ICE expansion opens doors for innovation across campus

BY MOIRA DANN

If you have a great idea for a business, a not-for-profit venture or social enterprise but you don’t know where to go or what to do next, the Innovation Centre for Entrepreneurs (ICE) can be your first stop.

An initiative of the Peter B. Gustavson School of Business, ICE has opened its doors to the entire UVic community. ICE already has about a dozen clients with ideas at various stages in the pipeline, and has resources and support to help many more campus innovators realize their vision.

More than 100 UVic students—the centre’s initial client base—have already benefitted from ICE.

Software developer LimeSpot is another client of ICE that recently launched a business. Their software can transform social media sites into venues for social commerce.

A recent graduate of the University of Victoria, teacher Tegan Koch, says, “we’re refining that model of taking a small amount of seed money into classrooms and teaching students how to grow it into enough money to build schools in developing countries, we knew we had the core of a new business,” says Early Entrepreneurs co-founder Rebecca Koch. Working with business partner Rebecca Koch, Cope explains “we’re refining that with the help of ICE.”

In the elite league, “says Robert Miles, chair of the University of Victoria’s community newspaper ring.uvic.ca.

Five Vaniers for UVic PhD students, including a top award

BY TARA SHARPE

The 2013 Vanier Canada Graduate Scholarships were announced Sept. 23 by the federal government, with Tim Personn (English) ranked first among social sciences and humanities recipients.

Aaron Mills (law), Chong-Su Kim (political science), Justin Kerr (psychology) and Leigh Wicki-Stordeur (neuroscience/medical sciences) joined Personn in being recognized nationally for their leadership in community outreach, education and research.

The three granting agencies—the Canadian Institutes of Health Research, Natural Sciences and Engineering Research Council, and Social Sciences and Humanities Research Council—awarded a total of 165 scholarships (with 35 recipients in each of the three streams of the national competition).

Personn focuses his research on a group of writers, including David Foster Wallace and Jonathan Franzen, who carve out a space for today’s novel in a post-9/11 world by highlighting sincerity and empathy.

“Postmodern cynicism is often very removed from its subject matter. Writers like Franzen and Foster Wallace defined the task of literature as overcoming this pose, and they hoped to find a cure for loneliness in the return to one of the novel’s traditional strengths: empathy, which is the capacity to connect, to imagine other minds,” explains Personn.

“These writers are leaders in the sense of imagining different possibilities for literature and life. They want to lead literature into a new and also very old understanding of itself, as a sincere dialogue about the big questions, and their reflections touch upon other forms of communication, even including social media.”

“The latest news about Tim caps off a string of successes for the department’s graduate program which, to judge from our recent successes, puts us in the elite league,” says Robert Miles, chair of the English department. “This has not happened by accident. We have been fortunate to have had a succession of dedicated graduate advisors—most recently, Stephen Ross, Nicole Shukin, Chris Douglas and Gary Kuchar—who have worked tirelessly to improve the quality of our programs, and with them, the success of our students.”

Leigh Wicki-Stordeur is researching a process called post-natal neurogenesis. She is thankful for the accolade, adding that “being a Vanier recipient helps illustrate a quality of excellence that is looked for in many of the potential career paths stemming from my neuroscience graduate work.”

Karr is studying how the brain can heal and change. He says, “I feel the Vanier scholarship represents a call-to-action: and, as a recipient, I have the honour to collaborate with my mentors and peers and contribute to the strong research tradition already established at UVic.”
New awards for advocacy and activism

Nominations are now open for two new awards celebrating UVic community members who advance the rights of others. The inaugural Provost’s Advocacy and Activism Awards in Equity and Diversity recognize the achievements of individuals or groups in the university community who demonstrate dedication to the advancement of social equity.

“The awards are intended to acknowledge individuals who, as champions for others, work to address systemic or institutional barriers through strong leadership, community-based projects or collective action,” says Grace Wong Sroddon, director, academic leadership and adviser to the provost on equity and diversity. “These are people who live their social justice goals through outreach, education and community building, with a positive impact on the university community.”

The awards are open to current students, faculty, staff and alumni. Nominations close Nov. 1. The awards will be presented on Jan. 20, 2023, at the UVic Diversity Research Forum. See uvic.ca website for more info. 

RESEARCH

The biggest button blanket in the world

PEGI MCGILLIVRAY

A button blanket is important to Indigenous peoples of the Pacific North West for many reasons. Like a totem pole, it tells stories of people, places and events it represents power and prestige; demonstrates extraordinary skill and sophisticated artistry; and creates a unique way of learning and knowing.

That’s why Dr. Carolyn Butler Palmer, associate professor of History in Art at the University of Victoria, in collaboration with Tahltan Nation artist, curator, and consultant Peter Morin, decided to create a project to make the biggest button blanket in the world.

“We were looking for a project where students could learn in both western and Indigenous ways, one where there are many teachers and one that would have a big impact,” says Butler Palmer, who is also UVic’s Williams Legacy Chair in Modern and Contemporary Arts of the Pacific Northwest. The Big Button Blanket Project springs from Butler Palmer’s interest in Pacific Northwest arts from 1860 to the present, and Morin’s artistic and curatorial work on issues of Indigenous identity. “We know that textile artists like those working on button blankets have often been unrecognized,” says Butler Palmer. “So we wanted to create a button blanket that couldn’t be missed.”

The project is underway this fall, as students in Butler Palmer’s Special Topics in History in Art class learn about the history of button blankets, and button blankets while honing their sewing and design skills on the monumental blanket.

“The work takes place in the Ceremonial Hall of UVic’s First Peoples House,” says Morin. “It is an inspirational space for students, and we are fortunate to have elders and expert blanket makers who are able to come to share their stories and knowledge.”

Morin says that it is a big project for several reasons: the blanket itself is huge—it will be eight metres by six metres when it is complete—the stories elders have to share are important, and the impact the work has on students and on the community is also significant. Butler Palmer and Morin emphasize that the project is one that everyone in the community can be involved with. “We will need more than 4,000 buttons to decorate this Big Blanket,” says Butler Palmer. “And we’re hoping people will doate them during our Big Blanket Button Drive planned for this fall.”

In January, Morin, who is also a performance artist, will celebrate the completion of the Big Button Blanket in a dance with Rebecca Belmore of Dance Victoria, recent winner of the Governor General’s Award in Visual Arts. The Big Blanket will then be displayed in UVic’s Legacy Art Gallery.

“This is a real community effort,” says Morin. “We couldn’t do it without support from partners in the Tahltan Nation and in the community of Victoria. This Big Blanket will have a very big story to tell.”

Full info, including button drop-off locations: http://bit.ly/uvicDFR

Conversations with Cassels continue

On his first day in office in July, new University of Victoria President Jamie Cassels told faculty, staff and students that he wanted to consult widely with them about their hopes and aspirations for UVic in order to continue building a sense of identity and direction for the university, and to hear their thoughts about how to develop some of the ideas in the university’s strategic plan.

These “campus conversations” started in earnest in September with Cassels holding discussions with a dozen faculties and administrative areas over the month. He expects to hold 40-50 conversations before the term ends in December.

Cassels also met in September with graduate students in a gathering arranged by the Graduate Students’ Society. Another session coordinated by the UVic Students’ Society for undergraduate students is scheduled for Oct. 28 at 3 p.m. at a yet-to-be-announced location.

For more information about the campus conversations process and some of the key questions Cassels is asking see www.uvic.ca/president/conversations. Those unable to attend the conversation in their area or who have additional thoughts after the meeting can access an online feedback form through www.uvic.ca/president/conversations/feedback.php

VANIER CONTINUED FROM P 1

Kim is investigating the role of social movements and democracy in South Korea and Taiwan. “I, as a student beginning in the mid-1960s, my study with my non-mother tongue had to constantly fight against myself and my suspicion about whether I am doing well. The award means for me that there is no lateness in and closure of learning, and there are various ways in academic life to cross the linguistic border.”

Mills, who is articulating a theory of Anishinaabe Law and Indigenous legal traditions can exist together, says he is “focusing on the legal order of my own people, the Anishinaabeg, but my model can be adapted to other communities. The revitalization of Indigenous legal orders is a necessary step if ever Indigenous and non-Indigenous peoples in Canada are to move beyond a colonial relation to one of partnership.”

The scholarship, worth $50,000 per year for three years, is available to Canadian and international PhD students studying at Canadian universities.

Navegate the ever-changing market

A longtime resident and UVic grad, Dave is helping local residents and new-comers to navigate their way through the real estate market. Whether buying or selling, he will assure smooth sailing. Just ask his many clients at UVic.

FRONTHAVEN

The Ring, PO Box 1700, University of Victoria, Victoria, BC V8W 3J3

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Jackson 2Bears moves from alumni to Audain

When it comes to the Department of Visual Arts, Jackson 2Bears is not the typical Audain Professor of Contem- porary Indigenous Art. Although he has yet to achieve the international reputation of previous Audain professors Rebecca Belmore, Michael Nyugen-van Giai and Nanci- las Galanin, he is the first UVic alumn- us to be appointed to the position.

A sociologist and a scientist with a background in Indigenous identity in contemporary Canada, he has been a long time at UVic, both as a Masters student and as an Elder in the Office of First Nations and Indigenous Business. “I envision my practice as a form of cultural critique in which I explore alternative ways to engage with the question of who may be qualified to engage in modern, technological society,” he says. Yet he sees no clash between traditional First Nations custom and more contempo- rary the practice the Audain position was created to highlight. “It’s a strange misconception of the traditionalists that Indigenous culture happened a long time ago—that we’re always having to go back to the past,” he says, paraphrasing noted American Indian author Vine Deloria Jr. “But a crucial part of our tradition is change, transformation, evolution.”

2Bears also embraces change in his teaching. “One thing I learned from Taiaiake Alfred in the Indig- enous Governance program was about encouraging non-Indigenous students to approach things from their own perspectives,” he says. “We all participate in this landscape called Canada, so it’s not about imagining ourselves as an Indigenous person but approaching things from their own cultural backgrounds.”

When asked what he’ll bring to his Audain seminars—created in 2009 as part of a $2-million gift from cele- brated BC art philanthropist Michael Audain and the Audain Foundation—2Bears doesn’t hesitate. “The course is meant to be quite organic and geared toward whoever is teaching it and their specialty,” he says. “For me, that means an interest in contemporary First Nations art and an interest in larger social and political issues.”

It will also mean exposing his students to his own performance practice and his own inspired use of music and DJ/VJ culture. 2Bears uses remix as a tool for cultural critique. “A lot of what I’ve been doing in the past few years is live cinema-scratch video, I call it,” he explains. “Picture a DJ with turntables, but instead of just scratching music you can play video spinning the turnta- bles backwards and forward, using the mixer not just for volume but also for brightness and cross-fading. What I want to do as an artist-in- residence is build some sort of video synthesizer, where I take an analogue keyboard and make it not only produce sound but video as well. I’m also working on some new worm drums that will project video images when you play them.”

Beyond instilling a greater appre- ciation for contemporary Indigenous art, 2Bears sees the artist-in-residence aspect as a key aspect of the Audain position. “It’s good for the students to see their professors struggling with the same decision-making processes, how to actually produce art. It’s too easy for students to see professors as very successful artists where they work hidden away in their studios—but it’s really fantastic to be involved in a more community-like aspect. It changes things that whole professor-student relationship.”

Sociologist named to Royal Society of Canada and the Canadian Academy of Health Science. Cecilia Benoit joins both.

BY JOHN THRELFAI

Six UVic faculty members have won the ranks of two of Canada’s foremost scholarly academies, the Royal Society of Canada (RSC) and the Canadian Academy of Health Sciences (CAHS).

The Royal Society—the senior body of distinguished scholars, artists and scientists in Canada—has named professors Cecilia Benoit, Sid Djildjil and Judy Fudge to join their body as RSC members.

CAHS, which provides assessment and advice on health issues related to Canadians, has named Benoit and Judy Fudge to join their body as Fellows.

The election of Benoit, Chappell, Hofer and Borchers more than dou- bles the university’s representation at CAHS, where they join UVic’s Timothy Hofer and Erinn Bora Laskin as Fellows. “These new fellows are the only leaders in their fields,” says Howard Brunt, Vice-President Research. “Their presence in this academy will help ensure health issues relevant to the region and the world are examined from a collective, multi-disciplinary voice.”

They have been deeply honoured to be elected to these national bodies, says Be- noit, who was elected to both. “I have learned they often work hand-in-hand to provide evidence-based reports on urgent health and social issues.”

Understanding marginalized populations

A sociologist and a scientist with UVic’s Centre for Addictions Research of BC, Benoit has moved Canada a great step closer to understanding how the gender, gender inequality and stigmatization affect the health and safety of vulnerable populations, including Aboriginal women and families, adults in the sex industry, substance using pregnant women, street-involved youth. She wrote the first scholarly book on midwifery, the age-old female-dominated occupation that had become outlawed in much of the country. This and subsequent work laid the foundation for provin- cial legislation to legalize midwifery and for training programs to revive the practice.

Benoit’s insights have not been limited to her home or discipline. She has established close relationships with colleagues in Europe and Asia, agency partners, and the communities for which she displays such tremen- dous compassion. As a result, she has garnered considerable recognition both inside and outside of the academy, including the 2006 Royal Society of Canada’s Gender Studies and Women’s Studies 2010 BC Community Achievement Award.

Engineering a greener future

Djillali was elected to the Royal So- ciety under its Division of Applied Sciences and Engineering. He came to UVic’s Department of Mechani- cal Engineering in 1991 from the aerospace division of Bombardier and has since served as the Assoc- iate Dean of Engineering and Executive Director of UVic’s Institute for Integrated Energy Systems, and as President of the Computational Fluid Dynamics Society of Canada.

Djillali’s research concerns span electrochemical energy conversion processes, water purification, integration of renewable energy in smart grids and semicon- ductor crystal growth—all areas that can fundamentally change the world for the better.

The RSC particularly acknowl- edged Djillali’s range of scholarly work, citing in particular his pioneering research on fuel cells. He combines theory, experiment, advanced diag- nostics and simulations—including computational fluid dynamics—to answer questions about transport phenomena in fuel cells. His goal is to improve the architecture of fuel cells, increasing their performance and durability while reducing their cost. Ultimately, these solutions will lead to a reduction in greenhouse gas emissions and pollutants. The society noted that Djillali, through his research, had already made “major contributions towards a cleaner, more sustainable energy future.”

A leading social justice advocate

Fudge is an eminent legal scholar who has contributed to labour law in Canada, the European Union and at the international level. Though she recently relocated to the University of Kent in the UK, she maintains the position of adjunct professor at UVic and continues to supervise graduate students. Her research interests— including labour regulation, feminist legal theory, constitutionalizing labour law, migrant work, and law and globalization—are marked by a passion for social justice. Her achievements were duly recognized when she received the SSHRC 2009 Bora Laskin National Fellowship in Human Rights.

SEE ROYAL SOCIETY PA

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Bob Reimer

The Ring Oct 2013 Page 3

Around the ring

Making connections to support mental health

Connecting with others is a proven tool that can lead to a more hopeful and strong. Lack of social support and feelings of loneliness make us more vulnerable to mental health or substance use problems. A roundtable discussion on Oct. 9 (11:30 a.m. – 1 p.m. in ECS 660) will assist participants to reflect on their personal and social connections, and learn from service providers, resource people and those living with mental illness.

Supporting peer and student connections. Making connections on campus is the first of a series of round-table conversations at UVic aimed at reducing the stigma of mental health. For more information visit web.uvic.ca/ehs/mh/forum or call 250-721-8786. The series is sponsored by UVic’s Mental Health Task Force. Admission is free and everyone is welcome, pre- registration is not required.

Green ideas for campus

Do you have an energy or water-saving idea that could result in utility cost savings for the university? Through the Revolving Sustainability Fund initiative, you can apply for up to $50,000 to help fund campus conservation projects that provide immediate financial returns on investment, if you have a project idea to be considered for the next round of funding, please contact Rita Fromholt in the Office of Campus Planning and Sustainability at 250-721-3758 or action@uvic.ca. Details about previously funded projects appear at bit.ly/greenfund-uvic.

Celebrate extraordinary UVic staff

Do you have a colleague who makes the university an outstanding place to work and learn? Nominations are now open for the 2013 President’s Distinguished Employees Awards. Any UVic employee or recognized student organization can nominate an individual staff or faculty member, group or team for one of the two individual awards and Team Award for Innovation. The nomination deadline is Nov. 15, 2013 and awards will be presented at a reception in February 2014. More information and nomination forms are available at web.uvic.ca/hr/pea.
The people of ancient Eleon left many traces, but very few costs are being unbearable at an archeological site near the village of Arma in central Greece. The earliest inhabitants lived in pre-monetary times.

And money mattered far less than hospitality when 27 people arrived this summer. Dr. Brendan Burke, chair of UVic’s Department of Greek and Roman Studies and lead investigator for the Eastern Boeotia Archaeological Project (ERAP), says generosity justly on a budget in Arma nor in the small coastal town of Dilesi where they lived for two months. “Even though the economic crisis is still fairly bad in Greece, we were treated with great Greek hospitality, or xenia as it is called there.”

The five-year project began its second full season of digging this summer. A Greek-Canadian collaboration, the ERAP group included undergraduates, graduate students and staff members, nearly half of them from UVic and the rest from Wellesley College, other universities, and the Ninth Ephorate of Prehistoric and Classical Antiquities at Thebes.

The site contains architecture, sculpture, and ceramic traces dating back to the Late Bronze Age, but the most prominent feature is a large wall of roughly cut, custom-sized rocks. This structure, the last remaining hint of an impressive acropolis, mimics earlier Mycenaean construction; the architects of Eleon were intentionaly elaborating on their own recent past. Now students sift through the same soil.

Fourth-year undergraduate student Max Macdonald (Greek and Roman Studies) describes the area: “One day, we had an open house for the villagers and were totally blown away when nearly 200 people from all over eastern Boeotia came to see our work. It was an excellent way to end the season, and it really reminded me that archaeology isn’t just about the ancient past, it can give an entire region a feeling of community.”

Cassels makes case to BC government

The BC government considers priories for the next provincial budget. University of Victoria President Jamie Cassels has made a strong case for the important value that BC research universities bring to BC and the public interest in a thriving post-secondary system.

Appearing before the Select Standing Committee on Finance and Government Services with a joint presentation, Cassels and Royal Roads University President Allan Cahoon said their institutions have been fiscally prudent in responding to current financial realities, but further reductions in the government’s operating grant will adversely affect the quality of education.

They emphasized that universities and colleges are essential to BC’s success by educating students in a variety of programs and disciplines, so they can be successful in today’s society and labour market— and in tomorrow’s. As well, the unique role of research and experiential learning at universities was noted for helping produce innovative graduates who can apply new technologies and critical thinking to a fast-changing global environment.

Two representatives from the University of Victoria Students’ Society, Director of External Relations Rachel Barr and Director of Student Affairs Nadia Hampton, also appeared before the committee Sept. 26. Presentations were limited to 10 minutes.

The hearings are part of the province-wide public consultations held each fall on the next provincial budget. British Columbians can participate by presenting at a public hearing, making a written submission, or by completing an on-line survey. The committee is required to report on the results of the consultations by Nov. 15.

For the first time in its history, the teaching faculty of the Department of Visual Arts is presenting a group exhibit. Paradox offers recent work by Daniel Laskarin, Sandra Meigs, Robert Tousd, Vikky Alexander, Lynda Gammon, Jennifer Stillwell and Paul Walde. All are mid-career and senior artists with national and international careers, and each will reflect on the paradox implicit in our experience of art. Noting their work embodies “current discourses in material and visual culture,” Visual Arts Chair Daniel Laskarin says the pieces on view are “profoundly engaged with experiential communication in current practices.”

“Surprisingly, we have never curated a Visual Arts faculty exhibition,” says UVic Art Collections director Mary Jo Hughes. “Paradox aims to bring wider understanding to the particular strengths of this nationally acclaimed academic program.”

Paradox runs October 31 to January 12 at UVic’s Legacy Art Gallery.
Royal fellows CONTINUED FROM P.2

By Kim Westad

Brett Landine suspects he was not alone in experiencing the low mood that set in after his second year on campus.

Even so, the outgoing Comox student, who came to the University of Victoria with the quiet hope of becoming a physician, continued to hit the books. He wanted good marks and was willing to work for them, but school became filled with stress and tension. Instead of actually learning, Landine felt he was memorizing without engaging in his education. The bio-pych courses he thought would lead to an understanding of human workings were going through the motions. “I was kind of lost and floundering,” says Landine, now 23. “I felt like I was going through the motions.”

That changed with one class, one professor and a grid of water table samples alive with hundreds of sea creatures: a live lab for researchers, instructors and students. Landine enrolled in a third-year animal behavior course with professor Rossi Marx. He finally had his first experience with hands-on learning. There, Landine studied the creatures up close. Those jellyfish he once walked past on the beach as a boy, or occasionally threw at friends, became “absolutely fascinating” to him. After all, they’re the first animals to have a full nervous system.

It’s one thing to learn about creatures in a book or on a video. Landine said he gained a new respect and understanding of their habitat, water salt water, a truly interactive setting. The classroom, a sea water lab that snakes through two floors of the Petch building, combined with Marx’s enthusiasm and encouragement, changed Landine’s focus.

“Within the first day, I felt passion for the subject and I felt really excited. I thought, ‘Maybe this is more where I want to be.’”

While Landine said he had many good professors at UVic, the environment of the class, up close learning and Marx’s positive energy came at the time he was ready for it. So even though it would add at least one more year to his studies, Landine switched his major to biology. “It re-energized me for school.”

Marx encouraged him to get involved in the labs. He now looks after Australian stick bug on campus and started volunteering at Royal Jubilee Hospital and the Queen Alexandra Centre for Children’s Health.

Marx is the Director of the UVic Genome BC Proteomics Centre. Christoph Borchers says Marx for his persistence and enthusiasm, and he finally had his first experience with hands-on learning. Landine switched his major to biology. “It re-energized me for school.”

Marx encouraged him to get involved in the labs. He now looks after Australian stick bug on campus and started volunteering at Royal Jubilee Hospital and the Queen Alexandra Centre for Children’s Health.

Involvement is key in education, says Marx. “Brett doesn’t mind the work because he doesn’t see it as work—a great example of an involved, interested student.”

“As soon as you actually start participating in your education, you become so much better,” beams Landine. “Even though I’m volunteering and doing a study work, I have more free time because I’m so much more efficient now. I’m studying and I work more efficiently. I’m learning more, retaining more and my stress levels are down.”

Marx loves seeing the “light bulb” moment, when a student clicks with their studies. She’s witnessed many students mesmerized by the traits of sea creatures, which many West Coasturs take for granted. Between September and November, the tide water from Cattle Point are trucked in twice a month to replenish the system that provides the replicated homes for hundreds of beings.

“Imagine you’ve never seen the ocean until you came here, let alone what lives in it. Imagine what it must be like to study this! We are showcas- ing an amazing world for students.”

The centre takes clients through a four-phase protocol, that takes entrepreneurs and their ideas from a concept through to a workable business plan. Clients are guided through how to make a clear and persuasive presentation of their idea at various stages, to where they feel confident just to pitch an idea to a potential entrepreneur. The program will help entrepreneurs and advisers to meet and work together, further developing relationships with both the community and with business.

Business community advisers will help guide IVE clients through the process, both from a conceptual standpoint and from a functional one. New business advisers (including recent alumni) to get involved with the centre. More information about the importance of this connection to the region’s entrepreneurial ecosystem is online at K Tâm."
Pilot study aims to increase office recycling

BY MELANIE GROVES

Though the University of Victoria is known for its green campus and sustainable initiatives, the institution still has a ways to go to reach the goal of diverting 75 per cent of its waste from the landfill. In fact, in 2012 university offices sent approximately 12 tonnes of banned recyclable material to the Hartland landfill.

In an effort to improve the rate of recycling in offices and help UVic comply with provincial and regional regulations, Facilities Management has commissioned a pilot study, running from September through November in the University Centre, Administrative Management has commissioned a pilot study, running from September through November in the University Centre, Administrative Services, and in two of the lecture theatre buildings. We need everyone’s help to recycle more, and this study will test how a similar system works in an office setting.

Additional information about the pilot study is available on the Facilities Management website. To find out more about campus waste reduction initiatives, call 250-853-3160 or email wastenot@uvic.ca.

President’s run

University president Jamie Cassels (centre) sets the pace for active living on campus with the inaugural President’s Run on Sept. 6. The runs, including one on Oct. 1, start at noon from the Student Affairs Plaza, between the McIntosh Gym and UVic Bookstore, and are hosted by Vikes Recreation and Athletics.

All campus and community members are welcome. Future runs will be posted on UVic’s event calendar and at vikesrec.ca.

Be an agent of change for United Way

BY MEL GROVES

Are you ready to be an agent of change? United Way Greater Victoria is once again counting on the support of UVic staff, faculty and students to help meet its 2013 fundraising goal of $86 million.

Follow your nose to the UVic campaign kick-off on Monday, Oct. 7 from 11:30 a.m. to 1:30 p.m. at the University Centre. Everyone is invited to drop in to the Welcome Centre to enjoy popcorn snacks and talk to representatives from United Way and UVic’s campaign steering committee.

“I encourage everyone to drop by and to consider giving whatever they can this year,” says UVic campaign chair Mary Ellen Purkis. “UVic has a proud tradition of generously supporting the United Way—last year we raised more than $280,000—and it truly does make a difference to people in our community.”

UVic employees will receive pledge forms in the campus mail during October, and are encouraged to return them early for a chance to win great prizes. Employees can choose to donate via bi-monthly payroll deduction using the pledge forms. Online donations are also accepted at www.uvic.ca/unitedway/donate/online/index.php.

Fall United Way fundraising events include the Plasma Car Races on Oct. 22, Bag Push on Oct. 27, Hearts and Hands Craft Fair on Nov. 19, UVic Libraries Book Sale from November 19 to 21 and That Chemistry Show on Nov. 21.

Thanks to over 12,000 donors, United Way funds a network of programs and services working to make lasting measurable change to the lives of vulnerable children and youth, families, isolated seniors, Aboriginal people, immigrants, and people with disabilities, addictions and/or mental health challenges. In 2012, United Way provided more than 20,000 children and youth with the resources and opportunities to grow up healthy and achieve success, and assisted more than 45,000 people to build financial stability and independence.

For more information, visit www.uwgv.ca. Visit the UVic United Way website at www.uvic.ca/unitedway or follow the campaign on Twitter @VicUWUnitedWay.
We're living on the edge: It's time to Drop! Cover! Hold On!

Please wear something red on Oct. 17 and practice the DROPOUT COVER! HOLD KNEE procedure wherever you are at exactly 10:7 a.m. The drill may be announced in your building.

“This simple two-minute drill will help you learn the immediate emergency response procedures for an earthquake,” says Daphne Donaldson, manager of emergency planning. “Even though the steps are simple, it’s important to practice them regularly so that we can react automatically during an emergency—no matter where we are.”

The faculty champion for this year’s ShakeOut drill is the Faculty of Engineering. Administrative director Mary-Anne Teo explains that the drill’s «senior administrative staff and building safety and maintenance department members are encouraging all faculty, staff and students to participate in the drill. Hausti Müller, assistant director of research, has generously shared with other instructors a set of PowerPoint slides that he developed in order to discuss and carry out the drill in his classes. The short presentation may soon be made available to UVic faculty as a ShakeOut teaching aid.

“Planning for the ShakeOut drill has raised our awareness about all the things we need to consider before an earthquake happens,” says Teo. “For example, I learned that I needed to make the area under my desk clear and comfortable in case I have to take shelter there. We have all checked our emergency kits and added useful items like flashlights, cash, blankets, water, snacks and family contact cards. I moved heavy items off the shelves above my desk area to reduce the risk of being injured during a quake, and now I have my kit within reach—just in case.”

Information and resources to help you prepare for an earthquake are available at UVic’s Emergency Planning website at www.uvic.ca/services or at www.earthquake.ca.

SPECIAL EVENTS

We’re Living on the Edge: Earthquakes in Southwestern BC

Friday, Oct. 11, 12:30–1:30 p.m.
Guest speaker Dr. John Cassidy, a research scientist with the earthquake seismology section of Natural Resources Canada’s Geological Survey of Canada, will answer questions about earthquakes, aftershocks and what we should expect in Victoria. Cassidy was part of the Canadian Association of Earthquake Engineers Reconnaissance Team that travelled to Christchurch immediately after the devastating 2010 magnitude 8.8 earthquake.

MELANIE GROVES

MUSIC THEATER KICK-OFF

Monday, October 7 | 11:30 a.m.–1:30 p.m.
Welcome Centre

Come join your colleagues and the community to celebrate the beginning of the UVic United Way Campaign! Drop in anytime between 11:30 and 1:30 to eat some popcorn, learn more about the United Way, and drop off your pledge form to be entered in a draw for a fabulous prize.

uvic.ca/unitedway

2013 GREAT BC SHAKEOUT

The Ring Oct 2013 Page 7
Scaling CARSA

What will take thousands of pairs of hands to climb? Imagine an 18-metre tower, rising up near UVic’s McKinnon Building. In less than two years, community members can belt into harnesses and scale UVic’s new climbing wall themselves.

Groundbreaking took place early this year for the new Centre for Athletics, Recreation and Special Abilities (CARSA) and now the climbing tower’s structural surround, which currently resembles a giant version of a child’s magnetic building set, looms above the construction zone along Gabriola Road.

The work by Campbell Construction Ltd. is on a grand scale: floor space for the centre takes up the equivalent of three football fields; the volume of concrete to construct the building and adjacent parkade will fill 1,300 concrete trucks; and the amount of reinforcing steel would weigh down 55 semi-trailer trucks.

CARSA is the university’s first major athletics and recreation facility in over three decades. The building is also targeted to achieve the LEED gold standard. CARSA is scheduled to open in spring 2015.

As construction progresses, UVic continues to post information on the CARSA website at www.carsa.ca/carsa, including traffic updates and story vignettes about the ongoing influence and impact of its future occupants: UVic’s Vikings, sports and recreation programs, and CarAssist.

The foundation has been laid; the vision is becoming a reality. Visit the website for more on how to support this state-of-the-art facility.

Brainstorm a new business—today!

Less than a week into their studies, 240 commerce students at the Gustavson School of Business were teated up and challenged to conceive—and pitch—a new business idea in one day.

Each team included at least one international exchange student, and the sustainable and socially responsible idea had to work in that person’s home country.

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Humphrey’s journey to UVic began at the University of Southampton in England, where she earned her Ph.D. in Oceanography. Her research on marine snails led her to train on SEM (scanning electron microscope) and TEM (transmission electron microscope) microscopes at Southampton General Hospital. In 1987, she moved to Canada with her family.

In 1992, Humphrey began working part-time at UBC, where she eventually ran the BioImaging Facility. In her spare time, she volunteered at the Vancouver Aquarium and became increasingly interested in hair (sea otter and sloth hair to be exact). Her obsession with hair grew to include the wool dog, an extinct species of every kind.

Humphrey’s research and hopes to use the SEM for further investigations into follicles of every kind.

Moving forward, it’s clear Humphrey wants the entire facility to feel welcoming for all. “The lab, which began in 2009 as only a concrete floor, will hopefully be open 24/7 in the future.”

For now, Humphrey is excited to be training more and more STEHM users. “A lot of people got trained just on the technology, but what you’re taking away is an image. You have to look at it artistically as well,” she says.

Humphrey’s own images have reached well beyond the scientific community. The wildly popular science-fiction television show The X-Files featured her bug images in the series. Five children’s books comprise her stereo SEM pictures. With Schuetze, she has also created incredible art that requires a microscope to even be seen. One of the microscopes in the lab, the Hitachi FB-2100 Focused Ion Beam microscope, is the world’s most precise etching tool. They wanted to see if the entire UVic campus map could be etched onto the head of a pin. “The head of the pin was way too big, so we turned it over onto the point of the pin. You can get five campus maps on there,” says Humphrey.

Humphrey also welcomes new users to the facility regularly. “Using an electron microscope that’s already aligned is very easy,” she believes. While the STEHM may be the world’s most precise microscope, it’s a brilliant mind that lies behind the lens.