor programs, videos and Internet sources.

B.C. has the third highest incidence of breast cancer in Canada. It is estimated that 2,500 women will be diagnosed this year and 540 will die.

*A Safe Place—A Journal for Women with Breast Cancer* is available at the UBC Bookstore and other bookstores.

# Agricultural Sciences? Think again, says dean

by Stephen Forgacs

Staff writer

Agricultural Sciences. What does that mean to you?

Chances are, says the faculty's new dean, Moura Quayle, the impression that many people have of the faculty poorly reflects the range of expertise and activity within its variety of programs and departments.

The Faculty of Agricultural Sciences, one of UBC's founding faculties, is in the early stages of a process that will bring about a transformation, including an emphasis on interdisciplinary research and education, stronger relationships with the community outside the university and even a new name for the faculty.

"While many of us in the faculty have roots and research interests in the areas of agriculture and food production, we need to set what we do in a much broader context. We have to become, in a sense, a marketer of the importance of food and agriculture as it exists in the context of being a resource system," Quayle says.

"We have to be able to say to students: 'Are you interested in being part of a faculty that is engaged in critical problem solving for the planet's future?'"

Changes, says Quayle, are necessary to reposition the faculty to better meet the needs and interests of students, to allow the faculty to address global issues related to sustainable land and food systems in an interdisciplinary context.

"I've spent many hours during the past months speaking with our faculty members, students, representatives of industry and government, and others. It is very clear that we need to transform the faculty in order to take advantage of the knowledge base we have," Quayle says.

The Faculty of Agricultural Sciences includes the departments of Agricultural Economics, Animal Science, Food Science, Plant Science, and Soil Science as well as the School of Family and Nutritional Sciences and the Landscape Architecture Program.

Quayle, former director of the faculty's Landscape Architecture Program, has involved faculty members and administrative staff in a process of rethinking the structure and role of the faculty. Staff, students and faculty members formed 14

interdisciplinary groups, or circles, to examine issues and areas such as the Botanical Garden, graduate programs, continuing education outreach, and land resources.

This process has led to the creation of four new larger circles: sustainable resource systems; family, community and place; food and nutrition systems; and the faculty core.

Faculty, staff and student members of each of these new circles will deal with a number of challenges, including trying to determine which undergraduate and graduate programs should be maintained, created or removed.

Other challenges include finding ways to integrate different models of education delivery and suggesting new

names for a transformed faculty.

"In one sense we're ahead of the game in that we have an interdisciplinary faculty. What we need to do is to make sure we use that foundation to deliver programs that are relevant to today's students, that use our collective expertise to address global issues, and that provide our graduates with knowledge and thinking skills that will make them invaluable as employees and decision makers."

Quayle says that students should emerge from the faculty as potential employees who can think on their feet and can view resource issues in a broader context.

"We need to remember that we're partnering with university colleges who can deliver some of the more technical and production-related people that those industries need. We have to find an appropriate niche and really build on it."

A "transformed" faculty, she says, will be more global and interdisciplinary in its outlook; combine research, teaching and outreach as components of the learning process at all levels; emphasize problem-solving and provide an environment for intellectual debate; and build connections within the university and with external workplaces, industry, and the national and international research community.

"This is a difficult juncture," says Quayle. "But I think that in the past we've balked at it because it hasn't been clear where we want to go. The process we're now engaged in will give us more shape and the ability to determine what we should be doing, and how we should be doing it."



Quayle



Simon Pulfrey photo

Working to help ensure children such as these were saved from starvation in a country racked by civil strife was all in a day's work for second-year medical student Simon Pulfrey. But nothing, he says, could have prepared him for the horrific things he saw.

## Student spends spare time fighting famine

by Hilary Thomson

Staff writer

Spending three months fending off starvation in a war-ravaged African country isn't anyone's idea of a summer holiday.

Yet second-year medical student Simon Pulfrey didn't hesitate to spend his summer organizing feeding centres in the former Zaire in central Africa.

From May to August he worked as a nutritional expert for Medecins Sans Frontiers (MSF) or Doctors Without Borders, a private international humanitarian organization providing emergency medical aid.

MSF doesn't usually hire medical students. However, a master's degree in nutrition, the ability to speak French and previous experience with other aid agencies working in Nepal and Tibet made Pulfrey a good fit for the job.

"I like the challenge of raw situations where there's an elemental need," says Pulfrey. "It both intimidates and motivates me."

The day he arrived in Goma in the northeast part of Zaire, rebel forces overthrew the government. So after only six days in Africa, Pulfrey was evacuated back to Canada. He returned to Zaire 10 days later when the situation was less dangerous.

During a seven-month rebel campaign, thousands of villagers fled their homes for the jungle to escape the fighting. Farmers whose crops had been looted

were afraid to return to their fields because of bombing and gunfire, Pulfrey says.

"It was chaotic," he says. "There were pockets of displaced ethnic groups living in dense jungle with no road connections. People were cut off from food and starving, especially the children."

Although rebel forces had seized the capital of Kinshasa, fighting continued as the army secured its hold on the country.

Pulfrey worked with an MSF doctor and about 100 local staff including nurses, nutritionists, radio operators and security guards to get food to villagers. Travelling in convoy through combat zones, the team covered an area about half the size of Vancouver Island. They set up tents, kitchens, beds, latrines and food security to create temporary feeding centres.

Pulfrey surveyed villagers, collecting data on the rates and causes of local malnutrition and death. He evaluated the information and reported it to UNICEF and the World Food Program, triggering shipments of food from Europe, which MSF workers trucked to the feeding stations.

Most of the recipients were children six months to five years old. They were prioritized according to a ratio of height to weight. Those who could be helped were given high energy meals eight times a day.

"In three days they'd be dead or getting better," Pulfrey says.

Besides malnutrition the children suffered from HIV, measles, malaria, tuberculosis and meningitis.

Pulfrey says he was shocked at how he learned to distance himself from the suffering.

"Nothing could have prepared me emotionally for the horrific things I saw. I had never witnessed that degree of conflict, that hatred before."

But being part of a group trying to make a difference helped him through the experience.

"When eyes that had been dull started to sparkle a bit — that was wonderful."

Setting up the centres under hostile conditions gave him a sense of accomplishment, he says.

"I tapped into resources I don't normally use."

Pulfrey also feels privileged to have witnessed such an intense appreciation of life.

"I really gained respect for how people can suffer so much and still have a drive to continue living."

While he may work abroad again Pulfrey plans to go into family medicine after graduation.

## New Science Chairs support marine, minerals and bio-chemistry research

Three professors in the Faculty of Science have been appointed to new chairs in minerals and the environment, biological chemistry, and the ocean environment.

Earth and Ocean Sciences Prof. Paul J. Harrison has been appointed to the Chair in the Ocean Environment and its Living Resources. Harrison is a biological oceanographer specializing in the ocean's primary productivity and its regulation by various environmental factors. He is a fellow of the Royal Society of Canada and past recipient of a UBC Killam Research Prize.

Research undertaken by the chair will lead to a better understanding of the factors governing ocean productivity and to an increased understanding of marine ecosystems and their biological, social and economic importance. Harrison's

appointment to the chair will allow the department to appoint a junior faculty member in the area of ocean environment and its living resources.

The chair was created with the support of an anonymous donor and supplemented by donations from the David and Lucile Packard Foundation, the Dept. of Fisheries and Oceans, contributions from faculty, staff and friends of the Dept. of Earth and Ocean Sciences and a matching donation from the Province of British Columbia.

Earth and Ocean Sciences Prof. Les Smith has been appointed to the Cominco Chair in Minerals and the Environment. Smith is recognized internationally for his research in hydrogeology. He has received numerous awards for his work including an NSERC EWR Steacie Fellowship for outstanding contributions in

geological science and a UBC Killam Research Prize. Smith's appointment will also allow the department to recruit a junior faculty member in the area of minerals and environment.

Chemistry and Biochemistry Prof. Stephen Withers has received a five-year appointment to the Gobind Khorana Chair in Biological Chemistry.

Withers' research focuses on the area of enzyme mechanisms, and particularly enzymes which break down polysaccharides — sugar polymers such as cellulose or starch. Part of his research, including work on the degradation of cellulose, has been in association with the Protein Engineering Network, one of the Networks of Centres of Excellence. Withers is a recent recipient of the Chemical Institute of Canada's Hoffman-Laroche Award.