

UBC REPORTS

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Bruce Mason photo

Core Crop

Winesap and Wolf River, Golden Russet and Spitzenberg are some of the names making a rare appearance at the Botanical Garden's ninth annual Apple Festival, Oct. 16 and 17. Event organizer and Friend of the Garden (FOG) Margaret McGregor, pictured above, says more than 35 varieties of apples and 40 varieties of trees will be sold. "FOGs have gathered varieties from around the province — most of which are unavailable commercially — and they can be sampled for a nominal fee," she says. More than 7,000 people attended last year's Apple Festival, which includes demonstrations, displays, bushels of fun for children, including buskers from the School of Music, and free admission to the Botanical Garden. The event takes place from 11 a.m. to 4 p.m. at 6804 Southwest Marine Dr. Call (604) 822-9666 for more information.

'Mini-university' builds bridges for 50 years

by Bruce Mason

Staff writer

UBC's Faculty of Graduate Studies was ahead of its time when it was officially approved by Senate in 1949. As the faculty celebrates 50 years as a leader in innovative and interdisciplinary education and research, it isn't resting on its considerable laurels.

"We are a mini-university," says Frieda Granot, dean of the faculty, "and throughout the fall we are presenting an ambitious series of lectures and other events to raise awareness and celebrate our key role in building bridges at UBC."

The best on-line admissions in the country has been developed by the faculty, she says, and it is unveiling a comprehensive 400-page Web site as well as a manual for evaluating international students, which many people on campus have requested.

A highlight of the 50th anniversary celebrations is a gala concert at the Chan Centre for the Performing Arts on Oct. 21 at 8 p.m. It features legendary pianists Jane Coop and Robert Silverman. Both are professors of Music but rarely have an opportunity to perform together as a duet.

Also on the program are former and current students. Some are coming from a great distance to take part in the concert, which symbolizes the remarkable success of the Faculty of Graduate Studies at UBC.

"The concert is a showcase of the outstanding success of UBC faculty and students and an opportunity to reflect on the quest for excellence which has always been a hallmark and tradition of our programs and research," says Granot.

From the beginning the faculty has had two distinct and independent roles. It promotes interdisciplinary graduate education and research and provides administrative services for graduate students across all faculties.

The School of Community and Regional Planning, formed in 1950, was the initial interdisciplinary research unit in the faculty. It was created to address the myriad issues resulting from B.C.'s rapid growth in population and signaled a new era in education and research and the evolution of the faculty.

Over the decades the faculty would gather together the finest minds to work on major developments and issues emerg-

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Meeting reports on Trek 2000 progress

Members of the general public as well as representatives from business, labour, education, community groups and the government joined UBC President Martha Piper at the university's second annual general meeting held in downtown Vancouver today.

The meeting updated the public on progress being made in implementing Trek 2000, UBC's vision for the next century. It reflected on the important attributes and qualities that define a university.

Faculty, staff, students and all members of the UBC community are invited to join Piper and the Board of Governors for the second campus annual general meeting on Oct. 19 from 12:30 p.m. to 1:30 p.m. in the Chan Centre for the Performing Arts.

Some of the recent accomplishments of UBC students, faculty, staff and alumni will be presented in a multimedia format.

In addition to Piper, UBC Chancellor William Sauder, Harold Kalke, chair of UBC's Board of Governors, Linda Thorstad, president of UBC's Alumni Association, Ryan Marshall, president of the Alma Mater Society and Margo Fryer, a PhD candidate working on UBC's Downtown Eastside presence, will address the meeting.

There will be an opportunity to ask questions at the end of the meeting and copies of UBC's annual report will be available.

The report is also available on the Web at www.publicaffairs.ubc.ca.

Campaign kicks off Oct. 18

The countdown is on for this year's UBC United Way Campaign and organizers have a full slate of fund-raising events in place campus-wide for the two-week effort to be held from Oct. 18 to Oct. 29.

"While we are highlighting the larger events, they are just the tip of the iceberg," says Ceremonies and Events manager Ellis Courtney, chair of the 1999 campus campaign. "There are many other smaller, fun events going on

within departments and offices around campus that volunteers have worked on tirelessly to organize."

This year's UBC campaign officially kicks off Oct. 18, marked by an early morning wave-in by organizers and volunteers at each of the main campus entrances. The mass greetings will serve as a notice to faculty, staff, students and campus visitors that the campaign has started.

Later that day, for a mere \$5, people can feast on salmon and bannock at the First Nations Longhouse from 11:30

a.m. to 1 p.m.

"The Care-y mascot will be there to welcome people to the barbecue as well as live music and door prizes. We will also be selling raffle tickets for the Canadian Airlines draw," says salmon barbecue volunteer organizer Anne Cuthbert of UBC's Public Affairs Office. "It's a hot ticket — they are selling out very quickly."

As part of this year's campaign, two Canadian Airlines tickets will be raffled off for any one of the airline's worldwide destinations with second- and third-place cash prizes. Tickets are \$5 each.

The annual Custodial Barbecue and International Food Fest is the next major event set for Oct. 21 from 11:30 a.m. to 1 p.m. at the University Services building. Always a popular affair, the mouth-watering choices offered have consistently drawn raves for their variety and exotic nature.

On Oct. 25, the UBC Ritsumeikan Open House will feature Japanese food

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United Way

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Graduate

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ing in the world, including women's studies, sustainable development, the rise of the global economy and importance of Asia, genetics, applied ethics and health promotion.

UBC's Faculty of Graduate Studies now comprises the school, two unique residential colleges, seven graduate programs, 15 research units and the journal *Pacific Affairs*.

The rise in growth of graduate education has also been phenomenal. In the past decade alone the number of students in the faculty has quadrupled. More than 6,400 graduate students are now enrolled, including the largest percentage of international students in Canada.

For more information on the wide range of activities being staged in honour of the 50th anniversary of the Faculty of Graduate Studies and for ticket information on the gala, call (604) 822-1311.

United

Continued from Page 1

and entertainment from 11:30 a.m. to 2 p.m.

"There will be delicious food and hilarious entertainment and the chance to learn some origami," says organizer Bill McMichael.

The annual crowd-pleasing Pancake Breakfast will again feature celebrity flapjack flippers serving breakfast from 7:30 a.m. to 10 a.m. at the Instructional Resource Centre's main foyer Oct. 28.

"Everybody knows that breakfast is the most important meal of the day so what better way to donate to the United Way than getting a hearty breakfast served by campus celebrities and for only \$3," says Roseanne McIndoe, the breakfast organizer.

UBC faculty and staff will receive campaign pledge forms by campus mail Oct. 18. Forms must be submitted by Oct. 22 to be eligible for the early bird draw. Deadline for the final draw is Dec. 10. Prizes range from restaurant certificates and Cypress Mountain ski passes to champagne cruises, says Courtney.

A bingo card will also be included with the pledge forms for an online game to be held over a four-week period starting Oct. 18.

Courtney says one of the best ways for staff and faculty to give is through payroll deduction. A \$2 per pay cheque donation will provide a staffed crisis centre line for one hour while \$5 per pay cheque will give 15 seniors a hot lunch, she says.

For information on events, details of the online bingo game or to volunteer for this year's UBC United Way campaign, contact the campaign office at (604) 822-8929 or visit the Web site at www.unitedway.ubc.ca.

Three earn Science Council honours

Three members of the UBC community will be honoured at the 1999 B.C. Science and Technology Awards Dinner at Vancouver's Hyatt Regency Hotel Oct. 18.

Charles Laszlo, professor emeritus in the Electrical and Computer Engineering Dept., is the recipient of the Science Council's Solutions Through Research Award.

Laszlo is being honoured for his contributions to improving the lives of people with hearing loss. He pioneered many technologies in this area, including, most recently, FlightSound — a device that enables hard of hearing airline passengers to communicate with cabin staff.

Laszlo, who is hard of hearing, was director of the Institute of Hearing Accessibility Research at UBC. The institute brings engineers, audiologists, physicians, educators, psychologists, and hard of hearing consumers together to work on hearing accessibility problems.

He was also the founding president of the Canadian Hard of Hearing Association, and served as the president of the International Federation of Hard of Hearing People.

J. Ross Mackay, professor emeritus in the Geography Dept.,

is the winner of the Science Council Chairman's Award for Career Achievement.

Canada's foremost permafrost scientist, Mackay is being honoured for his lifetime of contributions to science and technology.

He continues an active program of Arctic field research.

Calum MacAulay, a clinical associate professor of Pathology and associate member in

the Physics Dept., is the winner of the council's Young Innovator Award.

MacAulay, who is also

head of cancer imaging at the B.C. Cancer Agency, is a bio-physicist who is involved in applied technologies for the early detection of cancer.

He and his colleagues have developed a number of innovative imaging systems some of which are being patented and commercialized.

The B.C. Science and Technology Awards were established in 1980 by the Science Council of B.C. to recognize outstanding achievements by the province's scientists, engineers, industrial innovators and science communicators.

Last year, UBC faculty and alumni swept the awards, winning all six awards given by the council.



Science Council of British Columbia

Draft Academic Plan Available for Comments

The Draft Academic Plan has been circulated across UBC's campuses and is available on the Academic Plan Advisory Committee (APAC) Web site: www.oldadm.ubc.ca/apac/.

The Draft Academic Plan has been the focus of several forums on campus including: the Town Hall meeting hosted by President Martha Piper at the Chan Centre for Performing Arts on Sept. 21; a Faculty of Science forum on Sept. 22; and an Alma Mater Society student forum in SUB on Sept. 30. The three gatherings saw vigorous and active discussion and comments for improving the draft.

The Draft Academic Plan will next be discussed at Senate on Oct. 13. Based on comments received at Senate and from members of the community, the Draft Academic Plan will be revised and put in final form for a formal decision by Senate on Nov. 17. Thus, there is still ample time for input. As a result the APAC encourages members of the UBC and broader community to share their ideas so that the final Academic Plan can reflect the broadest possible spectrum of ideas.

Please send your comments and suggestions by e-mail to: jeanne@oldadm.ubc.ca; or by fax to: 822-8118.

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Join UBC President Dr. Martha Piper and the Board of Governors at our second Annual General Meeting as we reflect on the important attributes and qualities that define a university.

In a multimedia format, we will share with you stories of the recent accomplishments of UBC students, faculty, staff and alumni who are part of the outstanding tradition of excellence that defines UBC. You will also learn more about Trek 2000—UBC's vision for the next century.

DATE: Tuesday, Oct. 19, 1999
TIME: 12:30 p.m. to 1:30 p.m.
LOCATION: Chan Centre for the Performing Arts

Please extend this invitation to your colleagues and friends.



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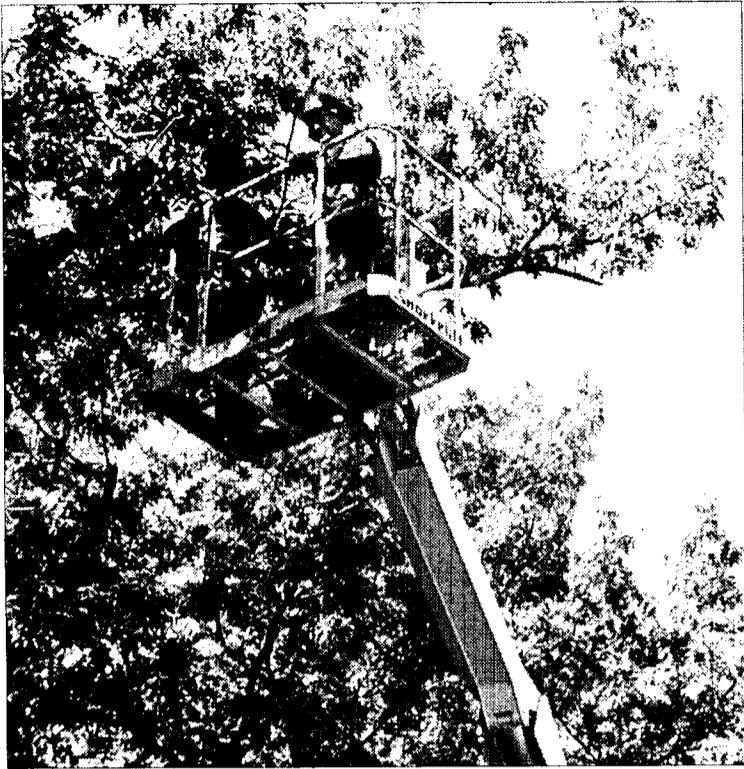
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Bruce Mason photo

Up, Up And Away

Dave Grieser and Andrew Hill, Plant Operations, prune the deadwood on the magnificent red oaks along Main Mall. It's part of a pilot project to maintain the survivors of the windstorm, which wreaked havoc on the Lower Mainland and on campus last month. "We lost about 40 trees, 20 of which were significant to UBC's tree inventory," says John Metras, associate director of Plant Operations, Municipal Services. Losses included eight large Catalpa trees on Memorial Road next to the Buchanan Building. Metras says damage has been dealt with and landscape architects are deciding on replacements.

Creativity, courage define top teacher

by Andy Poon

Staff writer

Zoology Assoc. Prof. Lee Gass is one of 10 Canadian university educators named as 3M Teaching Fellows this year.

"My responsibility is for students to learn, however that happens," says Gass.

Gass is the seventh UBC faculty member to receive the award since its inception in 1986. To date, 140 Canadian university educators from 35 universities have been given the fellowships in recognition of their excellence in teaching as well as leadership and commitment to improving university teaching across disciplines.

A total of 43 nominations were received from 24 Canadian universities this year.

"Lee sets a standard of excellence for faculty and students," says Barry McBride, vice-president, Academic and Provost. "He is a creative, demanding, courageous and caring teacher who challenges students to become actively involved in learning."

From the beginning, Gass taught by inquiry and has helped colleagues increase student participation in their classrooms.

"Lee is one of the most original and creative teachers I have encountered," says Science Dean Maria Klawe. "Students often tell me that he has completely changed the way they see the world and themselves. We are very lucky to have him at UBC."

"He's always been the farthest one in front in terms of pedagogical approach," says Zoology Head James Berger. "He is just such a phenomenal story-teller so



Gass

he uses that gift to draw things out of students and has been a real pioneer in moving people to a more learner or student-centred approach."

An innovative educator with 35 years of teaching experience, Gass was instrumental in developing UBC's Science One program — an interdisciplinary first-year program that uses a team approach among professors to teach an integrated science curriculum.

"The students learn the material from different points of view and at the same time learn to question their own and others' knowledge and learn that science is a cultural activity," says Gass.

Gass also helped design and deliver the first course, "The Size of Things," in a new Integrated Sciences degree program launched in 1998. The program allows students to design their own degrees by selecting existing courses in two or more disciplines.

Gass was one of the creators of Science First, an independent, lunch-time lecture series for undergraduate students in which scientists tell the story of their life and their work.

Since Gass gave the inaugural lecture in 1996, the series has attracted a large and diverse audience of students, graduate students and faculty each year.

In April, Gass was awarded the University's Killam Prize for Excellence in Teaching.

When he is not in the classroom, Gass researches the behaviour of hummingbirds and carves stone sculptures.

The award is sponsored by 3M Canada Inc. and the Society for Teaching and Learning in Higher Education.

Fresh ideas ensure 25 lively years on campus

by Bruce Mason

Staff writer

The 36 faculty and a librarian being inducted into the Quarter Century Club, which honours 25 or more years of service at UBC, share other things in common besides finding work on campus in 1974. They have participated in enormous change and are involved in new projects which make life as exciting and challenging as the day they started.

Jim and Jane Gaskell were a young married couple with doctoral degrees from Harvard when they arrived at UBC. Neither knew how long they would stay or what lay ahead.

"Two major changes come to mind — both positive," says Education Prof. Jane Gaskell, associate dean of Graduate Programs and Research in the faculty. "UBC has made progress in equity issues and places greater emphasis on research."

"The university is much more friendly to women — in my job interview I was told the faculty didn't want anyone who did women's studies," she explains. "That's changed fundamentally and our faculty is also more interdisciplinary and more responsive in community outreach and graduate programs."

She cites her involvement in the Western Research Network on Education and Training as an example. Funded by the Social Sciences and Humanities Research Council, it brings together Education faculty, economists and representatives of the community to research policy and case studies and links between education and work.

Curriculum Studies Prof. Jim Gaskell is also involved in the research network. His focus is on applied academics.

"One of the problems I am looking at is how to integrate academic and vocational training to benefit both."

He says the university is more interesting intellectually because of the greater diversity of people and perspectives.

On the other hand, funding constraints have significantly reduced the size of the community of scholars, he says.

"In the mid-'70s there were some 250 tenure track faculty in Education," he recalls. "Today there are about 125. In science education alone, the number has dropped from 20 to five."

Computer Sciences Prof. Alan Mackworth recalls when his discipline was in its infancy. Now director of the Laboratory for Computational Intelligence, he arrived at UBC with a master's degree in Computer Science and Psychology from Harvard and a PhD in artificial intelligence from the University of Sussex.

"There was a great deal of excitement about new ways of studying intelligence systems and perception," he remembers.

"Some of us were also aware of the economic importance of applications such as computer vision."

He now works with a team of eight researchers who are building sensor-based robotic systems.

"Over the years we have built up a critical mass of resources and infrastructure at UBC which now enable us to construct new systems and experiments. It's exciting work, which is attracting widespread attention and interest."

Others who will be honoured at the fourth annual Quarter Century Club dinner Oct. 20 in the Leon and Thea Koerner University Centre include:

Agricultural Sciences: Richard Barichello, Agricultural Economics; **Applied Science:** Colin Oloman, Chemical and Bio-Resource Engineering; Peter Lawrence, Electrical and Computer Engineering; Donald McAdam, Mechanical Engineering; Ann Hilton, Alison Rice, Nurs-

ing; **Arts:** Kenneth Bryant, Asian Studies; Marc Pessin, Fine Arts; Derek Carr, Robert Flores, French, Hispanic and Italian Studies; Karl Zaenker, Germanic Studies; Peter Busch, Kenneth Carty, Political Science; Mary Russell, Roop Seebaran, Social Work and Family Studies; **Commerce and Business Administration:** Izak Benbasat, Daniel Gardiner, Robert Goldstein, Maurice Levi, Donald Wehrung; **Dentistry:** Ravindra Shah, Oral Biological and Medical Sciences; Marcia Ann Boyd, Oral Health Sciences; **Education:** Marshall Arlin, Leroy Travis, Educational and Counselling Psychology and Special Education; Roger Boshier, Educational Studies; Bernard Mohan, Language Education; **Forestry:** Peter Murtha, Forest Resources Management; **Law:** Joseph Weiler; **Library:** George Brandak; **Medicine:** Aubrey Tingle, Wah-Jun Tze, Pediatrics; Donald Brooks, Pathology; Raymond Pederson, Physiology; **Science:** Lee Gass, Zoology.



Jane and Jim Gaskell



Mackworth

Health reform focus of lecture

A noted health-care reform researcher will speak at the School of Nursing's 29th Annual Marion Woodward Lecture Oct. 21.

Julie Sochalski, associate director of the Centre for Health Outcomes and Policy Research at the University of Pennsylvania, will speak on the effectiveness of hospital reforms in Woodward IRC, lecture hall 2, at 7 p.m.

Sochalski is working on an international study on hospital restructuring including the impact of staffing and organization on patient outcomes.

Over the past decade, there has been widespread hospital restructuring, work redesign and changes in hos-

pital staffing patterns in Canada, the United States and worldwide, says Sonia Acorn, acting director of the School of Nursing.

Studying the effect of these hospital reforms is an important and timely topic, Acorn says, as many of these changes have been implemented without evaluation of their outcomes.

The lecture is one of the early events planned by the school to mark its 80th anniversary with the bulk of the celebrations to be held next spring.

For more information on the lecture and the school's anniversary events, please visit the Web site www.nursing.ubc.ca or call (604) 822-7453.

Students learn how to grow business

Faculty of Commerce and Business Administration



Andy Poon photo

After starting and selling a successful computer business in the U.K., Rob Atkins knew he not only wanted to run another business, but learn how to make it bigger. His 15-month MBA has filled in gaps in his knowledge and taught him to be a better entrepreneur, he says.

Rivalry spurs Internet banking spurt: survey

A Commerce professor has discovered that North American banks and credit unions rate what their competitors are doing as one of the most important factors in deciding whether to boost their Internet products and services.

"Surprisingly, customer demand, increased service and availability 24 hours a day, seven days a week are no longer the prime motivators for banks pushing forward their Internet banking services," says

Asst. Prof. John Tillquist. "Instead banks are waiting to see what their competition does before offering or enhancing the products and services they have online."

Improving customer service, increasing market reach and reducing costs are now basic expectations of Internet banking services, says Tillquist.

He recently released the results of a survey sent to 1,182 U.S. and Canadian banks, credit unions and depository institutions to find out what motivated a bank manager, executive or strategist to add or improve a bank's Internet products and services.

Tillquist and UBC graduate Commerce student Stan Chan found that the adoption of Internet banking practices was a consequence of competition and what Tillquist terms "operational readiness."

"Operational readiness includes such things as technical, operational and internal skill to migrate a bank's services

and products onto the Internet," says Tillquist.

He discovered that many smaller U.S. banks and credit unions which face significantly less competition than larger banks have not felt the same pressure to offer Internet services or to boost what they do offer online.

"The interesting implication here is that with our current climate of competition, Canadian banks are poised to widen

the gap in electronic services compared to their U.S. counterparts," he says. "We are actually better off than the U.S. in terms of what our banks offer online."

Tillquist says Canadians are rapid adopters of electronic banking services—well ahead of Americans in the use of everything from debit cards to online banking.

He also points out that the range of Internet banking services varies throughout the industry.

"A lot of the banks and credit unions provide simple information outlets online—phone numbers, interest rates, products and services—while the more leading-edge sites handle advanced financial transactions including bill presentation and payment, insurance services, equity and bond trading," he says.

The survey had an 11 per cent response rate. Results are accurate to 95 per cent, 19 times out of 20.



Tillquist

Chance visit sets MBA student on career path

A spur of the moment walk at UBC changed Rob Atkins' life.

In the summer of 1997, the Bournemouth, U.K. native had just left the company he had started in London and was planning on having an adventure-some vacation with his wife, Stephanie, in B.C.

Within two days of getting to Vancouver, they discovered Stephanie was pregnant with their first child.

"We had wanted a really adventurous holiday but we couldn't do that with Stephanie being pregnant so we ended up with a lot of free time on our hands," says Atkins with a wry grin.

So instead the couple spent much of their time exploring the city by foot.

With only a few days remaining in their vacation, they took a last-minute walk through UBC.

"We were walking on campus and I happened to go into the Henry Angus building and picked up a brochure on the MBA program," says Atkins.

At that point, Atkins had already been thinking about returning to school after almost a decade in the workplace.

After graduating in 1988 with his bachelor's degree in Business Administration, Atkins worked for Hewlett Packard in London for 12 months before he ventured off with a colleague to start his own computer-reselling business.

At first, they operated out of his partner's bedroom in London, but eventually the company grew to the point that when they sold it in 1996, it was a 50-employee firm with revenues of £33 million.

"During my seven years of working, I learned a lot," admits Atkins. "But one of the reasons why we sold the company was because we didn't believe we had the knowledge or experience to grow it further."

As part of the sale of his company, Atkins had agreed to stay on for two years to help in the transition, plus he viewed it as a chance to learn how to expand the business. Unfortunately, like many entrepreneurs who stay on at the company they built after its sale, Atkins couldn't stomach some of the changes he saw. He left, on amicable terms, after a year.

"I always knew I wanted to run another business and make it bigger and thought that an MBA would give me the knowledge and skills to do that," he says.

With that in mind and the fact that a non-competition clause that prevented him from operating another computer-related business in the UK, he applied to UBC's Master of Business Administration program.

"If I hadn't been accepted by UBC, I wouldn't have done an MBA," says Atkins citing the allure of UBC's 15-month program when compared to a typical two-year MBA at most other universities.

"Two years is a big commitment, especially when you have a wife and child to consider," says Atkins.

For someone who says he "did

the minimum to get through" during his undergraduate days, returning to school was hard work. Atkins readily admits that the first 16 weeks of the program was a shock to his system. He typically spent five to six hours a day in classes and an additional four hours nightly studying and working on assignments.

But he's happy with the results. Not only does he believe that UBC's program has filled in gaps in his business knowledge but it will help him be a better entrepreneur as well.

"I really feel like I have learned a lot from the program. The accounting, strategy, marketing and finance courses have been particularly useful and I certainly think they will help in my next venture."

Atkins points out that the diverse and international mix of his classmates has enhanced his studies at UBC. There are lawyers, doctors and even a professional tennis player in his class.

"There are some exceptional students in the class and I have learned a lot from them too," he says.

Atkins isn't sure whether he will return to England after completing his MBA—he has drafted a business plan for an Internet-based company and may launch it in Canada. With his wife pregnant again, Atkins, the entrepreneur, feels confident he'll be ready to tackle the business world again once armed with his MBA.

"If I hadn't been accepted by UBC, I wouldn't have done an MBA."

—Rob Atkins

Commerce: Did you know?

- The Faculty of Commerce and Business Administration has consistently been the top business school in Canada for research. Last year the faculty received 15 grants totalling \$698,700 from the Social Sciences and Humanities Research Council of Canada—more than twice as much as any other business school in the country.
- There are currently 1,526 undergraduate, 218 MBAs, 60 MSc. and 64 PhD students enrolled.
- The faculty has 90 full-time faculty.
- It operates one of UBC's successful co-op program with 147 undergraduate co-op students currently enrolled.
- Graduate and undergraduate students in the successful Study Abroad and Exchange Program have studied in countries around the world including Thailand, China, Hungary, Brazil, Chile, France and Denmark. This year 57 undergraduate students and 30 MBA students are on exchange in 15 countries.
- The Centre for Management Development delivers programs for both the public and private sectors that include short business seminars, one-week residential management development programs and a three-week residential program for executive development.

Faculty focus on business interaction

Faculty of Commerce and Business Administration



Andy Poon photo

Business student (l-r) Carmen Lo, Marketing Asst. Prof. Dan Putler and PhD student Laurence Ashworth check out new IT software. Putler is among the members of the Faculty of Commerce and Business Administration engaged in teaching and research focused on IT applications in marketing practices. Their aim is to arm students with not only an understanding of marketing management but the skills to take advantage of a mind-boggling wealth of information technology tools for data mining, salesforce automation and e-marketing.

Lab on edge to make sense of leading IT tools

Marketing professionals grappling with mountains of customer information welcome information technology that helps them make sense of what customers want, but finding people with the skills to use these tools effectively is a problem.

"There's a real shortage of people that understand marketing management and who also have the technical skills to take advantage of the latest information technology," says Dan Putler, an assistant professor of Marketing.

The range of IT applications in marketing continues to expand with tools for data mining, salesforce automation, customer-relationship management, and e-marketing. However, using these tools effectively requires developments on two fronts — research and teaching, says Marketing Assoc. Prof. John Claxton.

On the research front, implementation issues continue to present pressing concerns, he says, while on the teaching front, programs that offer both technical and marketing perspectives are clearly in short supply.

It was this combination of research and teaching issues that led to the formation of the Marketing@Tehedge Teaching and Research Laboratory (m@te LAB), an initiative of the Marketing division of the Faculty of Commerce and Business Administration.

The goal of the m@te LAB is to build teaching and research focused on IT applications in marketing practice. Although

formalized this year, these activities build on faculty work started as early as the 1970s and an MBA-level course, Marketing Tech Products and Services, that has been offered at UBC for the past five years.

A guiding principle behind all of the lab's activities has been to consult with the business community early on to identify the issues seen as critical to their immediate and future business success.

"We're asking practitioners for their views regarding both research and teaching issues," says Claxton. "We are particularly pleased to be working with a lead-user advisory team."

The team is composed of senior marketing professionals from BCAA, Bryant Fulton & Shee, Future Shop, HSBC, Intra West, Overwaitea Food Group, Rogers Video, Seagate Software, TELUS, and VanCity."

Another link with business comes in the form of alliances with software vendors. The lab recently received the donation of EnterpriseMiner, leading-edge data mining software from the SAS Institute.

The company also installed and provided training for faculty who will be using the software.

"Relationships such as this are absolutely essential if we intend to provide a leading-edge environment for these teaching and research activities," says Chuck Weinberg, chair of the Marketing division.

For more information on the lab, visit the Web site at www.commerce.ubc.ca/m@te/.

"There's a real shortage of people that understand marketing management and who also have the technical skills to take advantage of the latest information technology."

— Asst. Prof. Dan Putler

by Andy Poon

Staff writer

Forging links new dean's key goal

UBC's new dean of Commerce and Business Administration has made fostering strong ties between the business world and his faculty a top priority.

"We have to take the steps to communicate what we are about to the community and the business world," says Daniel Muzyka. "We need to do more with industry in general — work with them to develop learning programs here at UBC. The dialogue between academia and the business community has to be strong and direct."

The Harvard-educated Muzyka comes to UBC with extensive private sector and academic experience. Most recently, he served as the director of INSEAD's research centre for entrepreneurship, 3i Venturelab, and as the associate dean of the MBA program at the leading business school in France. To him, the best business ideas often come from the interaction between academic thinkers and business people.

"We need to be a major node for developing new ideas but we also need to be open to new ideas and challenges from the business world," he says.

Vital links can be forged with the business world, Muzyka says, through the faculty's participation in conferences, partnerships with industry, roundtables with business and academic participants, and producing quality students for the workplace.

Muzyka, who has worked as a strategy analyst for General Electric Co., says that with ever-

increasing global competition, the "half-life of knowledge is shorter than ever" as business managers continually seek out ideas to improve their operations. That makes what researchers in the faculty are doing even more valuable to the business community.

One example is the work of Prof. Peter Frost and Assoc. Prof. Sandra Robinson. The pair's research recently brought to light the role of the corporate "toxic handler" — someone in a company to whom others turn when they need to vent or who voluntarily shoulders the heat from upper management on behalf of other workers.

Frost became interested in the topic because of his own experiences as a human cushion in managerial positions and after talking to executives about the issue. Together with Robinson, he talked to executives — 70 in all — in Canada, the United States, Europe and Australia who have either first-hand experience as toxic handlers or have managed those who did. Their results were published in this year's July-August issue of the *Harvard Business Review*.

Frost and Robinson's research into

toxic handlers has direct implications for today's organizations, where employees face constant change and pressures to perform. They not only identify the vital importance of toxic handlers in today's organizations, but also reveal key ways in which they can be supported in the organization, maintain their effectiveness, and avoid bringing harm to themselves in the process of managing others' pain.

It's an example of the point that Muzyka is making.

"The Commerce faculty's ideas and research should be impacting the way managers think," he says. "And the business world also needs new theories and concepts as well as applied research."

Business and community leaders had an opportunity to meet with the dean at a recent reception hosted by UBC President Martha Piper and Robert Stewart, chair of the faculty's advisory council.

The event was attended by more than 150 people, including business leaders such as Peter Bentley, chair of

Canfor Corp., Ronald Cliff, chair of B.C. Gas Inc. and Larry Berg, president and CEO of Vancouver International Airport Authority.

Muzyka is so keen on the idea of partnerships and communication between his faculty and the business world that a position has been created in the faculty to handle just that. An associate dean of applied research and outreach has been

added to the faculty's roster with Prof. Martin Puterman in the role.

Muzyka also wants to expand the faculty.

"There is a fierce competition for the best and the brightest," he admits as he sits in an office surrounded by yet unpacked boxes. But he plans to keep UBC among the top contenders for prime academic talent.

Part of that strategy stems from the location of the campus itself. Muzyka himself was attracted to UBC in part because of what he terms its "strategic position on the Pacific" and Canada's tradition of strong relations with Europe.

"I see UBC as a crossroads — a transportation point," he says. To him, that gives UBC a distinct advantage in recruiting both top-notch professors and students.

But while focused on his drive to establish a brisk dialogue between his faculty and the business community, Muzyka is also paying attention to internal communications as well. He has scheduled a retreat in November to develop strategy with all faculty members.



Muzyka

Calendar

October 17 through October 30

Sunday, Oct. 17

Ninth Annual Apple Festival
UBC Botanical Garden Family Event. Botanical Garden from 11am-4pm. Over 35 varieties of apples for buying or tasting, apple trees for sale, refreshments, marketplace, demonstrations and entertainment. Call 822-9666.

MOA Contemporary Artist Speaker Series

Contemporary First Nations Artist Connie Sterritt: Illustrated Talk. Lynn Hill, curator. MOA at 2pm. Call 822-4604.

Monday, Oct. 18

ISO 9000 Series

Quality Systems & Modern Optimization Techniques. Executive Overview. Josef Otto and speakers. Terminal City Club, 837 W. Hastings St. from 9am-5pm. \$440. \$1900 for complete series. Includes lunch. Call 822-1884.

Celebration of Science Symposium

1999 Celebration Of Science: 40th Anniversary Of The Gairdner Foundation International Awards. Michael Bishop, UC-San Francisco; Tony Hunter, the Salk Institute; Donald Metcalf, Walter and Eliza Hall Institute of Medical Research, Melbourne; Janet Rowley, U of Chicago; Randy Shekman, UC-Berkeley; Victor Ling, UBC; Michael Smith, UBC. Chan Centre from 9am-4:30pm. Call 732-6071.

Special Lectures In Mechanical Pulping

Overview Of Mechanical Pulping And Description Of Refining Processes. Donald May, Pulp and Paper Centre from 9:30-11:30am. Call 822-8560.

United Way Kick-Off Lunch
Salmon Barbecue And Bannock Lunch. First Nations Longhouse from 11:30am-1pm. \$5. Call 822-8929.

Women's Studies Colloquium

From The Edge Of Empire To The Centre Of Colonialism: Studying Gender In 19th Century British Columbia. Adele Perry. Women's Studies lounge from 12:30-1:30pm. Call 822-9173.

Software Business Seminar
Fat Dogs Don't Hunt! Rory Holland, Russell & DuMoulin. IRC #4 from 12:30-1:30pm. Call 822-5404.

Mechanical Engineering Seminar

Elastic Waves In A Prestretched Plate. Baruch Karp. CEME 1202 from 3:30-4:30pm. Call 822-3770.

Astronomy Seminar

Extreme Disk Galaxies: Clues To Galaxy Formation And Dark Matter. Julianne Dalcanton, U of Washington. Hennings 318 at 4pm. Refreshments at 3:30pm. Call 822-2267.

Member Speaker Series

From Global To Local: Our Role In The Change To A Sustainable Society. Maged Senbel, Community and Regional Planning. Green College at 5:30pm. Call 822-1878.

Green College Science And Society Group

Whose Knowledge? The Propriety of Commercializing Public Science. Jennifer Kaufman-Shaw, QLT Phototherapeutics; Angus Livingstone, University-Industry Liaison Office; Leonard Minsky,

National Coalition of Universities in the Public Interest; John Robinson, Sustainable Development Research Institute. Green College Coach House at 8pm. Call S.Straker at 822-2561.

Tuesday, Oct. 19

ISO 9000 Series

Quality Systems Implementation Workshop. Josef Otto and speakers. Terminal City Club, 837 W. Hastings St. from 9am-5pm. \$440. \$1900 for complete series. Includes lunch. Call 822-1884.

Special Lectures In Mechanical Pulping

Development Of Fibre Properties And Future Advances In Mechanical Pulping. Donald May, Pulp and Paper Centre from 9:30-11:30am. Call 822-8560.

Another Look At Human Development Speaker Series

I Don't Believe In Development. Assoc. Prof. Mary Bryson. Scarfe 278 from 12:30-1:20pm. Call 822-6593.

Lectures In Modern Chemistry

Learning Nature's Strategies For Making Unusual Sugars: Pathways, Mechanisms, And Biosynthetic Applications. Prof. Ben Liu. Chemistry B-250 at 1pm. Refreshments at 12:40pm. Call 822-3057.

Green College Speaker Series

The Measurement And Valuation Of Unpaid Work: Perspectives From The Courtroom And The Classroom. Ruth E. Berry, Family Studies, U of Manitoba. Green College at 5pm. Reception in Coach House, 6-6:30pm. Call 822-1878.

Vancouver School Of Theology

Should Your Conscience Always Be Your Guide! John Mellis. Highlands United Church, 3255 Edgemont Blvd., North Van. from 7:30-9:30pm. Continues to Nov. 2. \$25 for series, \$10 per session. Call 822-9815.

Wednesday, Oct. 20

Orthopedics Grand Rounds

Ripples: The Unanticipated Side Effects Of Changes In Clinical Management. Dr. S. Tredwell, VGH, Eye Care Centre Aud. from 7am-12noon. Call 875-4192.

Wednesday Noon Hours Concert

Works By Stephen Chapman. Vancouver Chamber Choir. Music Recital Hall at 12:30pm. \$3. Call 822-5574.

Centre For Research In Women's Studies Colloquium

Impact Of The Asian Financial Crisis On Women In The Philippines. Cynthia Bautista. Women's Studies lounge from 12:30-1:30pm. Call 822-9173.

OBST 506 Seminar

The Role Of Telomerase In Tumorigenesis. Winston Tam, master's candidate, RDS program. B.C. Women's Hosp. 2N35 from 2-3pm. Call 875-3108.

Comparative Literature Lecture

Translation Practices And Minority Cultures. Marta Marin, Universidad Autonoma de Barcelona. Green College at 3:30pm. Call 822-1878.

Geography Colloquium Series

Culture And Labour Market Segregation. Harold Bauder. Geography 201 from 3:30-5pm. Call 822-2663.

Respiratory Research Seminar Series

Non-Small Cell Lung Cancer: Trends Toward Treatment. Dr. B.Melosky, Medical Oncologist, Vancouver Cancer Centre. St Paul's Hosp. Gourlay Conf.Rm. from 5-6pm. Call 875-5653.

Centre For Korean Research Reading

Made In Korea: An Evening With Contemporary Korean Fiction Writers. Pak Wan-So and Ch'oe In-ho. CK Choi 120 at 7pm. Refreshments at 6pm. Call 822-2629.

Thursday, Oct. 21

Custodial International Food Fest

United Way Fundraiser. University Services from 11:30am-1pm. Call 822-8929.

Institute for European Studies Lecture

The Politics Of Immigration Reform In France. Patrick Weil, CNRS France. Buchanan Penthouse at 12:30pm. Refreshments at 12noon. Call 822-1452.

Individual Interdisciplinary Studies Graduate Program

Unsettling Potential In Interdisciplinary Research. Marilyn Iwama. Green College at 12:30pm. Call 822-1878.

Earth And Ocean Sciences Colloquia

Cracks, Fractures And Flow: Magmatic Journey Through The Earth's Crust. Tracy Rushmer, Mineralogical Society of America. GeoSciences 330-A at 12:30pm. Call 822-3278.

Feminist Legal Studies Lecture Series

Human Rights From The Perspective Of Philippine Domestic Workers. Lunyngning Alcutias, Philippine Women's Centre. Curtis 157 from 12:30-2pm. Call 822-6523.

Medieval And Renaissance Lecture

"Wild Seed:" Generating Race In Early Modern England. Margot Hendricks. English, U of California - Santa Barbara. Green College at 4:30pm. Call 822-1878.

Nursing Rounds

Determining The Effectiveness Of Hospital Reforms. Julie Sochalski. IRC#2 at 7pm. Reception. Call 822-7453.

Scientific Ethos Lecture Series

In The Blood: Biologizing The Social. Richard Lewontin. Zoology, Harvard University. St. John's College. Fairmont Lounge at 7:30pm. Call 822-8781.

Continuing Studies Public Lecture

The Year One. Various UBC speakers. Continues to Nov. 25. Lasserre 102 from 7:30-9 pm. \$57, \$52 (seniors). Call 822-1420.

Friday, Oct. 22

Pediatric Grand Rounds

Neonatal Care In China. Dr. Eric Webber, Dr. Shoo Lee, Dr. John Zupancic. GF Strong Aud. from 9-10am. Call 875-2307.

Lecture

Canada-Wide Standards For Air Particulate Matter And Ozone. Dr. Ray Copes, B.C. Ministry of Health. Mather 253 from 9-10am. Paid parking available in B Lot. Call 822-2772.

Fish 500 Seminars Series

The Use Of Mangroves And Their Resources By Fish In Darwin Har-

bour. Julie Martin, Northern Territory Fisheries, Australia. Hut B-8. Ralf Yorque Room at 11:30am. Refreshments at 11am. Call 822-4329.

Occupational Hygiene Seminar Series

Results From An Epidemiological Study On Sperm Quality. IVF Fertilization And Implementation Rates And Occupational Exposures To Solvents, Pesticides And Heavy Metals. Assoc. Prof. Dick Heederik, Wageningen U. UBC Hosp. Koerner G-279 from 12:30-1:30pm. Call 822-9861.

Poetry Reading

Poetry Reading. Governor General Award-winner Stephanie Bolster. Buchanan Penthouse from 12:30-1:30pm. Call 822-0699.

School of Journalism Brown Bag Lunch

Foreign Correspondents: An Endangered Species. Richard Swartz, Swedish author and journalist. Sing Tao School of Journalism from 12:45-2pm. Call 822-6688.

Nursing Rounds

Developing An Agenda In Outcomes Research: Emerging Methods And Tools To Answer The "So What?" Question. Julie Sochalski. UBC Hosp., Koerner Pavilion T-182 from 1:30-2:30pm. Call 822-7453.

Mathematics Colloquium

Adventures With The Mountain Pass Theorem: Existence, Multiplicity, Uniqueness. Prof. Stan Alama, McMaster U. Mathematics 100 at 3:30 pm. Refreshments at 3:15 pm in Math Annex 1115. Call 822-2666.

Weekly Chemical Engineering Seminar

Development Of New Anti-Sap Strain. Snezana Kovacevic, MASC candidate. ChemEng 306 at 3:30pm. Call 822-3238.

10th H.R. MacCarthy Pest Management Lecture

Ethics, Environment, And Economics In IPM: A Case Study In Tomatoes. Prof. John T. Trumble, Entomology, U of California - Riverside. St John's College Lecture Hall at 4pm. Call Murray Isman at 822-2329.

Institute Of Asian Research/ Psychology Seminar

Culture, Folk Epistemology, And Human Inference. Kaiping Peng, Psychology, U of California at Berkeley. CKChoi 231 from 4-5:30 pm. Call 822-2629.

Concert

UBC Chamber Strings And UBC Contemporary Players. Works by Stephen Chapman. John

Washburn, director. Chan Centre at 8pm. Admission free. Call 822-5574.

Saturday, Oct. 23

Continuing Studies Writing Workshop

Ways Of Seeing: Travel Writing And Photography. Isabel Nanton, author. Carr Conference Room from 10am-5 pm. \$135. Call 822-1420.

Vancouver Institute Lecture Building The Adaptive Corporation. Dean Daniel Muzyka, Commerce and Business Administration. IRC #2 at 8:15pm. Call 822-3131.

Sunday, Oct. 24

MOA Contemporary Artist Speaker Series

John Powell: Illustrated Talk. Lynn Hill, curator. MOA at 2pm. Call 822-4604.

Monday, Oct. 25

UBC Ritsumeikan Open House

United Way Fundraiser. Ritsumeikan House from 11:30am-2pm. Entertainment, food, prizes. Call 822-8929.

Lecture

Crisis In The Balkans. Richard Swartz, Swedish author and journalist. Buchanan Penthouse from 12:30-1:30pm. 3:30-5pm. Call 822-6403.

Mechanical Engineering Seminar

Development And Validation Of The Fibre Quality Analyzer. Asst. Prof. James Olson. CEME 1202 from 3:30-4:30pm. Refreshments at 3:25pm. Call 822-2781.

Joint IAM-PIMS

Distinguished Colloquium
Transition To Turbulence In Wall Bounded Shear Flows: The Role Of Uncertainty. Prof. Bassam Bamieh, U of California. CSCI 301 at 3:30pm. Refreshments in lounge at 3:15pm. Call 822-4584.

Astronomy Seminar

Intracluster Stars: A Universe Between The Galaxies. George Jacoby, National Optical Astronomy Observatories. Hennings 318 at 4pm. Refreshments at 3:30pm. Call 822-2267.

Member Speaker Series

"Dire Straits Again?:" The Fourth China-Taiwan Crisis. Andre Laliberte, Political Science. Green College at 5:30pm. Call 822-1878.

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: UBC-INFO (822-4636). Fax: 822-2684. An electronic form is available at <http://www.publicaffairs.ubc.ca>. Please limit to 35 words. Submissions for the Calendar's Notices section may be limited due to space.

Deadline for the Oct. 28 issue of *UBC Reports* — which covers the period Oct. 31 to Nov. 13 — is noon, Oct. 19.

Calendar

October 17 through October 30

Myths Of Nations Lecture
Una Nazione Mancata: The Construction Of Italy's "Southern Question." Marta Petrusiewicz, City U of New York. Green College at 7:30pm. Call 822-1878.

Continuing Studies Public Lecture
Art Through History: The Pyramids to Pontormo. Aleksandra Idzior, PhD candidate. Fine Arts. Continues to Nov 29. Lasserre 107 from 7:30-9pm. \$67, \$62 (seniors). Call 822-1420.

Tuesday, Oct. 26

Life Safety Systems Seminar
Building And Fire Code Requirements And Liability Aspects. Stuart Affleck, Vancouver Fire and Rescue; Ark Tsisserev, City of Vancouver. Firefighters' Banquet Hall, 6515 Bonsor St., Burnaby from 8am-5pm. \$200. Call 822-1884.

TAG Seminar For The Teaching Community
Teaching Large Classes: Meeting The Challenge. Hennings 200, from 12:30-1:30pm. Call 822-9149 or register at www.cstudies.ubc.ca/facdev/.

Another Look At Human Development Speaker Series
Violence And Abuse Directed Toward Or Witnessed By Children. Prof. Janet Ericksen, Nursing; Mary Russell, Social Work and Family Studies. Scarfe 278 from 12:30-1:20pm. Call 822-6593.

Lectures In Modern Chemistry
Organometallic Conducting Polymers: Using Metals In Molecular Electronics. Prof. Michael Wolf. Chemistry B-250 at 1pm. Refreshments at 12:40pm. Call 822-3507.

Green College Speaker Series
Why Werewolves And Vampires Exist: A Cure For Human Diseases. David Dolphin, acting vice-president, Research. Green College at 5pm. Reception in Coach House 6-6:30pm. Call 822-1878.

Vancouver School Of Theology
Should Your Conscience Always Be Your Guide! John Mellis. Highlands United Church, 3255 Edgemont Blvd., North Vancouver from 7:30-9:30pm. Continues to Nov. 2. \$25 for series, \$10 per session. Call 822-9815.

Wednesday, Oct. 27

Orthopedics Grand Rounds
Articular Cartilage And Osteoarthritis: An Opportunity For A Joint Effort Between Rheumatologists And Orthopaedic Surgeons. Dr. Rhonda Shuckett, Rheumatology. VGH, Eye Care Centre Aud. at 7am. Call 875-4192.

Wednesday Noon Hours Concert
Continuum: Contemporary Chamber Music. Music Recital Hall at 12:30pm. \$3. Call 822-5574.

Centre For Research In Women's Studies Colloquium
Language And Identities. Livia Wittmann, U of Canterbury. Women's Studies Lounge from 12:30-1:30pm. All welcome. Call 822-9173.

OBST 506 Seminar
The Role Of IGF'S In Mammary Gland Biology. Dr. Joanne Emerman, associate dean. Research. BC's Women's Hosp. 2N35 from 2-3pm. Call 825-3108.

Geography Colloquium Series
Producing Vertical Territory: Geography And Governmentality In Late-Victorian Canada. Bruce Braun, U of Manitoba. Geography 201 from 3:30-5pm. Call 822-2663.

Respiratory Research Seminar Series
Interactions Between Immune And Neural Systems In Airway Inflammation. Dr T. Bai. St. Paul's Hosp., Gourlay Conference Room from 5-6pm. Call 875-5653.

Public Lecture
Learning About Traditional Schools In B.C. Prof. Dan Brown. Pacific Space Centre Aud. at 7pm. Call 822-5512.

Poetic Persuasions
Readings from "White Stone: The Alice Poems" and "Two Bowls of Milk." Stephanie Bolster, Governor General Award-winning poet. Green College at 8pm. Call 822-1878.

Thursday, Oct. 28

Pancake Breakfast
United Way Fundraiser. IRC foyer from 7:30am-10am. \$3. Call 822-8929.

Seminar
Creative Thinking For The 21st Century Professionals. Paul Tinri. CAWP 2916 from 9am-5pm. Continues Oct. 29. \$440 includes lunch. Call 822-1884.

ISO 9000 Series
Writing Effective Policies, Procedures & Instructions. Josef Otto and speakers. Terminal City Club, 837 W. Hastings St. from 9am-5pm. \$440, \$1900 for complete series. Fee includes lunch. Call 822-1884.

Individual Interdisciplinary Studies Graduate Program
Developments In Counselling Psychology. Muriel Shaw, Marv Westwood. Green College at 10:30am. Call 822-1878.

Institute for European Studies Lecture
The 'New' Jewish Life in Berlin. Jeffrey Peck, York U and U of Montreal. Buchanan Penthouse at 12:30 pm. Refreshments at 12noon. Call 822-1452.

Earth And Ocean Sciences Colloquia
Kimberlite Exploration In The Northwest Territories. Eira Thomas. Aber Resources. GeoSciences 330A at 12:30pm. Call 822-3278.

Feminist Legal Studies Lecture Series
What's Law Reform Got To Do With It? Interrogating Discourses About Domestic Violence And Custody/Access Decision-Making. Ruth Busch. Waikato U. Curtis 157 from 12:30-2pm. Call 822-6523.

Statistics Seminar
A Few Thoughts On Non-Gaussian And/Or Non-Linear State Space Models. Soren Lundbye-Christensen. Aalborg U. CSCI 301 from 4-5:30pm. Call 822-0570.

CICSR Seminar
Building Software Systems From Parts: How Software Architecture Helps Explain Why It's Hard. Mary Shaw, Carnegie U. CICSR/CS 208 from 4-5:30pm. Refreshments. Call 822-6894.

Graduate And Faculty Christian Forum Lecture
Painting, Discernment And Pilgrimage: A Personal Journey (1999 Murrin Lecture). Robert Young, Fine Arts. Chan Centre, Royal Bank Cinema at 5pm. Call 822-3219.

Law And Society
TBA. Fred Fortier, chair. Aboriginal Fisheries Commission. Green College at 5pm. Call 822-1878.

Global Change Lecture Series
Global Vision For Sustainable Forests. Gary Bull, Forestry. St. John's College 1080 at 5:15 pm. Call 822-8781.

Nature, Culture And Colonialism Lecture
Constructing Natural/National Resources: Conservation And Colonialism On Canada's West Coast. Bruce Braun, U of Manitoba. Green College at 7:30pm. Call 822-1878.

Agricultural Sciences Community Lecture
Threats To Global Marine Ecosystems. Tundi Agardy, Conservation International. Forest Sciences Fletcher Challenge Theatre from 7:30-9:30pm. Call 822-1219.

Friday, Oct. 29

Pediatric Grand Rounds Site Wide Round
Controversies In Gestational Diabetes. Asst. Prof. Michael Bebbington. GF Strong Aud. from 9-10am. Call 875-2307.

ISO 9000 Series
Statistical Techniques & Basic Problem Solving Tools. Josef Otto

Notices

Faculty Women's Club
The Faculty Women's Club brings together women connected to the university either through their work or that of their spouses, for social activities and lectures. Its main purpose is to raise funds for student scholarships. There are 19 different interest groups within the club, ranging from art appreciation and bridge to hiking. Do come and join us! Call Barbara Tait, president 224-0938; Gwyneth Westwick, membership 263-6612.

Twin Research
Are you, or do you know a female adult twin? We are studying the relationship types of fraternal and identical female twins. If you can help by completing some questionnaires and being interviewed about relationships, please e-mail: tmacbeth@cortex.psych.ubc.ca or call Tannis MacBeth, Psychology 822 4826.

UBC Utilities Advisory Notice
UBC Utilities regularly performs maintenance work on underground piping and electrical systems. Please approach work sites cautiously and respect signs and/or work crew instructions to avoid potential harm. If you have any questions concerning a UBC Utilities work site, please call 822-9445.

Parents with Babies
Have you ever wondered how babies learn to talk? Help us find out! We are looking for parents with babies between four to 21 months of age, including babies raised in a bilingual home, to participate in language development studies. If you are interested in bringing your baby for a one-hour visit, please call Prof. Janet Werker's Infant Studies Centre, Psychology, 822-6408 (ask for Kate).

and speakers. Terminal City Club, 837 W. Hastings St. from 9am-5pm. \$440, \$1900 for complete series. Includes lunch. Call 822-1884.

Lecture
Screening Mammography In Women Aged 40-49 Years: Cost Effectiveness Analysis For Canada. UK and USA. Dr. Charles Wright, VGH; Dr. Robin Hanvelt, Health Care and Epidemiology. Mather 253 from 9-10am. Paid parking available in B Lot. Call 822-2772.

Fish 500 Seminars Series
Just Fish: Ethics And Issues In Marine Fisheries Management. Rosemary Ommer. Hut B-8, Ralf Yorke Room at 11:30am. Refreshments at 11am. Call 822-4329.

Concert
UBC Guitar Ensemble. Michael Strutt and Alan Rinehart, directors. Music Recital Hall at 12:30pm. Call 822-5574.

English Lecture
Undoing American Plotting At The Millennium. Catherine Gallagher, U of California. Buchanan B-322 at 12:30pm. Call 822-4225.

Pharmaceutical Sciences Seminar
Molecular Studies Of Cloned Human Cardiac Potassium Channels. Assoc. Prof. David Fedida, Physiology. Cunningham 160 from 12:30-1:30pm. Call 822-7795.

Occupational Hygiene Seminar Series
Occupational Disease Policy In BC. Anya Keefe, Worker's Compensation Board of BC. UBC Hosp. Koerner G-279 from 12:30-1:30pm. Call 822-9861.

Parents With Toddlers
Did you know your child is a word-learning expert? Help us learn how children come to be so skilled at learning new words. We are looking for children (two- to four-year old) and their parent(s) to participate in language studies. If you are interested in bringing your child for a 45-minute visit, please call Asst. Prof. Geoffrey Hall's Language Development Centre, Psychology, 822-9294 (ask for Kelley).

BC SMILE
The British Columbia (BC) Medication Information Line (BC SMILE), answered by licensed pharmacists, is a free telephone hotline established to assist seniors, their families and caregivers with any medication-related questions including side effects, drug interactions, and the misuses of prescription and non-prescription drugs when it is not possible to direct such questions to their regular pharmacist or physician. Monday to Friday 10am-4pm. Call 822-1330 or e-mail smileubc@unixg.ubc.ca.

Statistical Consulting And Research Lab (SCARL)
SCARL offers statistical advice and long or short-term assistance to researchers. Resources include expertise in many areas of statistical methodology and a variety of statistical software. Web site: www.stat.ubc.ca/~scarl, e-mail: scarl@stat.ubc.ca or call 822-4037.

UBC Fencing Club
UBC Fencing Club meets every Tuesday 7-9pm and Sunday 2-5pm in Osborne Gym A. Learn decision-making, poise and control. Newcomers welcome. Drop-in fee. Leave message at 878-7060.

UBC Birding
Join a one-hour birding walk around UBC Campus, every Thurs-

Mathematics Colloquium
Geometrical Flows Of Phase Boundaries And Ginzburg-Landau Systems. Prof. Lia Bonsard, McMaster U. Mathematics 100 at 3:30 pm. Refreshments at 3:15 pm. Math Annex 1115. Call 822-2666.

Graduate And Faculty Christian Forum Lecture
Painting, Discernment & Pilgrimage: A Cultural Perspective (1999 Murrin Lecture). Assoc. Prof. Emeritus Robert Young, Fine Arts. Chan Centre, Royal Bank Cinema at 3:30pm. Call 822-3219.

Weekly Chemical Engineering Seminar
Molecular Orientation Of Drawn Polymers Using Micro-Raman Spectroscopy. Dr. George A. Voyiatzis, ICE/HT-FORTH. ChemEng 206 at 3:30pm. Call 822-3107.

Saturday, Oct. 30

Centre For India & South Asian Research Colloquium
The South Asian Colloquium Of The Pacific Northwest (SACPAN). Conference C.K. Choi 120 from 9:30am-4:30pm. Call Mandakranta Bose at 822-6463, or mbose@interchange.ubc.ca.

Vancouver Institute Lecture
Life In Harmony With Animals And Nature: Contemporary Cultural Myths. Prof. Rod Preece, Political Science, Wilfred Laurier U. IRC #2 at 8:15 pm. Call 822-3131.

day at 12:30pm. Meet at the Rose Garden flagpole. Bring binoculars if you have them. For details, call Jeremy Gordon 822-8966.

Chan Centre Tours
Free tours of the Chan Centre for the Performing Arts are held every Thursday. Participants are asked to meet in the Chan Centre main lobby at 1pm. Special group tours can be booked through www.chancentre.com or at 822-1815.

Got A Stepfather?
17-23 years old? Love him, hate him or indifferent, you qualify. \$10 for 30 min., anonymous questionnaire, student or non-student, mailed survey. Contact gamache@interchange.ubc.ca or Susan at 822-4919.

Sexual Assault Research
The Anxiety and Fear Laboratory in the Department of Psychology requires female volunteers who have experienced unwanted sexual activity, to participate in a research project. If you have ever had sex with someone when you didn't want to, because the other person continued the event when you said no, forced or threatened to force you, or because you were given alcohol or drugs, and you would be interested in helping us with our research, please call 822-9028. Confidentiality and privacy protected.

Beautiful Cut Flowers For Sale
Only \$3 per bunch on Fridays from 11am-1pm at the Horticultural Greenhouse. Call 822-3283.

Next deadline: noon, Oct. 19



UBC LIBRARY SURVEY: Your Input Counts!

The University of British Columbia will provide its students, faculty, and staff with the best possible resources and conditions for learning and research. Trek 2000: A Vision for the 21st Century

This month UBC Library will be asking students, faculty and staff

- ◆ how you are using the Library's services and resources now
- ◆ what you would like to see in the future

About 1 in 10 people will be randomly selected to receive an e-mailed or paper questionnaire. Every response matters: we need to hear from you.

Reply early! You'll be entered in our multi-prize draw!

4,000 at home in class of their own

Getting to class on time isn't a problem for the more than 4,000 UBC students who complete their courses through distance education.

Celebrating its 50th anniversary this year, UBC's Distance Education and Technology (DE&T), a division of Continuing Studies, started with four courses in 1949. The division now offers 120 credit courses across all faculties.

"Our methods may be different now but our goal hasn't changed in 50 years," says Tony Bates, director of DE&T. "We want to make UBC's programs available to students who can't get to campus and ensure access to UBC's best programs."

Learners from 27 different countries seeking the flexibility of home study use print-based material, audio-visual teleconferencing, CD-ROMs and the Internet to take supplemental or professional development courses or earn a degree.

Dawson Creek student Jaime Wilde is working toward a BSc in

Ecology and Environmental Biology. She's on campus during the school year but recently finished an accelerated course from home to meet requirements for a minor in Psychology.

"I took the option of distance ed because it meant I didn't have to spend an extra semester down in Vancouver," says Wilde, who is entering her fourth year of studies. "I had to be pretty disciplined but it was worth it to get the course done and be able to work a full-time summer job here."

DE&T develops 30 courses per

year and each course is equivalent in quantity and quality of work required to the same course as presented at the university.

DE&T provides a range of services such as needs assessment, policy development and instructional design in collaboration with local, national, and international clients and partners. The division works with both public and private educational institutions as well as business and industry.

"We want to make UBC's programs available to students who can't get to campus."

— Tony Bates



THE UNIVERSITY OF BRITISH COLUMBIA
CHILDREN'S AND WOMEN'S HEALTH CENTRE OF
BRITISH COLUMBIA

Dept. of Pediatrics Head

The Faculty of Medicine, University of British Columbia and the Children's and Women's Health Centre of British Columbia, a provincial resource, which includes B.C.'s Children's Hospital, B.C.'s Women's Hospital and Health Centre and Sunny Hill Health Centre for Children, invite applications and nominations for the position of Head of the Dept. of Pediatrics.

As a recognized clinical and academic leader in Pediatrics, you will have the opportunity to share your vision and utilize your leadership skills in the development of teaching, research and service programs of a department with 32 full-time and 126 part-time/clinical faculty members. In addition, you will participate as a member of Children's and Women's Senior Management Team in establishing and implementing the Centre's strategic directions.

In this challenging role, you will be accountable for the leadership and administration of the department and for overseeing the quality of pediatric medical care. Your ability to be innovative and foster collaboration will be key in promoting academic excellence and partnerships in undergraduate, graduate and post graduate medical education programs and support for research.

The successful candidate will bring to this vital position, a proven track record of success in senior clinical, academic and administrative leadership roles. Credentials will include a specialty in Pediatrics, fellowship with the Royal College of Physicians and Surgeons of Canada and eligibility for registration with the College of Physicians and Surgeons of B.C.

We offer an attractive compensation package for this full-time faculty position and an opportunity to make an immediate and long-term impact on child health in B.C. and beyond in a diverse and dynamic environment. Anticipated start date is July 1, 2000.

Applications, accompanied by a detailed curriculum vitae and names of three references, should be directed by Nov. 30, 1999 to: Dr. J.A. Cairns, Dean, Faculty of Medicine, University of British Columbia, Room 317, Instructional Resources Centre, 2194 Health Sciences Mall, Vancouver, BC V6T 1Z3.

The University of British Columbia hires on the basis of merit and is committed to employment equity. We encourage all qualified persons to apply. In accordance with Canadian immigration requirements, this advertisement is directed to Canadian citizens and permanent residents.



THE UNIVERSITY OF BRITISH COLUMBIA

Centre for Teaching and Academic Growth Director

The University of British Columbia welcomes applications and nominations for the full-time position of Director, Centre for Teaching and Academic Growth (TAG). This position could be held by a faculty member or by someone in a managerial and professional staff position.

The mission of the Centre is to foster and enable quality teaching and learning across the University. TAG plays a leadership role in addressing professional development needs for current and future practitioners of teaching in higher education, including faculty, graduate students, and staff. The Director works with two staff members, three part-time faculty coordinators, three graduate academic assistants, and committees of faculty, staff, and students. The TAG budget is approximately \$500,000, supporting personnel and programs that include instructional skills workshops, seminars, outreach and certificate programs, faculty mentoring, peer coaching, and many additional teaching and learning resources/supports.

As the senior administrative officer in the Centre, the Director will champion the continued development of innovative teaching and learning initiatives across the university. Working in partnership with both the University's senior administration and the broad university community, the Director will provide the dynamic leadership required for implementing, as appropriate, the visions of TREK 2000. Enhancing the core mission of the Centre will require vision, leadership, teaching skill, and superior interpersonal and communication skills.

In addition to a top-quality teaching record, the incumbent will have a commitment to excellence in teaching and learning, and a track record of initiating and managing change. The new Director will also need to be technologically astute, budget-wise, and knowledgeable about human resources. A graduate-level university education, excellent team-building skills, and the capacity to "think big" yet manage the details are essential. The Director will apply for internal and external grants, work with development officers, and consider creative ways to enhance the finances of the Centre.

The appointment is for a term of five years, is renewable, and has a preferred starting date of Jan. 1, 2000. Applications and nominations will be received until Oct. 29, 1999 or until the position is filled.

UBC hires on the basis of merit and is committed to employment equity. We encourage all qualified persons to apply. In accordance with Canadian immigration requirements, this advertisement is directed to Canadian citizens and permanent residents of Canada in the first instance. Applications and nominations should be forwarded to the Chair of the Search Committee, Neil Guppy, Associate Vice-President, Academic Programs, University of British Columbia, 6328 Memorial Road, Vancouver, BC V6T 1Z2. Please send a short CV/résumé, a letter of interest, and a one-page statement of teaching philosophy. Three referees should be asked to send confidential letters directly to the Committee Chair.

For more information see the Centre's web site at <http://www.cstudies.ubc.ca/facdev/>

Chairside software puts dental students in the know

by Hilary Thomson

Staff writer

Probes, drills and mirrors are the chairside utensils found in most dentists' offices.

But at UBC's Dental Clinic students are using a new tool that examines everything from gum disease to grades.

Called AXIUM, it's a computerized dental clinic management program and UBC is the first dental school in the world to put such a program in each clinic workstation.

"We knew we had to replace our old system before we ran into Y2K problems," says Faculty of Dentistry Dean Ed Yen. "We decided to get the best value we could with a system that has both versatility and potential for expansion."

Before AXIUM was installed one hectic weekend in the spring of 1997, students had to leaf through paper charts to review patient histories, fill out treatment records by hand and then submit them to staff who entered the information into databases.

The new AXIUM system is like one-stop shopping.

Patient information, billing and insurance transactions, detailed dental chart, periodontal chart and online student evaluation is all available in one program.

The faculty initially installed 18 chairside computers. The

clinic now has 120 workstations outfitted with AXIUM.

The system was developed with a local software supplier under the leadership of Jim Stich, who was the faculty's clinic director when the program was first installed. Stich now works half-time as director of the team of 12 UBC employees who provide technical support to the program and half-time with the software supplier.

"There was no commercial product available to us so we contracted Exan Academic, a B.C.-based software supplier, to build us something from the ground up," says Stich. "The system is so flexible it has been marketed to dental schools at universities across Canada, in the U.S. and now into European dental schools."

The AXIUM dental chart is displayed in a three-dimensional image that can be rotated, magnified and manipulated. It shows crowns, bridges, posts and root canals and other work done on each tooth and surface.

Using a sheath-covered light pen that allows the work area to remain sterile, students simply touch the screen to enter details of tooth and gum condition, procedures completed and treatment plans.

Fourth-year dental student Ryan Bulat says the system is an improvement because information can be accessed more efficiently.

"The system tells me tooth by tooth what's happening and it's updated immediately so I can see what's been done and what needs to be done," says Bulat.

When students book their appointments and treatment plans, staff in the clinic dispensary can access the information and pre-fill instrument trays rather than supplying equipment on demand at the time of treatment.

UBC clinical office assistant Joan Inglis says the new system is easy to navigate and reduces the potential for error. Her job has more variety now that all transactions are consolidated into one system, she adds.

Faculty, staff and students use individually coded identity cards to gain varying levels of security access to confidential information such as medical records or student marks.

Making a continuous move from a paper environment to an electronic one in a busy teaching clinic is a challenge for students and faculty supervisors.

"Overall it's been a tough period for students because in the transition we've had to make data entries in both paper and computer charts which is time-consuming," says Bulat. "But in this litigious society, we need the precision and accuracy the system provides — it's a natural progression."



Hilary Thomson photo

Fourth-year dental student Ryan Bulat checks out patient information stored in AXIUM, the Dental Clinic's management program.

The system is expected to run independently within two years.

In addition to serving as a management tool, the system has enormous potential for teaching and research applications, says Stich.

The chairside computer screens can be used to display live video demonstrations of procedures and the faculty is currently testing Web-based delivery of course material to the computers.

The system will also be useful in cross-country multi-site re-

search projects because of the volume of comprehensive and detailed patient information being compiled.

"This is a constantly evolving program," says Stich. "We're improving and expanding the capabilities from week to week."

The Faculty of Dentistry admits 40 new students per year. The UBC Dental Clinic is the largest in the province with 32,000 patient visits per year. In addition, the Summer Clinic for Children sees up to 2,000 patients annually.

How do you welcome 4,500 new students to UBC?

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Special thanks to President Martha Piper for her continuing support.

Imagine UBC would not be possible without the many people who gave of their time to make it happen.

Many thanks from Imagine UBC, for making our orientation a great success! See you on Sept. 6, 2000!

News Digest

Canadian Literature — the first scholarly journal exclusively devoted to the discussion of Canadian writing — is celebrating its 40th anniversary with special editions. The first features Native writer Thomas King and has just been published. A special issue on Asian-Canadian writing will follow later this year.

The journal, which has been lauded for the high standards of its peer reviews and the scholarly quality of its contributions was first edited by George Woodcock. The current editor is Eva-Marie Kröller.

Its Web site — <http://www.cdn-lit.ubc.ca> — includes incoming book reviews, which are immediately made available to its users.

GREEN COLLEGE THEMATIC LECTURE SERIES

Green College invites applications from members of the UBC community to hold an interdisciplinary thematic lecture series during the 2000-2001 academic year. The series can be on any interdisciplinary theme, and should consist of eight lectures over the period September 2000 to March 2001. The organizers will edit an anthology to be published in The Green College Thematic Lecture Series. The College will support travel expenses of invited lecturers, and publication. 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.

One or two lecture series will be funded. Questions about this program should be directed to Carolyn Andersson, Event Coordinator. Email: cmtander@interchange.ubc.ca.

Send completed applications by no later than **January 31, 2000** to:



The Academic Committee, Green College
6201 Cecil Green Park Road
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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 journal voucher. Advertising enquiries: UBC-INFO (822-4636).

The deadline for the Oct. 28 issue of UBC Reports is noon, Oct. 19.

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 accommodation in Point Grey area. Min. to UBC. On main bus routes. Close to shops and restaurants. Includes TV, tea and coffee making, 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 \$56 plus \$14/day for meals Sun-Thurs. Call 822-8660 for more information and availability.

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THOMAS GUEST HOUSE 2395 W. 18th Ave. Visitors and students of UBC are most welcome. 15 min. to UBC or downtown by bus. Close to restaurants and shops. Daily rates from \$50 to \$100. Please call and check it out at 737-2687.

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noon, Oct. 19



Hilary Thomson photo

Not Down The Drain

George Spurr (right), histological technician in the Anatomy Dept., receives an Environmental Merit Award from Howard Seto, environmental program officer, in recognition of his participation in the Chemical Conservation Program. The program, run by Health Safety and Environment, promotes the collection of waste solvents for recovery and the use of recovered solvents and chemicals. Spurr prevented release of 250 litres of solvent into the environment, reused 140 litres of recovered product and used 39 kilograms of chemicals in the Chemical Exchange Program. The award is given annually by the Environmental Programs group to recognize individuals who make a consistent effort to reduce the environmental impact of activities at UBC.

People

by staff writers

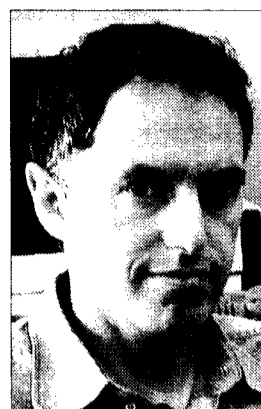
Poul Sorensen, associate professor of Pathology and Laboratory Medicine and Pediatrics, has been named as the first recipient of the Asa and Kashmir Johal and Family Chair in Pediatric Oncology.

Sorensen's research focuses on identifying and describing genetic alterations that cause childhood cancer, particularly of bone and soft tissues.

He has earned several prizes for his work, including the Young Investigator's Award from the Pediatric Pathology Society and the Lotte Strauss Award for excellence in pediatric medical research.

The Johal and Family Chair at UBC is complemented by contributions from the Children's and Women's Health Centre of B.C. and UBC.

A UBC alumnus, Sorensen joined the Faculty of Medicine in 1993 and works from the Children's and Women's Health Centre of B.C.



Sorensen



THE UNIVERSITY OF BRITISH COLUMBIA

Dept. of Ophthalmology Associate Professor

The Dept. of Ophthalmology at the University of British Columbia is recruiting a full-time associate professor with tenure in the area of visual psychophysics. Required qualifications are: a PhD in experimental psychology, experience in pediatric psychophysics, amblyopia and dyslexia research and functional magnetic resonance imaging. Responsibilities will include running the Ophthalmology Research Lab at B.C.'s Children's Hospital and conducting studies for the Children's Brain Mapping Centre. The position will include undergraduate teaching in both the Ophthalmology and Psychology departments. Salary will be commensurate with qualifications and experience.

Please forward application and curriculum vitae by Oct. 31 to:

Prof. J. Rootman
Dept. of Ophthalmology
University of British Columbia
Eye Care Centre
2550 Willow St.
Vancouver, B.C.
V5Z 3N9

The anticipated start date is Dec. 1, 1999.

UBC hires on the basis of merit and is committed to employment equity. We encourage all qualified persons to apply. This advertisement is internal to The University of British Columbia.



Campus works

ITServices

Initiatives to smooth path to information technology

UBC students, faculty and staff will find it easier to "click, walk and talk" their way to the university's information technology services as the recommendations of a business process redesign (BPR) team are implemented this fall.

An eight-member ITServices team devoted 10 weeks away from their regular on-campus duties to the project which focused on how IT services could best meet the needs of its customers. The team followed a methodology that has proven effective at other universities, says BPR team leader Michael Shuster.

"Our recommendations received solid backing from ITServices senior management, allowing us to move forward on recommendations that will bring a more customer focused philosophy to all levels of our organization," he says.

Working with consulting firm JM Associates, the BPR team spent three months this spring examining current information technology practices and benchmarking against other service organizations such as the Workers' Compensation Board and B.C. Hydro before coming up with the recommendations to improve ITServices.

The group presented its report to project sponsor Ted Dodds, associate vice-president, Information Technology, this summer.

In the report, the team made 22 recommendations addressing specific issues in the following areas:

- communications between ITServices and its clients;
- tracking and analysis of client interaction data;
- access to ITServices by clients (how and where they contact ITServices);
- information provided (what they contact ITServices for);
- training and environment.

One of the team's key recommendations is the creation of the client care manager position. The manager will ensure quality of service to existing clients and handle the marketing and public relations for ITServices. Kathleen Morley has been appointed to the role on an interim basis.

"We have broken into new teams now to look at the recommendations one by one to see how best to implement them," says Shuster.

He says that while some of the BPR team's recommendations may require allocation of staff or funds to while some of the BPR team's initiatives that have already been acted upon.

ITServices kiosks have been set up near the Koerner Library information desk in a pilot project to increase access to IT services for students. An amalgamated call centre will merge the ITServices customer support centre, telecommunications service advisers and UBC telephone operators to streamline call routing on campus.

The team expects improvements to both speed and quality of customer service through the development of an amalgamated client database, a single trouble-call tracking system and a 'triage' database which does what at ITServices.

The team also recommended the department develop staff training plans to help foster a climate of customer service among employees.

For more information on the BPR team's recommendations and on ITServices, visit the Web site at www.itservices.ubc.ca/projects/bpr/

DISTINGUISHED GREEN VISITING PROFESSOR



2000-2001 and Subsequent Years

Nominations are invited for the position of Distinguished Green Visiting Professor who will give a unified set of public lectures and publish them as a small book in the University of Toronto Press "Green Lectures" series. The nominee may be a leading scholar and/or public intellectual. There will be an invited forum involving the visitor and UBC experts in the field. Nominators must commit to participation in this forum and to editing a tape-recorded version of it that will form part of the publication. Permanent deadlines: February 15 and October 31, but nominations are accepted at any time for the next competition.

For detailed terms and procedures, contact Rosanne Rumley at Green College, 6201 Cecil Green Park Road, Campus Zone 1 or vsp@interchange.ubc.ca or fax to 822-8742.

Profile

Real World Philosophy 101

Peter Raabe puts philosophy to work — counselling lost souls

by Dorianne Sager

Student intern
Sing Tao School of Journalism

I remember my roommate talking about a Philosophy exam that he had failed. His voice was filled with exasperation when he told us the question that was the source of his downfall — 'Prove you're not a tree.'

Apparently he was not sufficiently rooted in the study of philosophy and remains haunted to this day by the realization that he may indeed be a tree.

It is this type of exasperation that has been the quintessential problem with philosophy for many a young academic. "What is the meaning of life?" has often been followed by "What is the meaning of that question?" Turning the study of philosophy into a practical form of knowledge has proven to be as challenging for some as spelling existentialism.

Recent graduate Peter Raabe is determined to put some sense into Sartre with his newly established PhD in Philosophical Counselling, made possible through UBC's Faculty of Education. The first person in Canada and among the first in the world to receive such a degree, Raabe is helping lead the way for a renaissance in philosophy.

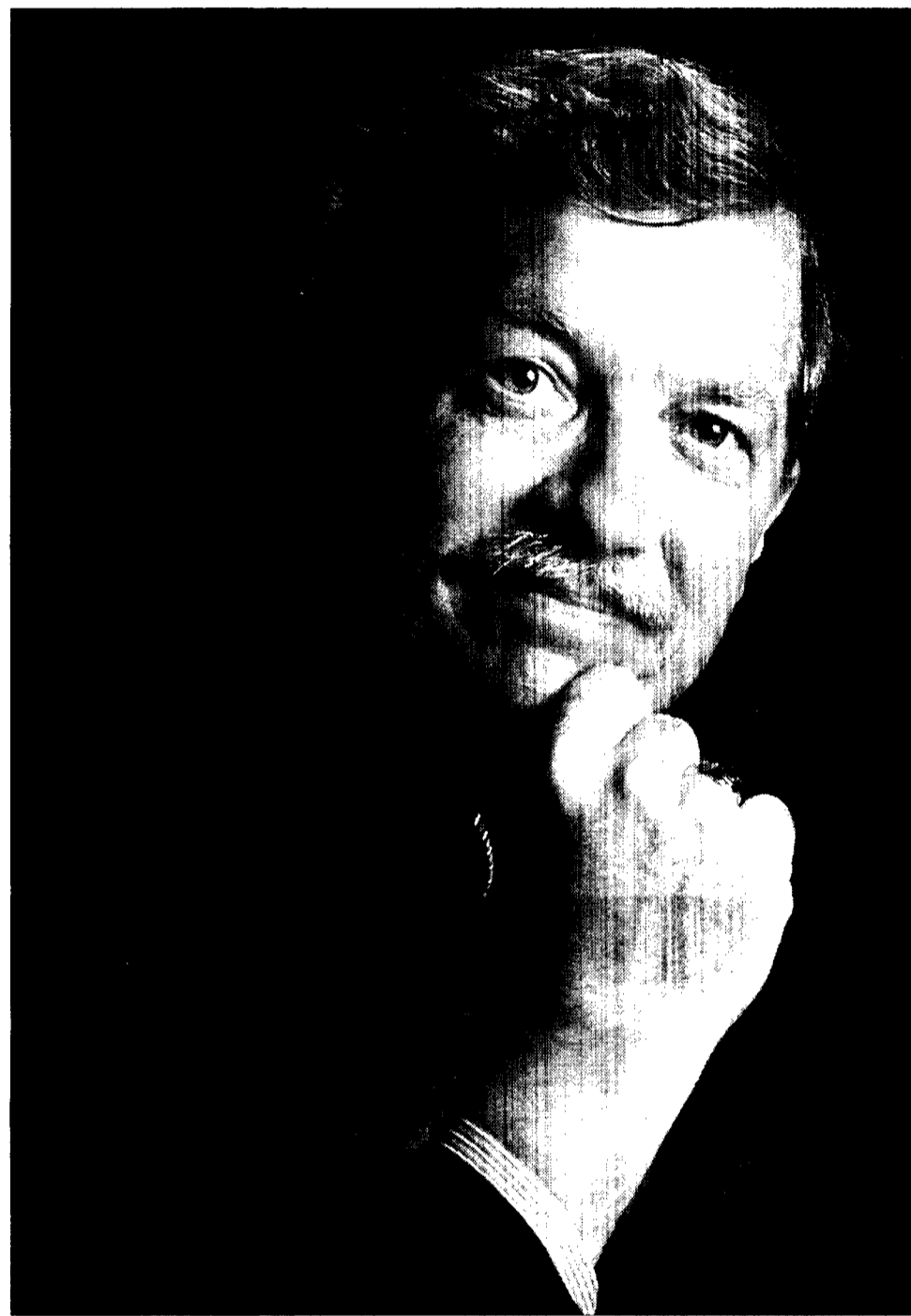
According to Raabe, when most people struggle with problems and life issues, it stems not so much from a breakdown in their ability to function, but a breakdown in their belief system and the desire to continue to function. This is where Raabe and his philosophical counselling come into play.

Raabe explains that despite being brushed aside by some academics as an illegitimate branch of the field, philosophical counselling is not a bastardization of academic philosophy. Rather, it is a revival of the old tradition of practising philosophy that aimed to help people deal with the elements of human misery.

More than 2,000 years ago, Epicurus said, "Empty is the argument of the philosopher which does not relieve any human suffering." He described philosophy as "therapy of the soul — a counsel for humanity."

Raabe admits that while incredibly popular in Europe, philosophical counselling has taken longer to attract attention in North America — perhaps because of our love affair with traditional therapy and prescription drugs. However, he is quick to point out the differences between philosophical counselling and psychotherapy as a way of addressing some of the most disturbing and painful problems of human life.

"I deal with actual belief systems. I



Peter Raabe describes what he does as helping people develop the skills that allow them to untangle life's complexities. The first graduate in Canada of a newly established PhD in Philosophical Counselling from UBC's Faculty of Education, Raabe helps his patients deal with issues ranging from relationships and self-esteem to the loss of loved ones.

don't look at the past as something that necessarily determines you," says Raabe.

Raabe helps his patients deal with issues ranging from relationship problems, building one's self-esteem, ethical decision-making, meaning of life and life choices, addiction recovery and the loss of a loved one.

"The most important thing I try to do is help people to develop the skills that will allow them to untangle the complexities of their own lives for themselves, rather than offering myself as the authority who alone has the power to do so," says Raabe. "In this way I'm a teacher as well as a counsellor."

Raabe also runs three different philosophy cafés each month: one for teens, one for the general public, and one for seniors. He sees the café sessions as bridging the gap between the theory of philosophy and the practicality of applying it to everyday life.

Philosophy cafés are gaining popularity on the West Coast and are seen by many as evidence of a desire to reconnect to a community and ex-

change ideas and opinions with others who are not necessarily like-minded.

Raabe believes the rise in philosophy's popularity could have something to do with what he calls our "value eruption."

With the coming of the new millennium, people are starting to question the shift in values that has occurred over the past few decades, Raabe says. Reconciling new and old values with religion and faith can often lead to questions and doubts such as, "Are you meant to be happy?" "Are you meant to be alone?" "What does it all mean?" Philosophy can help you deal with those questions, he says.

Raised in a fundamentalist Christian home, Raabe recalls being chastised by his church pastor for questioning his religion.

"Those are wrong questions," Raabe remembers him saying. "I worry about your attitude."

Discouraged, he left the church in his early 20s because he says, "I had more questions than the church was willing to deal with."

He drifted from job to job, married and had a son. It wasn't until he took his first course at Capilano College at the age of 40 that he discovered philosophy and felt he had finally found a discipline in which asking the wrong questions was acceptable.

"Philosophy developed my ability to confidently inquire into all those areas of both religion and life in which difficult but legitimate questions are often brushed aside," he says.

After earning his honours BA and master's degree in Philosophy at UBC he started working towards his doctorate, doing his dissertation on philosophical counselling. As philosophical counselling is not yet recognized by the Philosophy Dept., Raabe took an alternate route through the Faculty of Education.

Such an unusual thesis topic meant that both Raabe and his advising team of four Education professors learned together how to use philosophy as a teaching and therapy tool. He has since presented papers on his work at international conferences in New York and Germany and plans to give a workshop on his approach to philosophical practice in Berlin next summer.

Raabe continues to promote the renaissance of philosophy through an "Issues in Education" course at UBC which centres around student discussions and presentations of topics such as critical thinking, multiculturalism and racism, gender, sexual orientation, religious values in education and the aims and purposes of education.

In addition to teaching philosophy courses and seeing clients in his private practice, Raabe also practises philosophy with children at an independent elementary school in North Vancouver. By breaking down concepts so kids can understand them, he challenges them and their beliefs.

"Kids have very profound insights and profound questions," says Raabe. "I let them see that philosophy is applicable to real life problems like suicide and that existential question — what's the point?"

Begun nearly two decades ago by German philosopher Gerd Achenbach, philosophical counselors, professional associations and certification programs can now be found in the Netherlands, Canada, Norway, Austria, France, Switzerland, Israel, Great Britain and the United States.

With the enthusiasm and passion Raabe shows for his profession it is clear that he is intent on promoting practical philosophy as a way to bring meaning and clarity to our lives — there may be hope after all for my roommate's tree complex.