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THE UNIVERSITY OF BRITISH COLUMBIA

# UBC REPORTS

February 2013

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## In the news

### Same great stories, dynamic new platform

Print edition of *UBC Reports* nears an end



The first UBC Reports came off the press in 1955.

### Next month, UBC's Public Affairs office will publish its final regular monthly edition of *UBC Reports* in print.

While we plan a special print edition again in May for our popular congregation edition profiling graduating students, work is underway to launch a dynamic new online news portal that we hope will become a fast, reliable source of UBC news.

This print publication has been telling meaningful stories about students, faculty and staff since 1955. At the time, President Norman Mackenzie wrote that the publication was meant to meet an important communication need for the UBC community.

“One of the most difficult problems in an institution as large and as widely dispersed as the University of British Columbia,” he wrote in the inaugural edition, “is that of bringing to the attention of its members the interesting events that occur in its many Faculties and Departments. . . *UBC Reports* is an attempt to do this.”

Almost sixty years later, the University is larger than ever, offering a wealth of people and developments to feature. In a brave new world of instant digital communication, we in UBC Public Affairs have become increasingly aware of the limitations of a print format that comes out once a month, has only a set number of pages, and has limited reach.

Journalists long ago made the transition to our electronic, online edition of *UBC Reports*. And we care about their habits—because we want them to tell our stories to a broader audience. By rough count, in the past year about 60 per cent of our *UBC Reports* features have been reported on, in one way or another, by mainstream media. This is a credit to how compelling the work of our extraordinary teaching and learning community really is.

The digital world offers new opportunities, allowing for more stories every week, new multimedia ways to tell them, more reader interaction and global reach. The time has come to boldly go into that digital future.

Even so, it is with mixed emotions that we, and perhaps some of our readers as well, prepare to say goodbye to our regular print edition of *UBC Reports*. In our March edition, we will celebrate the rich heritage of *UBC Reports* in print. And rest assured that *UBC Reports* will continue to be available to you as a regular e-mail summary of our latest and greatest news stories. ●



Martin Dee Photograph

### Katie O'Callaghan never imagined that her graduate studies in community and regional planning would involve police car chases.

“It was exciting,” she says of riding in a squad car alongside officers. But the University of British Columbia student wasn't in it for the action. Rather, she was interested in when police officers idled their vehicles.

O'Callaghan is a UBC Greenest City Scholar. This innovative summer internship program sponsors 10 UBC graduate students to work on sustainability projects with the City of Vancouver. The students are partnered with a city team and a mentor to investigate and implement projects identified under Vancouver's Greenest City 2020 Action Plan. The plan identifies 10 long-term goals, supported by a set of measurable and attainable targets, for Vancouver to become the

UBC School of Community and Regional Planning student **Katie O'Callaghan** is a UBC-City of Vancouver Greenest City Scholar.

greenest city in the world by 2020.

In cooperation with the Vancouver Police Department, O'Callaghan studied the car-idling behaviour of VPD patrol officers. A previous study had shown that each patrol officer generates approximately 3.95 metric tonnes of greenhouse gas emissions. The VPD aims to reduce the emissions and their impacts, as well as the fuel costs.

When O'Callaghan started her internship last April, the VPD was piloting the use of anti-idle technology for fleet vehicles, but they wanted to assess officers' behaviour as well. A team of volunteers led by O'Callaghan rode along with VPD officers on 16 shifts to observe their attitudes toward idling. The goal: to find out under what circumstances officers leave their

### “Their cars are like a mobile office,” O'Callaghan explains. “They need to idle to defog their windows and power their computers.”

engines running and for how long.

“The VPD is pretty progressive in their sense of sustainability,” O'Callaghan says. But while the officers are concerned about the environment, their first priority is safety.

For example, she discovered police officers prefer idling in dodgy areas, where a quick response time may be required. “Their cars are like a mobile office,” she explains. “They need to idle to defog their windows and power their

computers.”

Her study found that officers most often idle for less than five minutes. In those cases, more education about idling could help reduce emissions. For example, many of the officers overestimated the time they needed to charge their computers through idling. “There's a lot you can do with an awareness campaign,” O'Callaghan says. “Her study was very interesting,” says Rob Rothwell, fleet manager of the

VPD. “It very clearly showed that there is an opportunity to manage idling from both a technological perspective and also through a cultural shift within the organization.” Along with rolling out the new technology, the VPD is planning an educational video to trigger more awareness. “I'm quite confident that over the next year or two we'll see a significant reduction in idle time.”

O'Callaghan speaks highly of the Greenest City Scholar program. “It shows that UBC students are engaging in the community,” she says, pleased with the opportunity to connect sustainability research with practical solutions. “It was one of the best experiences of my life.” ●

**The Greenest City Scholars Program is open to individuals from all academic disciplines. For more information, see [www.sustain.ubc.ca](http://www.sustain.ubc.ca)**

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# Giving B.C. students a global edge

International students are a key part of UBC's mandate to serve the province

Heather Amos



Kenyan Harsev Oshan is a third-year political science student and president of the Arts Undergraduate Society.

**For B.C.-born student Conor Clarence, attending a university alongside international students was essential to his education and career goals. Aspiring to be like his father—who has traveled in 115 countries—Clarence wanted to be prepared to succeed anywhere in the world. Originally from Whistler, B.C., the student is now trilingual, and as part of his marketing and international business degree at UBC's Sauder School of Business, studied and worked in Hong Kong and Taiwan.**

"It has changed my perspective," he says of his interactions with students from other countries at UBC. He recalls an international marketing class that involved a case study of France's Disneyland. "I came in with my own ideas but when my classmates—many of them international students—began sharing their ideas, they had very different views on how they would solve the problem."

"I still have my own ideas but I always re-evaluate them and take some time to think about the audience," says Clarence. Hoping all students leave UBC with an understanding of global citizenship, UBC's leaders also see foreign students

student enrolment at both its Okanagan and Vancouver campuses.

UBC leaders are clear on this point: international students do not displace domestic students.

With 32,000 undergraduate domestic students in Vancouver, and 7,100 in the Okanagan, the University is serving more B.C. students than ever before. UBC fills all of the spaces funded by the provincial government for Canadian students.

International students pay the full cost of their education to add more spaces, and the increased enrolment allows the University to improve its offerings for all students.

### Benefits for both campuses

Attracting international students to UBC's Vancouver campus might seem like a natural fit for a major multicultural city. But the Okanagan is also home to students from an impressive 81 countries.

"Our students have the opportunity to meet the world right here in Kelowna," says Pue. "Very few of us get to experience that type of global interaction in our day-to-day lives."

Nishat Tasnim, a second-year biology student from Bangladesh's busy capital city Dhaka, was nominated for an International Leader of Tomorrow (ILOT) scholarship, and had to pick between the two campuses.

"I come from a very urban, very busy, very populated city so I thought it would be interesting to place myself in a more natural setting," said Tasnim. She also knew that she would prefer the close-knit community: "The classroom experience is enriched by smaller classes where I can engage with my other classmates."

Tasnim says a lot of students choose to apply to UBC's Okanagan campus for similar reasons, regardless of whether they are domestic or international students.

"The more I talk to people from around the world, the more I realize how much I have in common with them," she said. "You get an appreciation for diversity but you also get a sense of how similar people are."

Tasnim started volunteering, working in research labs and taking part in student-led cultural exchange events.

"International students bring a lot of energy to the university. We're eager to share our countries, our culture, and our language."

### An international student's perspective

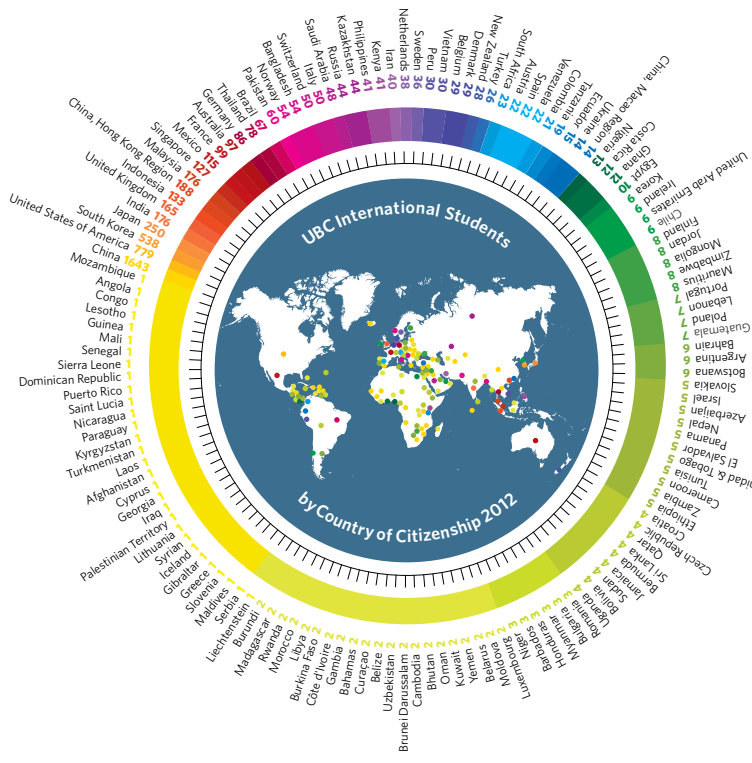
Like Tasnim, Harsev Oshan (from Mombasa, Kenya), a third-year political science student and the president of the Arts Undergraduate Society (AUS) at the Vancouver campus, is an ILOT winner. When he arrived on campus, Oshan took part in Jump Start, a program to help international students transition to the Canadian university environment.

After going through Jump Start and meeting students from the four corners of the earth, Oshan wanted to get involved. "When you leave home, you're looking for a community and by getting involved, you immediately create a community."

UBC is expanding support programs like Jump Start that help create a campus environment where students can really engage with one another.

"It really is a give-and-take," Oshan notes, about the opportunity to meet others, share views and hear what they have to say. "It helps you figure out your own perspective."

## "The issues that confront us all today—whether climate change or economic inequality—are global in scope and Canadians will need to work with people from myriad backgrounds to address those issues."



### Global connections

Beyond the daily exchange between domestic and international students, UBC leaders see bigger picture benefits to bringing international students to Vancouver and Kelowna.

"In Kelowna and the Okanagan Valley, it is widely acknowledged that the presence of people from around the world is a good thing for the culture and economy of the region," says Pue.

Redish explains that the connections and relationships that international students forge while studying in Canada can have economic benefits in the future in areas such as business, tourism and trade.

"Some international students stay in Canada to make a permanent contribution to the Canadian economy and society," she says. "Others leave with an understanding and an appreciation of Canadian values and culture and the beginning of a lifelong connection with Canada." ●

## In their own words: The value of cross cultural learning



**Julia Halipchuk**  
Hometown: Princeton, B.C.  
5th year Engineering, UBC's Okanagan campus  
Peer Mentor; UBC Concrete Toboggan Team; Student Planning Committee

"I shared my residence suite with three roommates from South America. They'd talk about home and it made me want to explore. So this summer I spent a month volunteering in a village in Bolivia. I spent each day with a different host family, helping them with whatever projects they were working on, like farming or building homes. I spent a lot of time talking to the people there. It's made me think about where I want to live and what I want my lifestyle and values to look like."



**Kevin Zhang**  
Hometown: Vancouver, B.C.  
5th year Kinesiology, UBC's Vancouver campus  
President, Chinese Varsity Club

"Everyone is comfortable in their niche with people from the same background, speaking the same languages. But these days, students want to step outside of our comfort zones. In the CVC, we've realized that we are not just an Asian club. People with similar interests have different backgrounds and we try to cater to everyone. UBC is a big school but by joining a club, you make the campus a bit smaller. This isn't a bad thing because it allows our students to make genuine and meaningful intercultural connections that last throughout their university experience and beyond."



**Harsev Oshan**  
Hometown: Mombasa, Kenya  
3rd year Political Science, UBC Vancouver  
President, Arts Undergraduate Society (AUS); International Student Association; Harvard World Model UN Conference 2012

"There is no other time in your life when you get to interact with 47,000 other people. I had my views and my background. When you share these things with other students and hear about their views and their backgrounds, it helps you figure out your own perspective."



**Nishat Tasnim**  
Hometown: Dhaka, Bangladesh  
2nd year Biology, UBC's Okanagan campus  
Peer Mentor; Research Assistant; Global Fest; International Mother Language Day and the Bengali Language; Coordinated activities over winter break with International Programs and Services

"International students bring a lot of energy to the university. We're eager to share our countries, our culture, and our language. I feel like I could go to an international collegium and be able to have a dialogue with someone from any country even though I've never visited that place."



**Conor Clarence**  
Hometown: Whistler, B.C.  
5th year Commerce, Sauder School of Business, UBC Vancouver  
UBC Rugby player; Sauder representative for the Marshall International Case Competition; VP Marketing, UBC Commerce Undergraduate Society

"When I transferred to UBC, I made a plan so that I could get the right things out of my education. I wanted to be able to show that I could work anywhere in the world. Going on exchange and then working in Hong Kong and Taiwan was something I wanted to do. Getting the international business designation was also important to me. These experiences have shaped me as a leader. It's changed my perspective. I still have my own ideas but I always re-evaluate what I'm going to say and take some time to think about the audience."



**Elisabeth Williams**  
Hometown: Abbotsford, B.C.  
Master's of Arts, Dept. of Language and Literacy Education, UBC's Vancouver campus  
Coordinator, UBC Tandem Language Exchange; Professional Development Committee, Global Lounge; LLED Film Discussion Group

"I am the Coordinator of the Tandem UBC Language Exchange and as a participant of the program I meet with a student on exchange through the UBC-Ritsumeikan program. By taking the roles of both student and expert, my partner and I aid each other's language progress in a collaborative and supportive environment. I also believe our close relationship has helped us expand our perceptions of life in both Canada and Japan."

To watch video interviews with the students go to: [www.publicaffairs.ubc.ca/ubc-reports](http://www.publicaffairs.ubc.ca/ubc-reports)



Still Film, 2009 (detail), black-and-white photograph.

## Esther Shalev-Gerz

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Jody Jacob Photograph

# The powerful, misunderstood influence of fashion

Jody Jacob

Assist. Prof. **Ilya Parkins** makes an argument for the importance of fashion in understanding culture.

**Early 20th century fashion designers were the crème de la crème of society. They were cutting-edge and popular, representing all that was new and modern. They influenced the world around them through their style, words, clothes and actions.**

Ilya Parkins, assistant professor of gender and women's studies, says this is just one example of why fashion is an essential area of academic research—it can bring unique perspectives to history and the evolution of politics, culture and society, especially when viewed through a feminist lens.

"I would say most of my career has been spent working to get people to take fashion seriously as a site of knowledge production, certainly in the early 20th century but more broadly as well," says

Parkins, adding that fashion is strongly connected to femininity, and to trivialize it is, in a sense, to trivialize women.

"My work makes a case for the incredibly important position of fashion in culture. In the period I mainly study—the early 20th century—fashion was seen and written about by commentators as something that embodied the spirit of the modern. Its importance was understood. Fashion crystallized the era people were living in, and when we fail to look at that we have an impoverished analysis."

Parkins recently published a book titled *Poiret, Dior and Schiaparelli: Fashion, Femininity and Modernity*. The book examines how, through their own writing, these designers narrated their lives and how they perceived women

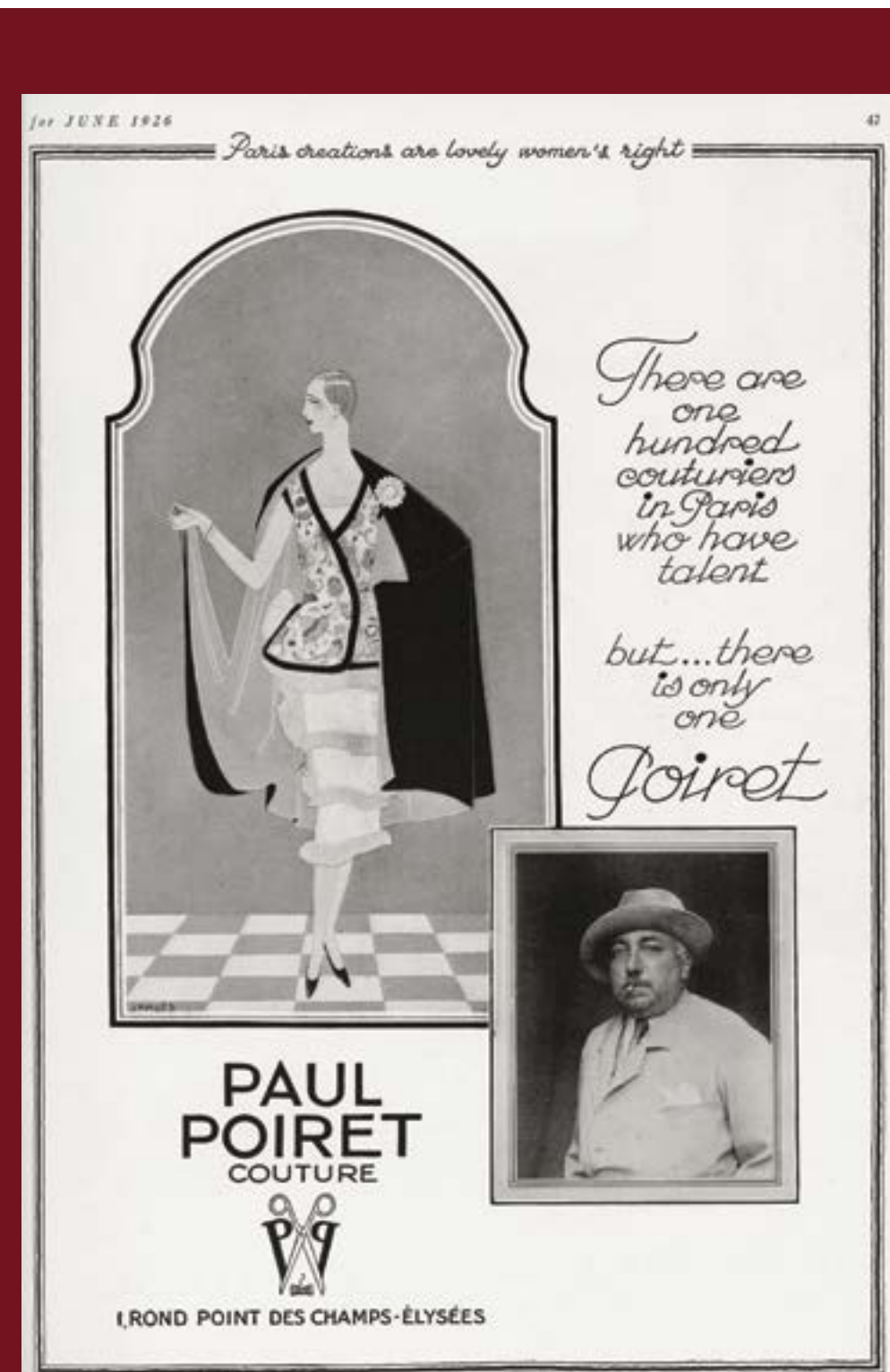
**"I found that the ways the designers present themselves, and the way they present women and femininity, are full of deep contradictions."**

and femininity—from their respected business colleagues and personal companions to the women they were creating fashion for, and abstract ideas about femininity.

"I found that the ways the designers present themselves, and the way they present women and femininity, are full of deep contradictions. For example, often the women were muses or inspirations, while at the same time portrayed in a negative light, such as irrational for their fashion choices and orientation."

Parkins research took her to Paris and mostly involved text from popular magazines and newspapers, memoirs and advertising.

"What I noticed, and what I wanted to highlight in my book, was that femininity was often present in sometimes ghostly ways. When a man is narrating his own life it's essentially about being a man, but what I see with the two designers who are men in this



Prof. **Parkins**: "This 1926 ad for **Paul Poiret** Couture in *Harper's Bazaar* is a fine example of how the designer's identity was fashioned through the women he designed for. Even though this ad is meant to aggrandize **Poiret**, his utter dependence on femininity is revealed in the superior positioning of the model."

research is that femininity is always sort of hovering around the edges of who they are."

Parkins' research project was jointly funded by an internal grant from UBC's Okanagan campus and a Standard Research Grant from SSHRC.

"This research encourages a fruitful rapprochement in the uneasy and under-theorized relationship between feminist theory and fashion studies, and foregrounds fashion as a crucial element in the exciting interdisciplinary conversations about gender in modernist studies," says Parkins. ●

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# Smoke signals: The future of medical marijuana in Canada

**Zach Walsh**, assistant professor of psychology, is co-director of the Centre for the Advancement of Psychological Science and Law at UBC's Okanagan campus, and recently completed a major study on medical cannabis. *UBC Reports* asked him to shed some light on the Canadian medical marijuana debate.

## Why is medical marijuana such a hot topic in the news?

Recent developments in the U.S. and Canada, and across the globe really, have prompted a fresh look at cannabis use and the social, legal and medical status of the ancient and controversial plant. After decades of stigma and marginalization, superstition surrounding cannabis is being replaced by scientific research.

## The federal government is proposing new guidelines for medical marijuana. What are the implications?

There are some potentially positive developments, and some not so positive. Everyone seems happy that the federal government is getting away from the business of supplying medicinal cannabis. It was just not working. The proposed changes will allow for diverse strains of cannabis to be grown, and should also allow people with substantial expertise to grow medicinal cannabis, so that is good. What's also good is that we hope there will be a place for dispensaries for distribution. There is concern the new guidelines will no longer allow individuals to grow their own cannabis, which was affordable and empowering for some patients. How it eventually teases out remains to be seen.

## What research into medical cannabis is UBC involved in?

The main issue is how to most effectively assess and harness the therapeutic potential of this important medicine. To do this, we need a better grasp of the therapeutic use of cannabis in the community. Our team at UBC, together with the Canadian Aids Society, BeKind Okanagan Growers and Compassion Club, and medical cannabis patient groups, recently wrapped up the Cannabis Access for Medical Purposes Study (CAMPS), funded by the UBC Institute for Healthy Living and Chronic Disease Prevention. CAMPS is the most comprehensive study to date of cannabis use and attitudes among medical cannabis consumers in Canada. More than 600 Canadians who report using cannabis for medical purposes were surveyed. Respondents included both those authorized by Health Canada and medical users outside of the federal program.

## Is access to medical cannabis a problem?

The majority of participants reported experiencing substantial barriers to accessing cannabis for therapeutic purposes, and further reported that these barriers negatively impacted their quality of life. These patients report finding cannabis to be an effective treatment for symptoms of diverse disorders such as chronic pain, arthritis, multiple sclerosis and depression—despite these barriers to access. With regard to pain, CAMPS results suggest



that many patients prefer cannabis to opiate-based painkillers, due to its greater impact on symptoms and more tolerable side effects.

The study also found few differences between patients who access cannabis through the federal program and those who come to possess cannabis by other means. When many seriously ill Canadians are choosing to access their medicine through an illegal market rather than participating in a program they deem cumbersome and ineffective, it suggests that safe and consistent access is a real problem.

## What are the alternatives to the Health Canada program?

Dispensaries, also called "compassion clubs," currently provide cannabis-based medicines, education and other supports to between 25,000 and 50,000 patients

## When many seriously ill Canadians are choosing to access their medicine through an illegal market rather than participating in a program they deem cumbersome and ineffective, it suggests that safe and consistent access is a real problem.

in Canada, a significant number of them in B.C. My students and I have partnered with Rielle Capler, representing the Canadian Association of Medical Cannabis Dispensaries (CAMCD), and Philippe Lucas of Canadians for Safe Access, for a three-year Medical Cannabis: Standards, Engagement, Evaluation and Dissemination (SEED)

research project funded by the Peter Wall Solutions Initiative. The SEED study is designed to help CAMCD develop, implement and assess a system of standards for medical cannabis dispensaries. The development of consistent standards for dispensaries will help ensure product safety and promote education regarding appropriate use.

Assist. Prof. **Zach Walsh** wants research to help assess and harness marijuana's therapeutic potential.

## So where is this initiative going?

This project got off to a strong start last summer through consultations with community stakeholders, policy-makers, patients and dispensaries in downtown Vancouver. For the first time, representatives from B.C.'s more than 20 dispensaries gathered to discuss self-regulation, and contribute to the development of preliminary standards that will be assessed, revised and implemented across the final two years of the project.

## What is next on the agenda?

My colleagues and I have initiated several studies examining the therapeutic, recreational, and problematic use of one of Canada's

most popular drugs. These include an examination of the role of cannabis in the complex relationships among depression, anxiety and pain, a study aimed at refining our understanding of how cannabis use relates to the use of other substances, and a longitudinal investigation of how personality factors influence patterns of recreational cannabis use among university students.

Together, this research will help inform the academic community and policy makers in Canada and around the globe about future directions for this ancient but still controversial plant. ●

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# New mine set: B.C. engineers are learning a more sustainable approach to resource extraction

Brian Lin

If you think all mining engineers talk about is drilling, digging, testing and processing, then you haven't met the new generation of engineers graduating from UBC.

Established nearly a century ago, the Department of Mining Engineering at UBC—renamed as the Norman B. Keevil Institute of Mining Engineering in 2006—has been educating mining engineers who now work for many of the 1,200 global mineral exploration companies based in British Columbia. Dozens of alumni have held leadership positions in local and international mining companies, with hundreds more in charge of various aspects of daily operations.

But in recent years, the program—and its graduates—has become increasingly known for its multidisciplinary approach to natural resources extraction, and for highlighting neglected issues such as the use of mercury in artisanal mining.

"There has been a change of focus in our department over the past 15 years," says Bern Klein, head of the Keevil Institute. "Many of our graduate students have come from non-engineering disciplines, and some have done research that focus on social, health or other non-technical issues, which have also been integrated into our undergraduate curriculum."

Jeffrey Selder, who came to pursue a Master's degree at the Keevil Institute bringing 20 years of mining industry experience, says his involvement in the Global Mercury Project (GMP), spearheaded by Prof. Marcello Veiga, exposed him to the plight of 15 million artisanal miners who use mercury to extract gold, resulting in serious long term health effects. The experience challenged many of his assumptions around mining.

"When I met Marcello in 2001, he was a voice in the wilderness when he discussed sustainability-related issues in the mining industry," Selder recalls. "These issues weren't seen as belonging to the process of engineering a mine development. Then gradually, more and more engineers within the industry began saying 'we won't be able to successfully develop certain mining projects without addressing what Marcello is talking about—namely environmental issues and social, political and human rights issues surrounding projects.'"

Now a project manager at Tetra Tech Mining and Minerals, a publicly traded company of 13,000 employees, Selder says the "social license to operate" has become increasingly important in launching new mining sites, referring to the acceptance from local communities of both the mining company and its proposed projects.

"It takes a lot of IQ from the engineering and science side to develop a mine," says Selder, who has worked on designing mines for medium and

large-scale operations in Peru, Brazil and Chile—areas where mismanagement of social issues by a mining company could increase costs and delay or jeopardize projects. "But it takes an equal amount of emotional intelligence—or EQ—at the corporate level to actually get the mine built and in operation, because you have to navigate some tough cultural challenges. This is a more intangible process.

"For example, a mine may not seem technically challenging on paper, however there may be archaeological sites nearby that require careful attention, or a community of artisanal miners already living and working on a project," Selder adds. "All the engineering in the world won't guarantee success if you can't get buy-in from the local community and

**"All the engineering in the world won't guarantee success if you can't get buy-in from the local community and convince shareholders that the mine will operate sustainably and without jeopardizing human rights and the environment."**

government, and convince shareholders that the mine will operate sustainably and without jeopardizing human rights and the environment."

Silvana Costa was an architect and planner before pursuing her PhD at the Keevil Institute through UBC's multidisciplinary Bridge Program under the supervision of Veiga and Prof. Malcolm Scoble. Since graduating in 2008, she has assumed the role of manager of social responsibility at New Gold, a mid-sized company with operations in Canada, the U.S., Mexico and Australia. She has worked on the company's environmental, social responsibility and human rights policies, its sustainability reports, and is developing its social responsibility standards.

Costa credits her ability to influence corporate policy partly to her time at the Keevil Institute: "I have an



Courtesy Silvana Costa Photograph

Silvana Costa (centre) with community relations staff at New Gold's Cerro San Pedro mine information centre in Mexico.

understanding of both the technical and social issues and risks associated with the business, and can communicate well with engineers and other mining professionals.

"In one of our sites, which is approaching closure, my focus has been largely in working with local staff and others in planning and implementing key steps to ensure that a long-lasting, positive socio-economic legacy is left when it is time for us to permanently close that operation," she continues.

"The work has been extremely rewarding. It is absolutely wonderful to know that you can make a difference in an organization and on the way it interacts with society.

"This is particularly amazing in mining because what we do impacts so

many lives—and our accomplishments often mean improved conditions and opportunities for so many people."

The unique expertise in social responsibility and industry influence of the Keevil Institute was instrumental in its bid to establish and operate (in partnership with Simon Fraser University's Beedie School of Business) the Canadian International Institute for Extractive Industries and Development (CIIIED), with a \$25-million grant from the Canadian International Development Agency.

"Our approach—perhaps typical of engineers—has always been to not only study the social science and anthropology around mining, but to apply what we learn and create sound policies and change mining practices,"

says Veiga. "The CIIIED will allow us to assist with new mining operations in developing countries so they not only reap the economic benefit of their resources but create value to the communities."

Engineers are in a unique position to establish best practices in a place like Mongolia—one of the most highly anticipated new mining areas, says UBC Asian Studies Prof. Julian Dierkes, an expert in mining regulation in the country (see sidebar).

"We are extremely fortunate that our colleagues in mining are concerned with the social and political impact of mining while also deploying their technical expertise." ●  
**With files from Erinrose Handy**

Mining engineering head **Bern Klein** (left) and Mongolian PhD student **Zorig Davaanyam**.

## UBC partners with Mongolia

When Mongolia's Oyu Tolgoi mine begins production this spring, the country takes another giant step away from its traditional nomadic herding economy. This will represent the country's largest-ever financial undertaking—with production of gold and copper projected to account for a third of gross domestic product.

The plan is for Oyu Tolgoi to be socially responsible, environmentally sustainable and beneficial to communities around it—thanks in part to UBC's Norman B. Keevil Institute of Mining Engineering.

Three years ago, the Keevil Institute reached an agreement with the Mongolian University of Science and Technology (MUST) to help train engineers for Oyu Tolgoi. Forty-seven Mongolian students are on track to graduate from UBC this year with a Certificate in Mining Studies, in time to join the new operation.

Last March, the Keevil Institute and the UBC Institute of Asian Research signed a memorandum of understanding with Mongolia's Ministry of Education, Culture and Science to advance and promote best practices in mining. The new partnership involves further research exchanges with MUST, and with industry support, scholarships for Mongolian students to obtain Masters of Engineering degrees at UBC.

Last summer, five UBC mining engineering professors travelled to Oyu Tolgoi and delivered courses on mine design and planning, rock mechanics, and asset management.

Bern Klein, head of the Keevil Institute, says UBC's expertise is in demand because its technical know-how is delivered within the context of environmental impact mitigation, sustainability, good governance, community health and corporate social responsibility—and because of its strong ties with global mining corporations.

"We are making an indelible impact here, not by mimicking what others are doing, but by building on our expertise and experience, and sharing those strengths globally."

# Meet Mary Chapman, literary sleuth

UBC prof uncovers lost works by first  
published Asian-American woman author

Basil Waugh



## Edith Eaton (1865-1914)

**Born in England**, moved to Montreal at the age of seven.

**In her 20s**, became one of Canada's first female journalists, contributing to the *Montreal Star* and the *Montreal Daily Witness*

**Moved to San Francisco** in her early 30s to pursue writing, eventually moving to Seattle and Boston.

**Considered the mother** of Asian North American literature for her collection of short stories, *Mrs. Spring Fragrance*.

**Mother:** Eaton's mother Grace was in the first troupe of Chinese acrobats that toured North America in 1851. She met her husband, a British merchant, in Shanghai.

**Father:** Prof. Chapman says she has found evidence that Eaton's father Edward smuggled Chinese immigrants into the U.S. from Montreal during the U.S. Chinese Exclusion Era (1882-1943), during which only Chinese merchants were permitted to immigrate.

**Sister:** Eaton's younger sister Winnifred was also a writer. With Imperial Japan in vogue, she wrote under the Japanese pseudonym Onoto Wattana. Her novel *A Japanese Nightingale* was adapted into a Broadway play and motion picture.

**Lost and found:** Chapman found Eaton's stories and family history in archives and libraries across North America, including the Library of Congress and the National Archives (Washington, D.C.), the Seattle Public Library, the Newberry Library, the Toronto Public Library, and at the London City Mission Archives.

UBC English Prof. **Mary Chapman** says finding pioneering Chinese-American author **Edith Eaton's** lost works is one of the largest literary discoveries in 20 years.

**In a detective story of cultural and literary importance, a University of British Columbia researcher has found a treasure trove of lost fiction and journalism by Edith Eaton, the first female Chinese-American author published in North America.**

Eaton, who often wrote as *Sui Sin Far*—meaning “lotus flower” in Cantonese—is best known for her sympathetic portrayals of Chinese immigrants in Canada and the United States. Her short story collection, *Mrs. Spring Fragrance*, published two years before her death in 1914, is largely credited with establishing Asian-American literature.

The discovery was made by Prof. Mary Chapman of UBC's Dept. of English. Eaton's significance, combined with the sheer size of the discovery—89 new works, which essentially doubles the author's canon—makes it one of the largest literary discoveries in 20 years. Eaton, whose mother was Chinese and father was British, wrote the stories while living in Montreal, Los Angeles, San Francisco, Seattle and Boston some 100 years ago.

“It has been fun playing this literary detective, of sorts,”

says Chapman, who travelled to, and borrowed from, libraries and archives across North America searching for Eaton's works. “Finding these stories by a pioneering Chinese North American author, who was also one of Canada's first female journalists, is incredibly rewarding. When I found the first story, I almost couldn't believe it. I was so excited that I nearly telephoned everyone I know.”

Chapman's haul is most notable for revealing many styles and themes not previously associated with Eaton. These include syndicated fiction (“some, very much of the trashy, bodice-ripping variety,” she says), short stories, travel literature, stories for children, poetry and previously unknown news articles written for the *Montreal Star*, Canada's

**“Her works depict a truly transnational author, even more skilled than we knew, writing about many countries and cultures.”**

largest newspaper at the time, the *Seattle Post-Intelligencer*, the *Los Angeles Express*, and the *Boston Globe*.

While many stories address the Chinese experience in America,

others take up other themes such as American imperialism in Alaska and the Philippines, and early feminism.

“These stories really expand or challenge our understanding of Eaton,” says Chapman. “Many of them transcend the Asian-American themes she is associated with. Her works depict a truly transnational author, even more skilled than we knew, writing about many countries and cultures, and willing to try whatever it took to get published so that she could support herself as a writer.”

Chapman says her search began where Eaton's book ended: on the acknowledgement page of *Mrs. Spring Fragrance*, where Eaton thanked editors and magazines for their support and permission to reprint. “This inspired

me to track down original publications in dusty, bound volumes,” she says. “In many cases, these referred me to other Eaton stories—including the ones that have eluded scholars for some 100 years.”

The many spellings of her Chinese *nom de plume*, as well as at least one other pen-name, have made it particularly difficult to track these uncollected stories down. The digitization of old periodicals hasn't necessarily made it any easier, Chapman says. “Magazines often printed Eaton's pseudonym in elaborate, hand-drawn graphics, which played up her Asian heritage,” she says. “So when these pieces were scanned and digitized, her name showed up as an illustration rather than as searchable text.”

Chapman is planning to publish three books on Eaton. The first, a collection of the author's lost Canadian material (McGill-Queen's University Press), includes a fascinating series of articles about crossing Canada by train, written for the *LA Express*. A second collection will reprint all of Eaton's uncollected U.S. publications, while a final volume will draw on Eaton's colourful family history of circus entertainers and smugglers to explore themes in her fiction. Eaton had relatives in England, Los Angeles, Toronto and Montreal.

In the meantime, Chapman says, her literary detective story continues. “A letter Eaton wrote before she died suggests she wrote a novel, but it has never been found,” she says, smiling. “So the big one is still out there.” ●

# Social media: Where business and journalism intersect

Bethan Williams



Prof. **Alfred Hermida** (left) and marketing instructor **Paul Cubbon** have brought together business and journalism in a new course.

**Content is king. It's a mantra familiar to anyone with the slightest awareness of social media. As the hunger for good stories and smart ways to tell them appears insatiable, UBC is preparing its students with the skills to feed the beast.**

When it came to devising Sauder's new course, Decoding Social Media, marketing instructor Paul Cubbon knew that his students needed to learn how to engage consumers with a brand through social media by telling compelling stories. It's a skill as basic now to marketing as understanding supply and demand.

"I was looking for collaboration and it very quickly became clear that UBC's Graduate School of Journalism would be a natural choice," says Cubbon. He

began to brainstorm with Associate Professor Alfred Hermida, an instructor with extensive online experience as a scholar of social media and a founding editor of BBC News' award-winning website.

Hermida was immediately taken with the idea. Bringing together business and journalism under one roof makes for an interesting dynamic, he says. "Both worlds are being transformed by social media technologies and shifting patterns of human communication and interaction."

The instructors recognized parallels in the way social media is propelling businesses and journalists to share control of their brands and content with their online followers.

Hermida recalls the hugely successful

social media campaign that heralded the launch of the movie *The Hunger Games* where fans were encouraged to use logos, music, and mottos to share the brand. Similarly, he says journalists now work with their audiences to crowdsource stories, handing over a degree of control.

Together, Cubbon and Hermida intend to equip students with the critical skills to best connect with and serve their audiences. This includes being able to think strategically and use measurable objectives and best practices when using social media.

Cubbon and Hermida say this course is unique. "Our approach isn't about leveraging journalism to create a business, as with other business-journalism crossover programs," says

Hermida. "Instead, we are preparing business and journalism students for a social media world where they are expected to share and collaborate with their consumers."

Skills needed for careers in content creation and curation are different to those needed historically by traditional journalists or marketing managers, says Cubbon. "They need to be able to deal with the ambiguity and opportunities provided by the increasing transparency, speed, authorship and user interaction facilitated by digital storytelling."

The course, which combines communications and business theory with an immersion in social media, was supported by a UBC Teaching and Learning Enhancement Fund (TLEF) grant. Creating a think-tank

environment, the class pairs fourth-year BCom and MA journalism students to work with an array of social media platforms and examine their burgeoning impact on business, culture and society as a whole.

"Journalism students will learn about monitoring, measuring and evaluating social media initiatives," explains Hermida. "Business students will learn about journalistic practices such as content creation and collaborative storytelling."

**"Journalism students will learn about monitoring, measuring and evaluating social media initiatives," explains Hermida. "Business students will learn about journalistic practices such as content creation and collaborative storytelling."**

As Cubbon notes from recent industry trends, brands are creating content in the social media environment in an increasingly strategic and agile manner for consumers who live in an "always on" culture. He says the course will encourage students to stay ahead of the curve and be part of the change taking place in marketing, where the lines between storytelling and advertising are being increasingly blurred.

The students are putting new-found skills into practice from the start, collaborating on social media projects for non-profit organizations and media clients, such as the *Vancouver Sun* and CBC Radio 3.

After the first day of class, Ceilidh MacLeod, a fourth-year Sauder student, is a firm believer that the course will give her a boost in the job market.

"Many people who work in a social media position often got there through experiential learning, not necessarily provided through their education," she says. "This course allows me and my peers to fast track that trial-by-error phase, and become prepared for job opportunities that require familiarity with content creation, branding and experience with relevant tools." ●

# outtakes

Charles Fipke: It's payback time (BScG Honours, 1970)



UBC Photograph

**Chantal Venturi** discusses her work in geology with **Charles Fipke** at the opening of UBC's Fipke Laboratory for Trace Element Research (FILTER) on the Okanagan campus.

**"It was my graduating year and I was out of money. I had a wife and a six-year-old son, Mark, to support and there were still two months to go before graduation. So I went to Dean Walter Gage (also UBC's president at the time) and asked him if there was a bursary or an award I could apply for. He told me that with only two months left, everything was gone.**

"He asked, 'How much do you need?' I said, 'I need something like \$300.' He brought out his chequebook and wrote me a cheque for \$300. That's what got me through those last couple of months.

"I wanted to give him a little bit of a return on his investment. The thing is, it's good Karma. If you give, you get it back.

"I love to help out students, because I was in their shoes once. Sometimes you need help to get up the ladder and somebody lends you a hand. Once you get to the top, you want to help others get there, too."

## About Charles Fipke

Born in Edmonton, Charles Fipke grew up in Alberta and the Okanagan before attending the University of British Columbia. He graduated with a Bachelor of Science (Honours) degree in Geology in 1970.


In 1977, he founded CF Mineral Research in Kelowna, which is among the leading heavy mineral and diamond exploration research laboratories in the world. Fipke's passion for exploration led him to the spectacular discovery of the first diamond pipe in North America in 1988, where the Ekati Diamond mine was established.

His extraordinary generosity to UBC includes a \$6-million gift from the Charles E. Fipke Foundation to establish the Charles E. Fipke Centre for Innovative Research and the Fipke Laboratory for Trace Element Research (FILTER) on the Okanagan campus.

A new gift of \$3-million will establish the Fipke Professorship in Alzheimer's Research in the UBC Faculty of Medicine. An additional \$2-million will fund an advanced trauma room in the Emergency Room at Kelowna General Hospital, and provide a new electron microprobe for the FILTER Lab at UBC Okanagan. The Charles E. Fipke Foundation has also made a significant contribution to a scholarship fund established by his former professor, the late Dr. Ted Danner, a highly respected UBC geology professor and teacher who inspired generations of students.

In January 2013, Charles Fipke was honoured with induction into the Canadian Mining Hall of Fame. ●



A photograph of an elderly couple standing on a balcony with a decorative black metal railing, looking out over a vast blue ocean under a clear sky. The balcony is part of a building with a terracotta tiled roof. The scene is bright and sunny, suggesting a peaceful retirement lifestyle.

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