

# YORKU

SUMMER 2007

## *Into a New Era*

After 10 years, Lorna R. Marsden passes the presidential torch to Mamdouh Shoukri

**PLUS**

Cancer Researcher Sam Benchimol's Secret Agent  
D'oh! How Joel Cohen Helps Create 'The Simpsons'  
Will Ferguson on the Art of the Scam

An issue spanning two presidencies. BY BERTON WOODWARD

# Top People

**A** change of presidents at a university is a momentous time, especially when it has been 10 years since the last one. Not to mention when the decade of Lorna R. Marsden's leadership at York has been among the most dynamic in its history, and when her successor has as impressive a track record as Mamdouh Shoukri's. Momentous, and no doubt invigorating. The two people who grace our cover personify the phrase "from strength to strength", and that is clearly where York is going.



a list, and may give you a chance to catch up on what you've missed.

In this issue, whose shelf life spans both presidencies, you'll find a package of features related to the transition. First, you'll meet York's president-designate, who takes over on July 1, in our opening profile by *YorkU* managing editor Michael Todd. Shoukri is a tall man with a ready smile, and his open approach is evident in Michael's story. Then we turn to the woman with the droll wit and clear vision who has so transformed York. No one understands Marsden's achievements better than Marshall "Mickey" Cohen, who has worked so closely with her as Chair of York's Board of Governors. The pleasure for me, after asking him to write about Marsden, was seeing my expectation confirmed that Cohen, an entertaining speech-maker, would also prove to be a deft magazine writer.

Enhancing our coverage is the last *Leading Edge* column by Lorna Marsden, her 20th column for *YorkU* since it began publishing in 2003. It's a specially expanded two-page version in its usual spot up front, and as she looks back, she exhibits many of her trademark qualities – humour, determination, savvy, and what I see as her unsinkable ability to be an intellectual booster for York. Her driving spirit will infuse the University long after she has left.

Coupled with Cohen's article is a feature that I think may be an eye-opener for alumni or others who have not visited York for a while. This is a timeline recounting just a fraction of all that has happened over the last 10 years. It's quite

And in meeting Shoukri, we found, if anything, a kindred spirit. In our interview he was, naturally, circumspect about specific plans (although on the long-discussed topic of a possible medical school at York, he allowed that while it would need study, "I'm very warm to the subject"). But he had a clear idea of why he had taken the job. "York stands for excellence in education and research, York stands for accessibility, fairness and social justice, York stands for being part of the community, and these are values that are dear to me," he said. "Therefore I would like to be part of that, and I would like to build on that strength." Strength indeed. **M**

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# YORKU

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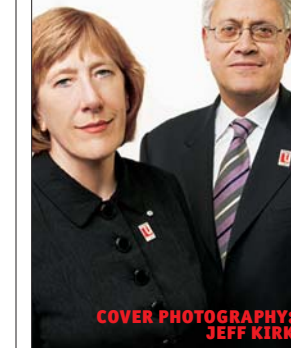
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# SUMMER 2007

York's outgoing president & vice-chancellor looks back at 10 years leading a 'feisty and charming' institution. BY LORNA R. MARSDEN

# Remembering the Future

**T**his is my final column in *YorkU* as president of the University and I feel very fortunate to have spent my last decade at such a superb institution. Eleven years ago, apart from some good friends and colleagues, I knew almost nothing about York. What I did know was that the University was created to represent the strong, diverse post-war spirit of the 1960s – and that it lived up to those values academically, politically and socially.

For example, York was creating a School of Women's Studies – the first in our country, York's faculty had given birth to CanLit and to Canadian studies well before others, York had a history department second to none, and at one point York had been a candidate to be the Space University. I also knew that there were some good quantitative social scientists and some great librarians; that Osgoode Hall Law School was at York; that Seymour Schulich had chosen York's business school above all others for a spectacular gift; and that whenever I tried to telephone anyone at York, it seemed impossible to sort out the multiple departments of almost every discipline and whenever I went to the campuses I immediately got lost.

Not a lot of real understanding.

So when I was approached to see if I would consider letting my name stand for president, I had a lot of research to do. I was then president of Wilfrid Laurier University, a place I loved but where I was concluding my term. It was not immediately apparent that York was a place to love and unclear whether it was a place in which things could be done. Even 10 years ago, Web sites were not a source of information and so I read through the financial statements and the catalogue and talked to some confidantes. They were divided. "It's a wonderful place," said some. "It's an impossible place," said others.

In the end, it was the values expressed in York's very existence as well as in the spirit of the faculty, students and alumni that won the day for me. York is modern, secular, engaged and concerned with social justice. York alumni I met put their view of the future ahead of the past and their engagement with the world in all its complex aspects ahead of a narrow and confined specialization. The board of governors was and is extraordinary in its knowledge about the University and devotion to it. I have yet to meet a snob at York but I have met people with the most



self-deprecating humour and pride in their university.

Being relatively young, York is not strong on traditional behaviour but certainly is on feisty behaviour. All universities were suffering from dramatic and unbearable budget reductions in the late 1990s as Canada and Ontario coped with deficits of historic proportions. Poverty generally leads to conflict. Between the time I was selected as president and the time I arrived in the summer of 1997, the faculty went on strike, and so I arrived to find an unhappy mood on the campuses: a lack of trust in one another among faculty, a beleaguered staff and a confused student body.

At once I discovered a marvellous secret about York people – they can be at one and the same time unhappy and critical but also gracious and generous. And they were in the summer and fall of 1997 – welcoming and charming, generous with advice, untrusting and yet willing to work together. I discovered two governing bodies distinct from any others I had known but each firmly building York's reputation. I discovered two beautiful campuses – hidden treasures of trees and lawns and roses and benches from which to enjoy it all. I discovered a part of the city filled with great neighbours and great challenges. In 1997 the School of Women's Studies, the Canadian Centre for German & European Studies and the Nathanson Centre for the

PHOTOGRAPH BY COREY MIHALIUK

Study of Organized Crime & Corruption opened, all bringing to fruition the work of former president Susan Mann and her team, and all great contributions to York.

Ten years on, York is still feisty and charming and I have come to love the place. I have worked with innovative, devoted and hardworking people – from the vice-presidents and the board to the deans, staff and students – impressive people, internationally minded people, people able to bridge gaps and make things work, people who have seen the opportunities and seized them. I am grateful to all. Nothing is possible without the team spirit.

What were the challenges of the past 10 years? First, to cope with the budget problems and the fallout from the faculty and, later, teaching-assistant strikes. We did get the Fair Funding solution to some of our budget woes and we built a strong team in labour relations. Second, to build pride in both accomplishments and place. We had a great 40th anniversary of the

## We have built on the strong

University, recognizing our founders, our alumni and our early years. We have built on the strong academic reputation with more students with higher entering grades; more services for students with disabilities; more graduate students; more young and impressive faculty to add strength to the departments; York's first vice-president research & innovation; more research projects, more publications, more partners.

Convocation has become a great celebration as have the annual Staff Awards. We have focused on our neighbours in northwest Toronto and in York Region – where our future lies.

Third, we prepared well for the double cohort, working with the registrar and the Faculties to create a plan, then constructing several new buildings to accommodate classrooms, labs and studios, bringing them up to high-technology standards, and expanding services for those students. The university librarian has made our libraries the place for students to be outside the classroom. The vice-presidents, the chief information officer and their staffs deserve great credit for the smoothness of the double-cohort project.

We have solved some problems: through the academic harmonization program, we have made it easier for students to understand the academic programs; we have a new Faculty of

Health, a focused University Academic Plan, and continuing improvements to help students with their programs. We have good signage in place for visitors. Parking is still a challenge but we have 1,660 buses a day on campus. The subway through the University seems to be coming at last – the fruits of a 30-year campaign by many generations at York, the steadfast support of one of our alumni, the Honourable Greg Sorbara, and the recent significant support by another, the Honourable Jim Flaherty.

Ten years ago our identity as Canada's third-largest institution was not well-known in the Greater Toronto Area or nationally. In fact, we found that our reputation internationally was stronger. So we split the advancement function into its three natural parts: fundraising, alumni affairs, and marketing & communications. This idea was strongly advanced by the Chair of the board for the past seven years, Marshall Cohen, and it has proved excellent. York University is now widely recognized by our logo, our brand and our tag "redefine the possible". Our advertisements reflect our feisty, contemporary nature and the entire institution flies under one flag of identity.

**academic reputation with more students with higher entering grades, more services for students with disabilities, more graduate students, more young and impressive faculty.**

Our Marketing & Communications Division works with the media, with all parts of the University and all our partners, and has won more than 30 awards for its output. Thanks to the efforts of Alumni & Advancement Services, our 200,000 alumni around the world are increasingly engaged and organized into chapters and branches, connected by the Internet, led by a great York University Alumni Association board, and helping today's students

in a hundred ways. And we are benefiting from the funds raised by the York University Foundation in support of students, faculty, research and capital projects. We now have the Joan & Martin Goldfarb Centre for Fine Arts, the Las Nubes Rainforest in Costa Rica for biodiversity research, the Honour Court to recognize our benefactors, and, among others, Chairs in Hellenic studies and Canadian history.

There have been some disappointments but many triumphs: York's football team has won the Red/Blue game every year I've been at York! Our student athletes are true leaders and we take great pride in them as we do in the new spirit group, York is U.

But the real excitement is what will happen in the years ahead. Through the 50th toward its 75th anniversary, York University will unquestionably come into its own. I will watch with pride. ■

## Meet the Playbot

York vision expert John Tsotsos rolls out the ultimate kids' wheelchair

**J**ohn Tsotsos has a dream. In fact, the computer science professor and former director of York's world-renowned Centre for Vision Research has had it for a while – more than 15 years. Back in 1992, when he was still a professor at the University of Toronto, he began to build a machine he dubbed “Playbot” to help mobility disabled children. For a while the dream was on hold due to lack of funding, but now Tsotsos, who holds a Canada Research Chair in Computational Vision at York, is back in the game thanks to funding from the Canada Research Chairs Program and the Canada Foundation for Innovation/Ontario Innovation Trust.

What is Playbot? It is a child's motorized, robotic wheelchair with a robotic arm that can manipulate objects. It has a camera system so it can “see” and a communication panel with symbols on it that a child can press if he or she has limited arm mobility. The panel “talks” to the arm.

“Imagine a child is seated in the chair,” explains Tsotsos. “He or she could point to an icon of a toy on the panel and then point to a sequence of action icons that he/she wants the robot to perform with the toy. In effect, the icons create a sentence Playbot understands. For example, the child could ask Playbot to ‘fetch’ a toy to the wheelchair's table for closer inspection or manipulation. Playbot will actually be able to visually locate toys in the child's environment. It can be very tedious and tiring to grab objects with traditional robotic arms, because children have to rely on their vision to continually ‘adjust’ it.”

Along with children, says Tsotsos, Playbot may also help mobility impaired people of all ages lead a more independent life. ■

BOOKS

# What They're Reading

York people reveal what's on the bedside table

Joe Baker

Professor, School of Kinesiology & Health Science, Faculty of Health

*Monkey Girl: Evolution, Education, Religion, and the Battle for America's Soul*

By Edward Humes

"I'm easily distracted so I always seem to have half a dozen books on my reading pile at any given time. *Monkey Girl* is a detailed account of the trial in Dover, Pennsylvania, about the battle to teach creationism in the classroom as an alternative to evolution. It has all the tension and suspense of a good action novel. I'm just finishing *Anansi Boys* by Neil Gaiman, which I thoroughly enjoyed. It's a wonderful fantasy tale about gods who walk the earth seemingly playing havoc with people's lives."

Rafael Gomez

Economics professor, Glendon

*Churchill*

By Roy Jenkins

"This is the second time I've sat down to read this magisterial work. What has compelled me to return to a 958-page biography, you ask? Well, apart from Jenkins' splendidly dizzying and ingenious biographical structure, no politician has ever had as many lives, nor had as profound an effect on the history of the 20th century, as Winston Churchill. He suffered many defeats during his lifetime, yet despite them all, his underlying optimism, unbounded energy and sense of destiny managed to place him centre stage at a time when England – and indeed the rest of the world – needed him the most." ■



RESEARCH

# Sales Clerk Beware

Flattery really will get you nowhere, finds a Schulich prof

**Y**ou're in a store buying a jacket and the sales clerk says, "Oh, you look great in that coat!" Do you trust such judgments? Not likely, says Kelley Main, marketing professor in York's Schulich School of Business. Main, along with colleagues Darren Dahl at the University of British Columbia and Peter Darke of Florida State University, wondered how consumers responded to over-the-top sales behaviour and how it might influence customer perception. Does flattery heighten consumer suspicion?

"One of our experiments tested for consumer responses to flattery during actual sales transactions," says Main. "We used 102 students as customers, buying sunglasses at a kiosk in a campus mall." During the experiment, sales clerks flattered student customers before the purchase, after it or not at all. In both cases of flattery, sales clerks used the same three statements, "That's a great pair of sunglasses. I think they look good on you. They really suit you."

After buying the sunglasses, students completed a questionnaire asking whether they received flattery, when it occurred and how "trustworthy" they found the salespeople. "Across this field study, and three other lab studies that we did, we showed that trust judgments occur through a combination of deliberative and automatic processing," says Main. Surprisingly she found consumer suspicion was evoked automatically (without need for deliberation), even when flattery came after the sale.

"If you have flattery coming after the sale, there's no real ulterior sales motive. You've already bought the product. But even post-sale flattery caused consumers to have negatively biased judgments of trustworthiness towards the sales clerk," says Main. Final analysis? Leaving customers alone to make their own decisions might be the best sales pitch of all. ■

PHOTOGRAPHY BY RSQUARED

UNIVERSE

LIBRARIES



# The e-Shelf

More and more electronic books are coming into York's collection

**I**n university libraries, "p-books will always be important, but e-books are undeniably gaining ground," says York University Librarian Cynthia Archer. "P-books" are, of course, those good old-fashioned books that most of us know, read and buy – the kind with type, paper and board covers. But a new type of book is steadily making inroads into university collections – the electronic book.

York jumped on the e-book bandwagon a few years ago and now the catalogue boasts some 150,000 entries. Highlights of York's acquisitions include the Early English Books Online collection (dating from 1473-1700) and Eighteenth Century Collections Online. These are full-text digital facsimile products that can be electronically searched, making them

convenient for many users, especially students with disabilities or members of the York community who wish to access full-text books from other locations, says Archer.

York also recently acquired some other interesting e-databases, including the Black Short Fiction collection containing 1,108 stories and folktales. When complete, it will have some 8,000 works of short fiction. "The beauty of e-books," says Archer, "is you don't have to reprint a book to update it. The publisher simply adds to his database."

Archer says it's likely that in future the library will have the ability to print "instant" books for a small fee making e-books that much more convenient. "P-books will always be dear to our hearts here and remain critical to our collections, but e-books are here to stay." ■



CULTURE

# Stages of Marketing

'Product placement' has been around since early Broadway days

PHOTOGRAPHY BY RSQUARED

**T**he insertion of a Coke can or a Prada handbag into films or TV shows is no accident. And in fact, "product placement" is apparently as old as the hills, or, at least, as old as theatre from around the turn of the 20th century, if research by York's Marlis Schweitzer is any indication.

Schweitzer, a theatre studies professor in the Faculty of Fine Arts, has been examining the "convergence" of theatre and the fashion industry in the US between 1893 and 1919. Her research is due out soon in book form. *Becoming Fashionable: Actresses, Fashion and American Consumer Culture* will explore the extent to which a heightened emphasis on accurate and expensive costuming in contemporary drama, vaudeville, musical comedy and the revue (among other factors) transformed commercial Broadway theatre into a department store showroom.

Says Schweitzer: "It might seem surprising to us now, but commercial Broadway theatre then did more than borrow marketing strategies and appropriate advertising rhetoric. Its interaction with manufacturers, ad agents and department stores absolutely facilitated the promotion, distribution and consumption of new products and product categories, ranging from cars and soda pop to the latest Paris fashions."

As a researcher, Schweitzer draws on her extensive background in theatre history, cultural studies, film and business history, and fashion and women's history. "My work has a broad appeal to scholars and students in a number of fields," she says. "It's a growing area of research that recognizes shopping as much more than a frivolous pursuit and I'm looking at the various ways in which women have used fashion and other commodities to negotiate a place for themselves within the public sphere." ■

**I**f you're not on the grid, now's the time to join – and have your snoozing computer help the world's scientists battle major diseases. What is the grid? Well, the World Community Grid, powered by IBM software, is a remarkable project that links up idle home or work computers (PC or Mac) to provide researchers with a global system that has the processing power to outstrip even supercomputers.

The grid uses all that computer downtime to tackle huge real-world challenges, such as the Human Proteome Folding Project. The HPFP recently provided scientists with grid-crunched data on how individual proteins within the human body affect our health and enabled researchers to work on new cures for illnesses such as Lyme disease, malaria and TB. Without the grid, it would have taken five years to achieve the same results. With the grid, it took the HPFP only 12 months.

In March, York became the first Canadian university to join the grid, and it is inviting the entire alumni community to come aboard – see York's World Community Grid page at [yorku.ca/wcg](http://yorku.ca/wcg). Users are asked to download a small, free piece of software, and the page explains how to register as part of the "York University Research" team. After that, whenever your computer is not in use, a screensaver will show you what your processor is working on – it could be AIDS research or fighting muscular dystrophy.

University officials involved in the project hope York will become one of the largest contributing groups to the grid. "It's a satisfying feeling to be part of something that's making a real impact on global research," says Stan Shapson, vice-president research & innovation. "It's also a very tangible way for York to enhance its growing research reputation within our regional community – specifically by complementing our external collaborations with leading industry partners like IBM and others." ■

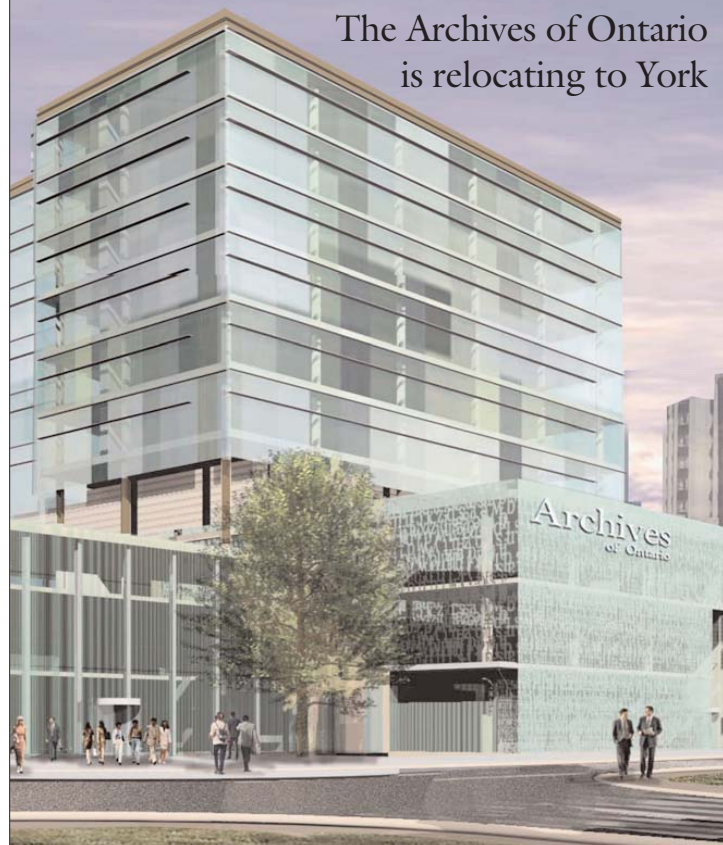


**Are You on the Grid?**  
If you join York's team, your computer can help humankind

**BUILDINGS**

## Fond Memories

The Archives of Ontario is relocating to York



**Y**ork will soon be getting a big chunk of Ontario history – but not in the form of log cabins or old farm machinery. Instead, the province has chosen the Keele campus as the new home for the Archives of Ontario. Fonds relating to Ontario history will not only be getting a new locale, but a new building to live in as well.

The Archives of Ontario Building will be a three-storey, 290,000-square-foot podium structure linked to the eastern end of York Lanes. Picking up on the scale of York's inner core buildings, it will contain the archives themselves and an expansion of existing York Lanes retail space. A seven-storey "research tower" will be set back on the podium, containing an additional 120,000 square feet of academic and research space for York.

The relocation of the Archives of Ontario is part of a larger project that brings together two significant provincial investments – the other being the extension of the Spadina subway line to the Keele campus and neighbouring Vaughan. The archives building will include access to the new subway stop planned for the same location.

The new structure will more than double the size of the archives' current public reference area. And the facility will meet international archival standards and make it easier to showcase some of the Archives of Ontario's most valuable collections by serving a broader clientele, including school groups. Estimated cost of the entire project is \$100 million. It should be complete by March 2009, coinciding nicely with York's 50th anniversary. ■



## Let Freedom Ring

The governor general opens York's new Tubman Institute focusing on slavery

**D**uring the 1800s, Canada meant freedom to hundreds of American slaves escaping forced servitude by way of the Underground Railroad. For every newcomer to the tiny hamlet of Buxton in southwestern Ontario, an enormous brass bell, housed in the local church and known as the Buxton Liberty Bell, would ring out the sound of their freedom.

On March 25, that sound rang out again at York as Canada's Governor General Michaëlle Jean officially opened the University's new Harriet Tubman Institute for Research on the Global Migrations of African Peoples by ringing a replica of the historic Buxton Bell. Jean's visit and the opening of the Tubman Institute coincided with the 200th anniversary of the British abolition of the trans-Atlantic slave trade. During the occasion, Jean received

an honorary doctorate of laws from York.

"I am so proud to be here today to congratulate you for launching the Harriet Tubman Institute," said Jean. "You are telling us of the great struggle slaves and former slaves underwent to reclaim their dignity as human beings. You are reminding us of the importance of remaining vigilant even today, as slavery, slavery-like practices and human trafficking persists around the world."

Named in honour of Harriet Tubman, a Maryland woman who fled slavery in 1849 and became a conductor on the Underground Railroad, the research centre will explore the history and forced migrations of African people around the world.

The original Buxton Bell, which remains in the church steeple, still rings for services. ■

PHOTOGRAPHY BY GARY BEECHEY

PHOTOGRAPHY BY RSQUARED

# I N T O    A N E W    E R A

President-designate Mamdouh Shoukri, who will lead York starting July 1, brings with him a stellar reputation as a research administrator. **BY MICHAEL TODD**

PHOTOGRAPHY BY JEFF KIRK

**S**OMEHOW IT SEEMS FITTING that Mamdouh Shoukri is an engineer by trade and training, especially since he grew up in Egypt, a country renowned for its own engineering marvels. York's president-designate has shown himself to be a builder in every sense. On July 1, Shoukri will bring his wealth of academic experience and administrative skills to bear on his new job as York's seventh president and vice-chancellor, succeeding Lorna R. Marsden, who is retiring after 10 transformative years (see following stories).

Shoukri, 59, did his undergraduate degree in mechanical engineering at Cairo University in Giza, then came to Canada





at age 24 with his wife to pursue a master's in mechanical engineering at McMaster University in Hamilton in 1972. He received his PhD from McMaster in 1977, then went on to work for Ontario Hydro for eight years in its research division, focusing on the famous CANDU reactor. In 1984 he was hired by McMaster as a professor in the mechanical engineering department, became Chair in 1990 and then dean of engineering in 1994. Since 2001, he has served as vice-

president of research and international affairs at McMaster.

In fact, you could almost call McMaster the Shoukri family home. He is married to Susan Shoukri, whose bachelor of commerce from Cairo University was augmented by an MBA from McMaster; she recently retired from Ontario Power Generation. And he is the father of two multi-degreed McMaster children – son Kareem is currently pursuing a PhD there, and daughter Dina, a McMaster MBA, works for the Ontario Power Authority.

Hamilton's loss is York's gain. Aside from both his academic teaching and his real-world engineering experience, Shoukri has a stellar reputation as an administrator and for his ability to attract research support. While VP at McMaster (which won the "Research University of the Year" award in 2004), Shoukri was the original mover behind the idea of the McMaster Innovation Park, currently under development.

As well as his expertise, Shoukri brings with him a love of learning, nurtured by enlightened parents who emphasized knowledge and education. "Everybody in my family had at least one university degree," he says. "Education was very important to me, and an association with a university was something I remember thinking about even as a kid. I didn't think I would be a university president, but I knew I'd go to university."

Shoukri grew up in the Cairo district of Heliopolis with his three sisters, who all became university graduates. "I had very good schooling," says Shoukri. "From day one, education was a primary objective for me. I was growing up in a country with 7,000 years of heritage! It was quite amazing, although I have to say I probably did not appreciate it so much at the time. It was only later in life that I came to realize the value of that because of seeing it through the eyes of others and perhaps through the eyes of my own Canadian-born children."

**SHOUKRI SAYS THAT WHEN HE ORIGINALLY** came to Canada his life plan was to get a PhD and head back to Egypt. "I did mechanical engineering so I likely would have ended up going back to a university job, or government job," he says. "But we enjoyed being in Canada. We started to realize how privileged we were by living here. And we started to have a family. So we stayed because we couldn't see any reason not to stay."

While Egypt has many wonderful things, one thing it does not have is winter. Does Shoukri remember his first snowfall? "I do. It was November 13th, 1972. My wife and I woke up in the morning to the ground covered with snow." Shoukri didn't experience great culture shock, he says, but he does remember being puzzled at "nothing being open past 6pm – no coffee shops or restaurants, nothing. I come from a very cosmopolitan background and at the time I couldn't believe that there was no place to go after 6 o'clock on a weekday, and that if I ran out of gas I'd have a problem finding a gas station that's open."

One quality about Canada which convinced him to stay was the opportunity the country itself presented. "Quite frankly, we felt we were in the best country in the world. We enjoyed being here. A community started to develop around us – and I don't mean an ethnic community. I mean a community of people who were like-minded, a community of people who were in the field I am in, and I felt part of that community. That applied equally to me and my wife. We couldn't see a good reason to leave!"

Aside from getting his academic credentials in order, Shoukri says it was always on his life-radar to work in the "real" world. "I wanted to have experience as an industrial engineer. I felt an engineer cannot really be an engineer without practising engineering. While I was finishing up my PhD I didn't even consider applying for university jobs." Instead, Shoukri took a position with Ontario Hydro's research division where he did research projects in support of the safety analysis and operation of the Canadian-made CANDU reactors. "The job allowed me to interact with academe all over the world," notes Shoukri, "and with the nuclear industry the world over – the people doing R&D in the area – so that was very useful for me professionally. And when I went back into the university and developed my own independent research program that experience was a great introduction to what the research issues were."

Like any good administrator, Shoukri has translated a penchant for listening into his approach to his upcoming presidency. "I think a good quality for any university president to have is a willingness to listen and understand that, at the end of the day, the university is an academic institution with an

academic mission. I'd like to be able to believe that I will lead a culture of inclusivity, where everybody has a role and everybody feels valued. I am a person who believes very strongly in issues like accessibility and giving people a chance, which is something that has been a part of the heritage of York. I believe in fairness and commitment to giving people opportunities to show their excellence."

Shoukri must be a good listener because he made such a big impression on his students as dean at "Mac" that they even wrote a song about him for a 2001 musical called *The Wizard of Eng* (Tagline: "We're Off to See the Mamdouh"). Set to the tune of "The Sound of Music", the lyrics of "The Sound of Shoukri" extol both his rep as a champion for students ("He fights for our rights" or "I go to the dean when I need assistance") and his skill as an administrator capitalizing on McMaster's research strengths and human potential ("Our dean has the power to change the amount of our debt/To a million dollar fee").

**SHOUKRI BELIEVES IN DISSEMINATING** knowledge as widely as possible so that the world can judge the quality of scholarship (through peer-reviewed journals or otherwise), but also so the world can benefit from access to the knowledge itself, he says. "We need other new vehicles aside from just journals these days. We need to find ways to disseminate the knowledge in ways that society can use. It's easy to see this in the areas of applied sciences through technology transfer, but I also see dissemination in a broader sense. Excellent research in humanities and social sciences needs to be made available to decision makers, policy-makers, and to society, so society can adopt it and use it rapidly – without having to wait."

Like York's high-profile work on bullying? "Good example," says Shoukri. "Such research is part of what I call knowledge transfer, not just 'technology' transfer. It's an evolving mandate for us. We see knowledge transfer through our graduates, through scholarly publications, and now we need to invest in new vehicles that make our knowledge available to a world where knowledge is a driver for economic and social development.

"I don't think we should be in a position where we wait for somebody to come and take that knowledge off the shelf [from a published academic journal] to translate it into policy; we need to be part of the process. We don't do it all, but we need to facilitate it."

But there's also a caveat, he says. "Whatever business practices we do should be done to serve the academic mission of the

university. The core mission can't be lost, which is that whatever we do is done to serve those who are teaching in the classroom, those who are receiving knowledge in the classroom, and those who are working in the labs or the library or whatever."

Along with the need to be socially responsive, Shoukri says he believes "a progressive, 21st-century university" also has to be linked to the social and economic development of the area it is located in. "When I talk about a university being progressive, I mean the university is the driver of development. I also think we need to be a university that values life-long learning. For any society to be competitive, it will need to continuously train people and prepare them for evolving and changing roles. And if there's a university that's suited for that it's York."

One of the biggest issues for at least two former presidents

**'I am a person who believes very strongly in issues like accessibility and giving people a chance, which is something that has been a part of the heritage of York.'**

has been York's lack of direct connection with the centre of the city – best solved, since you can't move the campus, by the extension of the subway to York and the 905 region. Now that link looks set to become a reality, thanks to confirmed federal, provincial and municipal funding. How does Shoukri feel about York's geographical placement and the subway pledge?

"I think the subway is very important for York, York Region and the City of Toronto. It is the one thing that will alleviate many of the perceived disadvantages of York's location. Let's look at the advantages – York is part of a very strong and prosperous metropolitan area with the most diverse population one can imagine. With the subway we're going to eliminate most – if not all – of the disadvantages, and start enjoying the advantages." Some of the subway digging may begin next year. For the engineer who has come to York, there will be plenty of large-scale engineering to watch in coming years. ■





Y O R K ' S  
C O N S T A N T  
G A R D E N E R

After working with her for seven years,  
the Chair of the board of governors pays warm tribute to outgoing  
President & Vice-Chancellor Lorna R. Marsden.

BY MARSHALL COHEN

PHOTOGRAPHY BY JEFF KIRK

**I** FIRST MET LORNA MARSDEN at a time when York University was nowhere on our mutual horizon, but the experience was a precursor of what was to come. We were “over the fence” neighbours (she was still president at Wilfrid Laurier University) and my first sighting of her was in her garden. I watched her with fascination (not being much of a green thumb, it was all a mystery to me). She didn’t have much time for gardening but she evinced several personal characteristics that I was to see in later years over and over again. She attacked the weeds with ferocity, she cradled her flowers with loving care, she wasted no time, she planned her garden, she got results and she worked at it till she was exhausted – her beloved garden or her beloved University? Both.

In July 2000, I became Chair of the board of governors and we began a deep and productive working relationship. Lorna did many things at York with astonishing success, but much of her on-campus achievement will be better detailed by her many colleagues and admirers in the academy. I want to talk about some other things that we did together and which, for me, showed the depths of her character and her courage. In retrospect, they look easy, but at the time, they took guts and plenty of it.

Perhaps the most innovative and profound were the “branding” of the University and the creation of the York University Foundation. (The two were inextricably linked, though that may not be apparent at first blush.) We were both convinced that until York had a clear and distinguishable “brand”, we could not reach our potential for fundraising. More than that, we could not harness the power that lay within the campus but was dispersed and hidden in too many corners. And so Lorna, having come to understand the power of a

## LEADERSHIP

metaphor, set off almost on a one-woman crusade to “brand” the University. Not an easy task. And to make it harder, this was not Lorna’s world – much of it is about marketing, advertising, symbols and messages, not the usual playing field of an academic administration. And to make it even harder, every nook and cranny of the place had its own turf, its own logo, its own graphics, its own message. Give it up for the greater good? Heresy! And worst of all, the whole notion reeked of corporate capitalism.

But she persevered and gradually a wholeness began to emerge. We are not done yet, but it is working and we will get there. And we would never have even gotten started without her conviction, her capacity and her raw courage. I watched it up close; I know how tough it was.

The York University Foundation was a similar story. Fundraising at York was in its infancy in the late '90s and the rest of the world was fast occupying the philanthropic dollar space. We had to do something radical and do it quickly. More of the same old approach would see us fall further behind, not close the gap. And so the foundation was conceived. A separate organization; an independent board; a separate budget, free of

the University’s bureaucracy but yoked to the University’s priorities and plans. But this meant turf had to be yielded by the Faculties and schools (for the greater good and for their own greater good, a fact not easily acknowledged by many). And the power structures within the University (the board of governors, Senate, the senior administrators) all had to stand back. A hard pill to swallow for many.

As with her garden, Lorna set to work. We had a plan, she trimmed the weeds, she watered and nourished the seedlings – and the foundation began to bloom. The results, of course, are now well known. Our donations are growing exponentially; we are launched on a highly ambitious campaign. Our message is out there and it is working. I’m not sure that the battles within the University are all over, but the war is – the University writ large won, and it and all its parts will be better off. None of this would have happened without Lorna.

A third example is the York University Development Corp. There sat the south lands – just sitting there. Land that could become money for the University’s many needs. Land that, instead of being a vacant and sometimes dangerous field, could become a place where people lived and worked and shopped

and socialized. But inertia had set in many years ago. After all, maybe someday that land would be needed for academic purposes. (Yes, it would if we wanted to have a campus with over 100,000 students on it.) And houses and stores and offices meant development and that meant commercialism and what business did the University have in that game anyway? Again, once she became persuaded that development was the way to go, she plunged into her garden with all her passion and energy. Today there are houses there, tomorrow there will be a community with all the attendant benefits to the York community.

Again, the road was not smooth. The scandal that never was became a headline newspaper story and it took a judge and an inquiry and a retraction to make it clear that there was no impropriety nor anything else worthy of mention. But for a few months, it was very tough going – people’s reputations and the University’s reputation were in play, but Lorna never wavered. There were principles at stake and in those circumstances, no quarter could be given.

These three matters, the branding, YUF and YUDC can be seen as examples of leadership and vision, but to me, they are also examples of something else which sets Lorna apart from

York Then and Now		
	1997	2007
Total students	38,217	51,420
Total faculty (full & part time)	2,951	4,788
Academic programs	135	164
Operating budget	\$368 million	\$738 million
Alumni	133,722	202,243
Building space (sq. ft.)	5.2 million	7.5 million
Buses to Keele, daily	575	1,660

the crowd. That characteristic is courage. In very different ways, each took a determination to get it done that not many of us have. But she has it in spades. There are lots of other

# Ten Years of Transformation

A selection of events that occurred during the tenure of President & Vice-Chancellor Lorna R. Marsden.

By Michael Todd



## LEADERSHIP

examples I could cite, but these three are more important because they will have a profound and lasting positive effect on the University – and they took enormous intellectual courage and character to get them done. I must also note her tenacious campaign for the subway to York, now an agreed deal that will transform the Keele campus in coming years.

Within the academic precinct itself, there are also many great accomplishments, indeed far too many for me to comment upon. And so with apologies to the rest who do not get mentioned, I will reflect upon two matters that I know somewhat more about.

We have two great world-class schools at York, Schulich and Osgoode, and we have many departments and “pockets” that are world class, but we need more – many more. A few years ago, it became clear that one of our Faculties had come to a crossroads. Fine Arts had all the components of a world-class and world-renowned school, but it needed a galvanizing vision to bring it all together and take it to the next level. At the same time, the Ontario government was dangling SuperBuild dollars in front of all our eyes. Lorna saw the vision, hatched the strategy, developed the tactics and once again waded into her

garden. Thus was born the Accolade Project. Big money from the government, big money from the private sector (using the newly created foundation – the pieces come together), and there emerged new academic space, glorious new performance space, long overdue recognition as Canada’s finest fine arts school – and another world-class school in our quiver. And the fourth and fifth are on their way. Her successor will see them bloom, but Lorna planted the seeds. (I leave it to others to identify them. Hopefully more than two of you will raise your hand and claim the prize and then we will have a host of new world-class players.)

The second matter I want to touch upon is the 2005 University Academic Plan, with its emphasis on research, graduate education and health studies among key priorities. This is a very bold and transformational document. It has formed the basis for the campaign and for 50th anniversary planning, and it has been the intellectual architecture within which the search for the new president was conducted. It will lead the University down a very different path over the next decade. Many people and institutions within the academy had a hand in it, most especially the Senate, but make no mistake, it was inspired and

driven by Lorna. And it was not an easy sell, for many recognized that when it was done, the garden, and their place in it, would look very different. But it was absolutely critical that a new and path-breaking course be set. We are starting down that

of a great leader, but one who sounds almost stentorian in her manner and style. This truly was not the case. Lorna and I worked closely together for seven years and during that time we shared many crises, many successes, many humorous moments and many

**The road was not smooth, but Lorna never wavered. There were principles at stake and in those circumstances, no quarter could be given.**

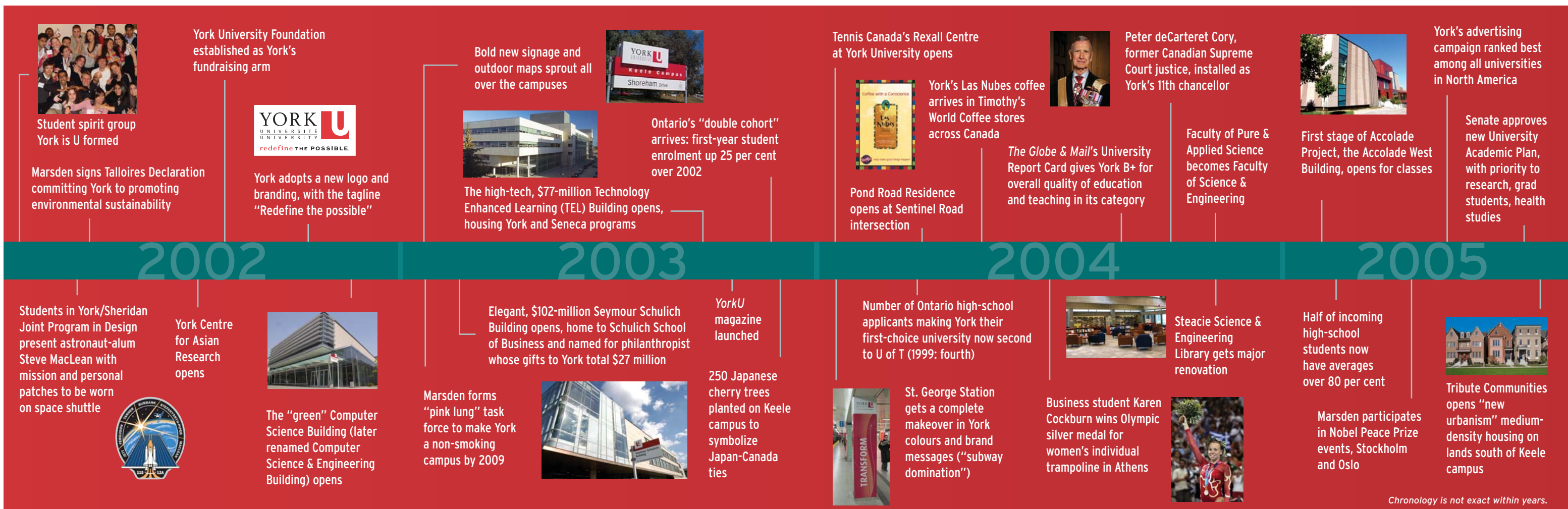
road but it was Lorna who got us out the starting gate.

I cite these last two matters, Accolade and the University Academic Plan, as examples of great vision and leadership. Every great institution needs those qualities in its leader and we have been blessed to find that our cup runneth over.

I want to conclude on a personal note. I have painted a picture

pratfalls. (I think of Lorna sucking it up as Pinball Clemons, of Argos fame, taught her how to take a handoff into the belly.) In this piece, I have chronicled her fortitude, but I cannot let it end without revealing her humour, warmth and style.

The moments that come to mind involve our fortnightly “summit” meetings. We would meet frequently, the President



*Chronology is not exact within years.*

## LEADERSHIP

and the Chair, to plan the mighty “affairs of state” of the University, but these meetings did not occur in some grand boardroom with plush leather chairs – rather they would occur

friends would approach, but the regulars quickly learned the protocol. Only a few moments of socializing allowed – there was serious work to be done – and so the decisions I talked of

## The moments that come to mind involve our fortnightly ‘summit’ meetings – not in some grand boardroom but in the Starbucks down the street.

on a weekend, early in the morning at the Starbucks down the street from where I live. Picture the scene: the Chair (usually in his golf togs or his workout clothes), the President in her walking togs (often having walked the several miles to get there), huddled around a little table, steaming coffee, papers spread. After a few months of this, the regulars at Starbucks caught on and moved their tables back, lest the grand secrets of York leak into the public’s awareness prematurely. Occasionally

earlier and many others like it got made midst the chatter and the clamour of a morning Starbucks crowd.

Lorna and I are no longer neighbours. And soon we will no longer have the “York” working relationship to bring us together. But we will always have a special friendship and I will always be her admirer. And I will always remember the affection she bestowed on her gardens and the way in which they responded and flourished – both of them. **M**

York celebrates official opening of \$107-million Accolade Project, with Accolade East Building boasting major new fine arts facilities



Marsden named to Order of Canada

Glendon announces Canada’s first bilingual School of Public Affairs, aimed at graduate students



Governor General Michaëlle Jean opens the Harriet Tubman Institute for Research on the Global Migrations of African Peoples, York’s 24th research centre



Steve MacLean e-mails Marsden from space aboard long-postponed space shuttle mission

Faculty of Health established as first new Faculty in 34 years

Student Services Centre, opened next to Schulich in 2004, renamed Bennett Centre for Student Services in honour of Avie Bennett

McMaster’s Mamdouh Shoukri named as York’s seventh president and vice-chancellor, effective July 1

York’s 200,000th alum graduates at June convocation

2006

2007

The City Institute at York University launched to study global urban topics

York introduces new Student Code of Conduct, enhancing student involvement

York chosen as new home for Archives of Ontario, in building to adjoin York Lanes



Ottawa seals the \$2-billion deal to extend the Toronto subway to York University and Vaughan – on Marsden’s 65th birthday, March 6



Construction begins on a colonnade on the south side of the Common, covering the walkway from Vari Hall to Accolade East

Marsden’s term ends, June 30



75th Congress of the Humanities & Social Sciences held at York, largest of its kind in North America with 8,000 delegates



York University Foundation launches \$200-million fundraising campaign, York’s biggest, in run-up to York’s 50th anniversary in 2009



A lawyer sees insider trading.

An historian sees 1929.

A fine arts student sees papier-mâché.

**QUESTION EVERY ANGLE. STUDY EVERY ANGLE. RESEARCH EVERY ANGLE. WELCOME TO THE INTERDISCIPLINARY UNIVERSITY.** A WORLD WITHOUT BORDERS NEEDS AN EDUCATION WITHOUT BORDERS. AT YORK, WE BREAK DOWN TRADITIONAL BOUNDARIES AND BRING TOGETHER THINKERS FROM EVERY DISCIPLINE TO TACKLE REAL-WORLD ISSUES. WE DON’T JUST SEE THINGS IN A DIFFERENT LIGHT, WE SEE THE LIGHT IN ITS ENTIRE SPECTRUM. FOR FURTHER INFORMATION ABOUT THE INTERDISCIPLINARY UNIVERSITY, VISIT [YORKU.CA](http://YORKU.CA).



**A** GENT P53 HAS A LICENCE TO KILL. It is a highly trained professional that can scan secret code for suspicious activity and move quickly to neutralize the enemy, by persuasion or deadly force. First discovered 27 years ago, this counter-malignancy operative has become one of the world's most prominent weapons in the life-and-death struggle against an evil that affects millions. And, as with James Bond, its more famous human counterpart, no one's entirely sure how p53 accomplishes its mission but many are trying to find out.

Enter microbiologist Sam Benchimol, York's Canada Research Chair in Biomedical Health Research, whose 22-year pursuit of p53 has come to York's Faculty of Science & Engineering. Based in an unassuming lab in the Keele campus's Farquharson Life Sciences Building – it was still discreetly labelled “Women's Lounge” when he moved in last fall – Benchimol studies p53's every move, in an effort to unlock the mysteries of this world-renowned...protein.

Yes, p53 is a protein: a molecular agent involved in tumour suppression that Benchimol first encountered in England, in what is now Cancer Research UK's London Research Institute. His “M” in those days was Lionel Crawford, an international expert in animal tumour viruses and a co-discoverer of p53. The protein's function, researchers have since established, is to regulate cell growth, a task it performs so efficiently that it's been called nature's inherent defence against cancer.

“Fifty-three”, as Benchimol familiarly dubs it, is present in every cell in our body. When damage occurs to a cell's DNA, p53 senses the problem and signals the cell to stop replicating and repair itself. If the damage is too severe, p53 exercises its licence to kill by triggering apoptosis, the technical name for cell death, and halts the runaway growth of cancer cells. But, in true Bond fashion, p53 must contend with enemy agents such as Pirh2, a gene that inactivates p53, allowing tumour cells to multiply freely. There are many types of cancer cells but because p53 is present in all of them, it has become a primary subject for cancer researchers attracted by its potential as a targeted therapy.

Benchimol first delved into this world of cellular cloak and dagger when he developed a fascination for the “really, very obscure” field of bacteriophages, viruses that attack bacteria. In the early '80s, when he was finishing graduate work at the University of Toronto, he chose to do his postdoctoral research with Crawford, who was working with the DNA tumour-virus SV40. When Benchimol returned to Toronto and joined

Princess Margaret Hospital and U of T, he officially became a cancer researcher. He spent the next 22 years as a member of the Ontario Cancer Institute, where he collaborated with numerous colleagues including Alan Bernstein, now president of the Canadian Institutes of Health Research, the nation's major funder of health research, and Tak Mak, director of the Campbell Family Institute for Breast Cancer Research at the University Health Network.

The decision to come to York after all those years was a natural one for Benchimol. The chance to become a Canada Research Chair at this stage in his career was appealing, but equally important was the associated funding from the Canada Foundation for Innovation that would allow him to build a new lab with the latest gadgetry to aid his research. York's decision to establish a Faculty of Health, the first new Faculty at the University in 34 years, was also a factor, he says. “York and Stan Shapson [York's vice-president research & innovation] made it very clear that they were committed to developing biomedical health research and that I would be part of that development, which is very attractive,” he says.

But, like a true science whiz kid – Benchimol says it was almost his only interest at North York's W.L. Mackenzie high school – the clincher was the fact that York has one of the neatest research gizmos anywhere, a mass spectrometer, and the award-winning expert who can make it do magic, Professor Michael Siu, director of York's Centre for Research in Mass Spectrometry. “Even though there was a ‘mass spec’ downtown we were sending samples to Michael's lab before I thought of coming here,” says Benchimol, “Michael and I have a very good relationship and we're talking about a lot of things we can do together.”

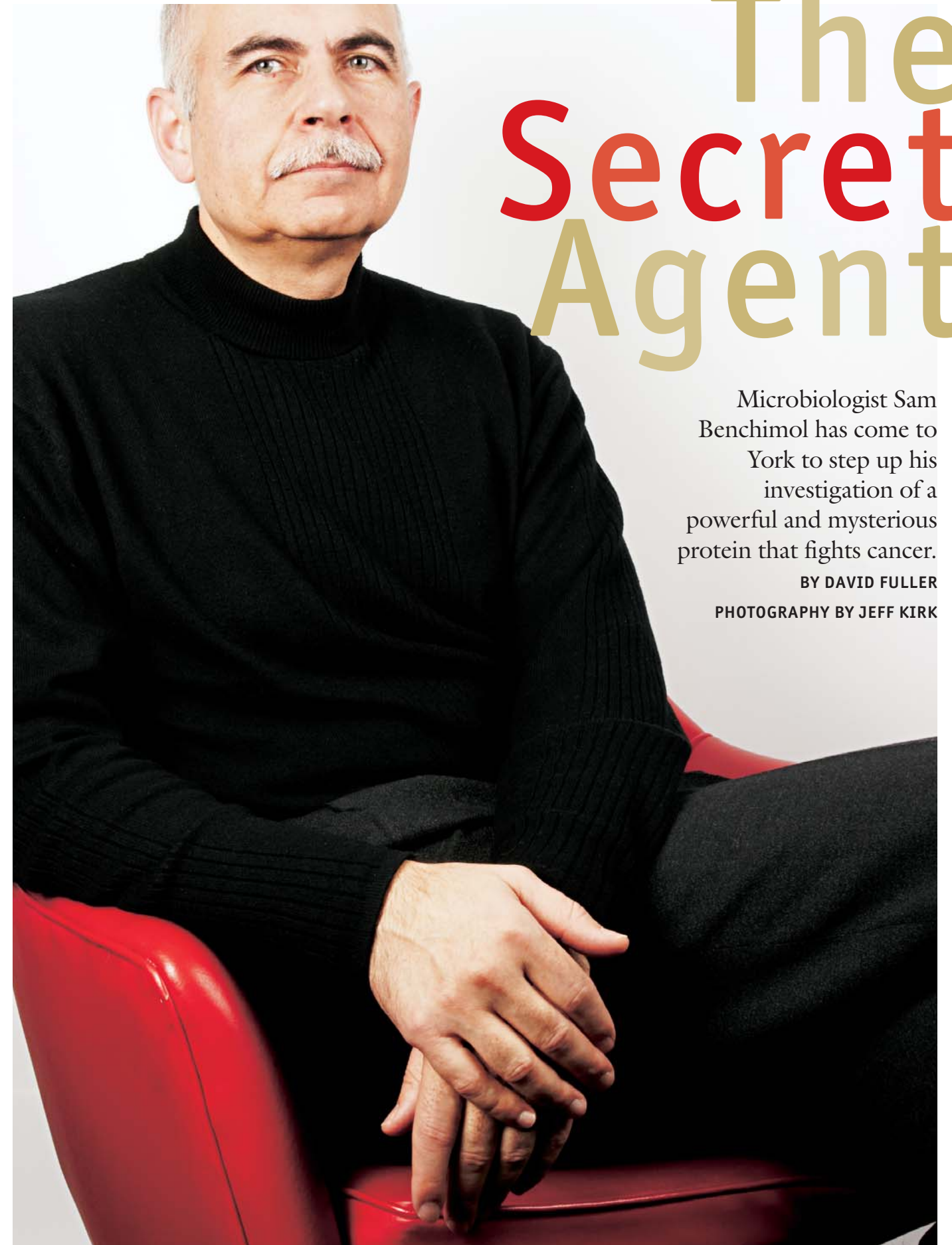
And, ultimately, it's not technology or funding that makes Benchimol glad to be part of the biomedical team at York but the interdisciplinary culture he has found at the University. One example is the research being done by York's biologists and kinesiologists on muscle cells – work that has direct relevance to a cancer phenomenon known as cachexia, a muscle-wasting syndrome that debilitates patients and prolongs or prevents their recovery. “You can ask different types of questions here, some I never would have thought of asking if I had stayed downtown,” he says. “This muscle research would be a new opportunity and new initiative that we might get off the ground here.”

So, for someone who helped write the book on p53 for the past 22 years, is change really as good as a rest? “Yeah,” says Benchimol with a smile, “change is good.” ■

# The Secret Agent

Microbiologist Sam Benchimol has come to York to step up his investigation of a powerful and mysterious protein that fights cancer.

BY DAVID FULLER  
PHOTOGRAPHY BY JEFF KIRK



When Joel Cohen got his MBA,  
he had no idea he'd end up  
on the team that runs 'The Simpsons'.

BY ANDREW CLARK

PHOTOGRAPHY BY VOYEUR PHOTOGRAPHY

**I**N 1988, HAVING FINISHED a bachelor of science degree at the University of Alberta, Joel Cohen found himself at a crossroads. Though he didn't see himself as an artsie, the Calgary native had long harboured aspirations in film. But he wasn't sure how to make them happen. Partly in an effort to "delay reality for another couple of years," he says, he opted to pursue an MBA at York's Schulich School of Business. And where did that lead? Don't have a cow. Today, Cohen is one of nine co-executive producers on "The Simpsons", a show about as far removed as is possible from the business world it often satirizes (and hardly a bastion of science, either). Not that Cohen has entirely neglected his York biz school roots. He now gives a lecture to corporate conferences entitled "The Business Tao of Homer: Lessons in Creativity and Innovation from 'The Simpsons'".

Cohen has certainly arrived. "'The Simpsons' is an incredible icon," he says from his office in Los Angeles. "There are days when I can't believe I have the opportunity to be here." A modest and affable 39, Cohen has an impeccable body of comedy work behind him, including time spent on the feature films *The Cat in the Hat* and *Curious George*, and a shared Emmy last year for a Simpsons episode he helped write. Most importantly, Cohen helps run one of the most envied writing "rooms" in the business. "The Simpsons", anointed by *Time* magazine as "The greatest TV show of the 20th century", is heading into its 18th season with little sign of slowing down.

But for Cohen, it was a journey as bumpy as a Simpsons intro. He used his 1992 York MBA to get a job at a Toronto film distribution company, where he worked his way up from salesman to become vice-president. But his creative urges persisted, and in 1995 he wrote and produced what he calls "one of the worst plays ever presented" at the Fringe of Toronto Theatre Festival (*Year of the Freak*, blurbed as "a comedic smorgasbord presented in the tradition of classic Amish vaudeville"). Whatever the quality, he was now bitten by the writing bug. In 1997, he saw an advertisement for a job in Los Angeles marketing TV spots for Turner Broadcasting. He grabbed the position, hoping he could sell by day and write scripts at night.

"I'd had no success writing in Canada," he recalls. "Trying to break into writing was, and is, a horrible process. They say writers aren't respected in Hollywood. But the truth is, when

you start, you'd love just to get to a position where you could actually be disrespected."

In 1999, after two years of slogging, he landed a job writing for NBC's "Suddenly Susan", starring Brooke Shields (ironically, Cohen later admitted, "At the time, if you'd asked me what my least favourite show was, I would have said, 'Suddenly Susan'. Luckily no one asked."). Cohen had his first crucial break. The show, however, was cancelled and in 2000, urged on by his screenwriter brother Rob (who wrote the famous "Flaming Moe's" Simpsons episode), he moved on to the land of Bart, Lisa, Homer and Marge.

Cohen credits much of the series' success to a writing process that is entirely collaborative. Each episode originates with a story idea that is worked on by three or four of the show's 15 full-time writers. Once it has been broken down into scenes, complete with subplots and a story arc, an individual writer does a "pass" and submits a first draft. It's at this point the "room" goes through the script line by line, often rewriting it entirely.

"The writers' room is a mill," observes Cohen. "There will be five or six runs through the script, discussing every joke and coming up with new ones. We've had writers who wanted to be proprietary – you know, 'these are my words' – but it never works. The truth is the best stuff comes from the room." The production cycle for a single episode is nine months, and the script will be returned to the writers two or three times during production, for reworking and editing. "The hardest thing is to try and think up enough new and fresh ideas," says Cohen. "Recently, we had 10 ideas pitched to us. Nine of them we had already done and the last one we rejected. It's tough."

One of the secrets to keeping the show vital creatively is focusing on the characters as people. "We try to anchor everything on reality, to anchor it in human emotion. We stop ourselves and say, 'Remember: Homer is human.'"

Cohen, who last fall joined York's "50 to the Power of 50" alumni group supporting the York to the Power of 50 fundraising campaign, is now pursuing more forays into feature film writing, something he finds quite different. "You're very much a cog in the machine," he says. "But in features there is also freedom. I've got my base with 'The Simpsons' and I continue to move out from there." Ah, strategy – spoken like an MBA. ■

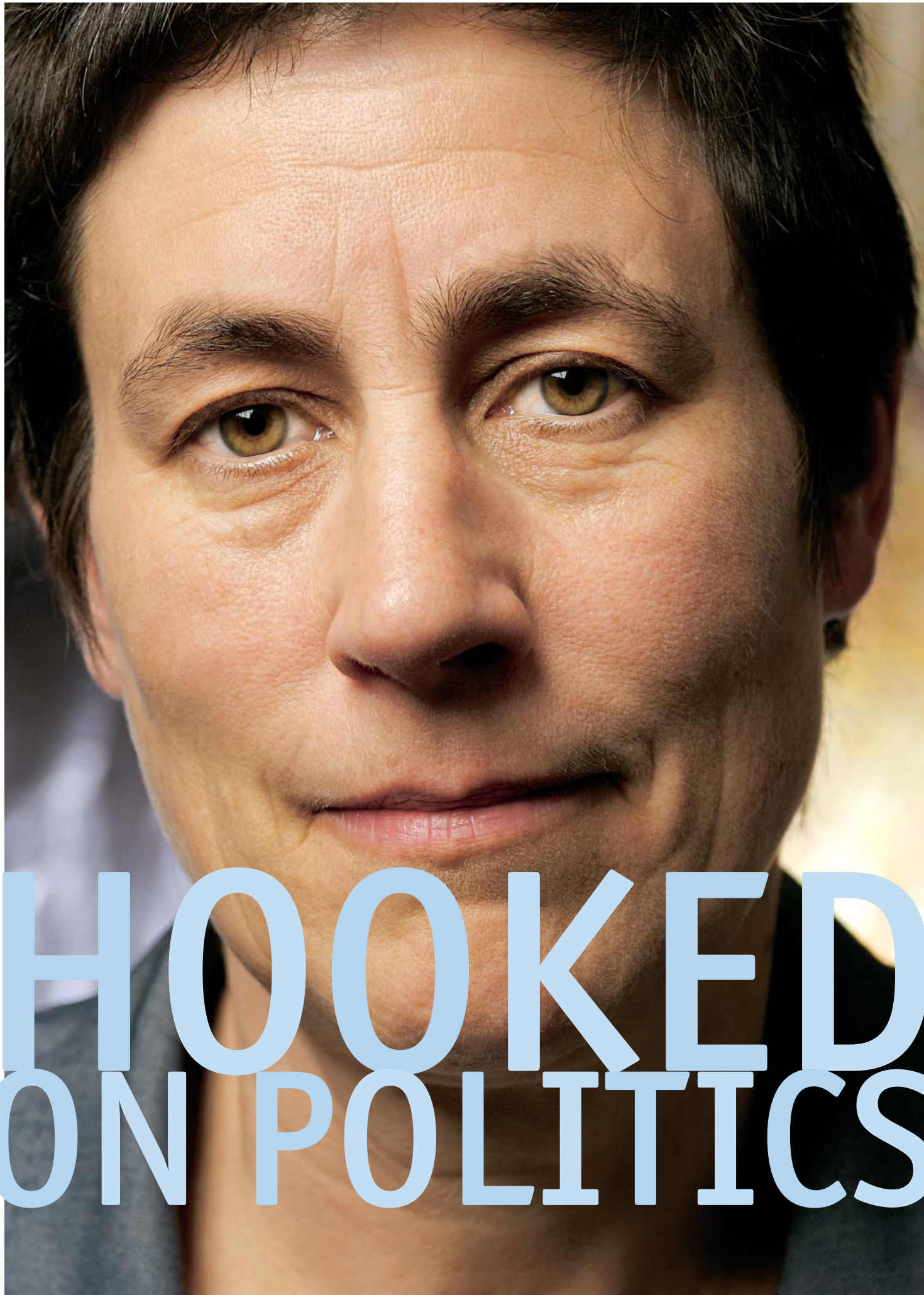


Loads  
of D'oh!

Journalist and Glendon grad Chantal Hébert bridges Canada's two solitudes for a national audience.

BY MARTHA TANCOCK

PHOTOGRAPHY BY TONY FOUHSE



HOOKED ON POLITICS

**I**T WAS MAY 24, 1990, and like all Ontarians, Ottawa correspondent Chantal Hébert expected the day off. But her boss at *Le Devoir* in Montreal had other ideas. Victoria Day was no holiday in Quebec! Cabinet heavyweight Lucien Bouchard was showing signs of frustration at attempts to amend the Meech Lake Accord and Hébert's editor wanted her to interview him. She trudged up to the West Block, expecting to find nobody and hoping to spend the day with her two young sons. She entered the building and headed down the empty hallway. "It was a muggy day and the window above the door to Bouchard's office was open," she recalls. "I could hear his press secretary dictating a resignation letter." Stunned, Hébert whipped out her pen and took notes as fast as she could. She had arrived just in time to transcribe the last three paragraphs of the letter. Bouchard was stepping down as Brian Mulroney's environment minister and Quebec lieutenant to become an independent. For years, Bouchard thought Mulroney had leaked his letter to *Le Devoir*.

Scoops like this, Hébert (BA '76) often tells journalism students, don't happen totally by chance. You don't get them by sitting in your office, but by going out and talking to people. "The highest skill in journalism is having good eyes and ears. Brain comes second," says the seasoned journalist who's made a career of taking the pulse of Canadian politics. She's so good at it she's on the payroll of the country's biggest-circulation English daily – the *Toronto Star* – writes a weekly guest column for *Le Devoir*, Quebec's high-brow newspaper, and appears regularly on a political panel on CBC-TV's "The National".

When Hébert speaks, Canadians listen. Fluently bilingual, a Franco-Ontarian who now makes her home in Quebec, Hébert has lived Canada's two solitudes from the inside out – but is just as intimately acquainted with the entire Canadian political landscape. Unadorned, sans makeup, thick hair cropped close and dressed simply, she comes across as frank, sensible, fair-minded and knowledgeable. Recently she brought that knowledge to the advisory board of the new Glendon School of Public Affairs at York's Glendon campus (see following story). "She has a distinctive voice and a high degree of integrity," says Glendon Principal Kenneth McRoberts. "She can be counted upon to offer insights that are original to her."

Hébert always wanted to be a journalist like her father. If she hadn't been so young, she might have bypassed university altogether. Instead, at 17, she enrolled in political science at Glendon, the only Ontario university setting where she could write essays in her mother tongue. "I had no ties to Quebec

and I couldn't afford to study there," she says. She cut her honours program short the minute Radio-Canada offered her a casual job as a news writer in its regional Toronto newsroom. At 21, Chantal St-Cyr had landed her dream job and a husband. Mrs. Chantal Hébert knew two things: "I wanted to work at journalism and have children."

Her marriage collapsed a few years later but Hébert kept her ex-husband's name, her *nom de plume*. By the time she was 30, she had fallen in love again, produced two sons and landed a political beat. In 1988, Radio-Canada posted her to Parliament Hill. Two years later she was covering the Meech Lake constitutional crisis for *Le Devoir*. This episode in Canadian politics marked her entry into political commentary and eventually prompted her to move to Montreal. "Though I could speak about Quebec, it was not knowledge that came from living there," she says. She also served as Ottawa bureau chief for *La Presse* and was writing guest columns for several major newspapers when the *Star* came knocking in 1999.

Despite her high visibility, Hébert prefers to stay out of the spotlight. "If you knew me, you would know I am a person who likes to melt into the background, into the wallpaper." As a rookie reporter, Hébert suspected her "baby face" and reticence fooled politicians. "They didn't think I was dangerous!" laughs the 53-year-old. They soon smartened up.

Now based in Montreal, Hébert reads six newspapers a day, commutes to Ottawa for part of every week, never misses Question Period and responds to every one of the 100 e-mails she receives daily. "I can judge how hot an issue is by the e-mails I get." Her trusty BlackBerry in her pocket, she roams far and wide to take the political pulse. "I need to know how other people think more than what I think."

In late February, she began crisscrossing the country promoting her first book, *French Kiss: Stephen Harper's Blind Date in Quebec*. Ever the political junkie, she was ready to drop the book tour in a flash if needed to cover the Quebec election or a then-bruited federal campaign.

In the past two years, Hébert has won major public service and public policy journalism awards and, last November, York's Bryden Alumni Award for Pinnacle Achievement. She's made a difference to how Canadians perceive each other, says Don Stevenson of the Toronto-based Canadian Urban Institute. "I cannot think of anyone who has contributed more to building bridges between our two language groups and essentially creating a basis for understanding the other that didn't exist before." ■



The new Glendon School of Public Affairs is rekindling the vision that propelled many '60s and '70s-era grads to success.

BY MARIKA KEMENY

**I**N 1966, when rapidly growing York University moved its main campus from the original site at Glendon to the wide expanses of Keele, Prime Minister Lester Pearson officially inaugurated Glendon as York's bilingual liberal arts Faculty on behalf of his friend Escott Reid. A diplomat, public servant and respected scholar, Reid had a dream. Glendon's first principal saw the Faculty as a training ground for top-level public servants, diplomats, journalists, historians, politicians, writers and artists. Reid's success in making his dream a reality in the 1960s and 1970s is amply demonstrated by the list of prominent Canadian personalities who got their start at Glendon. And while Glendon has been through various changes since that era, the original spirit has never been far from the surface.

Now, after celebrating its 40th anniversary last fall, Glendon is rekindling Reid's vision with its new, graduate-level Glendon School of Public Affairs. Come September, pending provincial approval, the school will offer a bilingual Master's Program in Public and International Affairs. Glendon's current principal, political scientist and public policy expert Kenneth McRoberts, has long considered his intimate yet centrally located campus the ideal place for a first-class public affairs school, staffed by many of Glendon's outstanding scholars and producing bilingual future leaders in government and a variety of related fields. "The school is the first of its kind in the country and will make an important contribution to the renewal of Canadian public life," says McRoberts, the school's acting director.

Future plans for the new school include executive development programs, stays for mid-career public servants, and a research centre on public and international affairs. A 24-member advisory committee, chaired by Canadian Ambassador to Italy Alexander Himelfarb and boasting such names as Supreme Court Justice Rosalie Abella and former prime minister Kim Campbell, is helping to guide the new school.

For many Glendon graduates of the Reid-influenced era (he retired in late 1969), the advent of the new school brings their alma mater full circle. Their success illustrates how powerful the Reid vision was – and will be. Here's how some of them have turned out.

### Greg Sorbara

**Ontario finance minister  
BA '78, Canadian studies; LLB '81 (Osgoode)**

**WHEN GREG SORBARA DECIDED** he wanted a career in law or public policy, he opted for a Glendon education because of its bilingual character and its expertise in Canadian history. "The courses I took at Glendon and the chance to improve my French added up to a very strong foundation for both," he says. His professors' dedication created a very fertile learning environment. "What Glendon has to offer is particularly important for people considering public administration, or work relating to Canada's international role," says Sorbara. "And the new graduate school will provide an added dimension to the college's original mandate."



Sorbara held a series of senior cabinet posts in the previous Liberal government of the late 1980s, then spent part of the '90s in the private sector, practising law and working for the community, including several years on the board of the York University Alumni Association. Back in the public arena since 1999, he is MPP for Vaughan-King-Aurora as well as the man who holds Ontario's purse strings.

### Jill Sinclair

**Assistant secretary to the cabinet,  
foreign & defence policy, Privy Council Office  
BA Hons. '80, political science/history**

**IT WAS GLENDON'S PROFESSOR** Edward Appathurai, a former diplomat for Ceylon (now Sri Lanka), who pointed Jill Sinclair toward the Canadian foreign service. "I never fail to think of him – lost to us much too early – or the many other faculty

**DIPLOMAT AND SCHOLAR:** Reid (far left) with former Ontario premier Leslie Frost in 1966

members who taught me to challenge, to imagine and to work relentlessly to advance broader goals and aspirations," says Sinclair. Since joining the then Department of External Affairs in 1981, Sinclair has helped lead Canada's effort to ban anti-



personnel mines, represented Canada at the UN, NATO and elsewhere on nuclear non-proliferation and disarmament issues and, most recently, served as Canada's special coordinator for the Middle East peace process. "Currently, working at the Privy Council Office – which is the civil service office of the prime minister – I am surprised how often I draw on the ideas and the knowledge that I took from Glendon: philosophy and politics (how to balance rights and freedoms, what is ethical behaviour); history (never forget) and science (make sure you have the facts)," says Sinclair. "Glendon provided me with tools, friendships, mentors and models that continue to guide me in my work and life."

### Rhéal Séguin

**Globe and Mail correspondent, Quebec City  
BA '75, political science**

**A NATIVE OF PORT COLBORNE, ONT.,** Rhéal Séguin was already bilingual when he arrived at Glendon. But being able to study in French was a rare opportunity in Ontario in the early 1970s and a deciding factor in his choice of university. At Glendon, he gained a clear understanding of the political situation within Quebec and across Canada, and the ideological currents that were unfolding in the world. "The excellence of Glendon's professors and the wide range of subjects they offered gave me the thorough foundation I needed when I decided to pursue a career as a political reporter," says Séguin, who started as a journalist for Radio-Canada in 1978. Since 1990, he has been *The Globe and Mail's* political correspondent in Quebec City.

The friendships he made throughout his Glendon years remain among Séguin's fondest memories. "I still have those close friends and when we meet, we often reminisce about our student days. Especially our evenings at the infamous Glendon pub, where we spent long hours one evening debating politics with Parti Québécois founder René Lévesque, who visited the campus before his election as premier of Quebec."



### Lesley Lewis

**CEO, Ontario Science Centre  
BA '71, sociology**

**LESLEY LEWIS ARRIVED** as a shy 17-year-old at a time of great social and political movements among university students. "We were leaders in taking political stands on issues such as the war in Biafra," says Lewis. "Our students were among the first in Canada to obtain a seat on the University Senate.



Glendon men and women could be in each other's residence at any time of the day or night – that was 'radical' in 1966. We also had lots of fun and learned to play a great game of bridge!"

Lewis put her French knowledge to use right in the first summer, at Expo '67. The skills she honed at Glendon proved to be an excellent foundation for her career in public

service, which includes senior posts in the Ontario government and executive directorships at the Ontario Human Rights Commission and, subsequently, the Ontario Heritage Foundation. She has been CEO of the science centre since 1998. "I think that Escott Reid would be proud of us Glendon alumni," she says, "with so many of us fulfilling important roles in public service."

### Joan Andrew

**Ontario deputy minister of citizenship & immigration  
BA Spec. Hons. '72, sociology**

**JOAN ANDREW WAS RAISED IN OTTAWA,** where speaking French was part of everyday life. But her French became "really mature" during her studies at Glendon, she says. "My career choice was greatly influenced by Glendon conferences on separatism, Aboriginal matters, student politics and other important topics of the day." She also recalls Reid's speech about the importance of public issues and having that "fire in the belly" – the motivation to work for society's benefit.



Andrew worked for the federal government for 15 years before joining Ontario in 1988 for a series of posts that led to her current one in 2005. She says she found

Glendon's multidisciplinary approach the best preparation for a balanced understanding of her work and the world around her. She also remembers hot debates in residence about controversial issues. "It was a time of great growth and great enjoyment," she recalls. "We had time for fun as well as studying. I remember using cafeteria trays as toboggans down into the Don ravine." ■



## GOVERNMENT

After studying and working at York, Jeremiah Sulunteh became minister of transport in his native Liberia. It's not easy street.

BY BLAKE LAMBERT. PHOTOGRAPHY BY CHRISTOPHER HERWIG

**O**N THE DESK IN JEREMIAH SULUNTEH'S office sits a small-scale model of a Dutch bus. It embodies hope and reality for Liberia's transport minister, reminding him of what he wants but does not have. An alumnus (MA '01) and former staffer at York, Sulunteh deems what passes for public transport in his West African nation as unfit: shared yellow taxis of questionable mechanical condition that squeeze in six passengers for a few Canadian cents each. What excites him is the prospect of introducing public buses to benefit Liberians, an attitude common in the progress-minded administration of President Ellen Johnson Sirleaf, Africa's first woman president. "The dream of this government is to rehabilitate and reconstruct, specifically the infrastructure, roads, bridges, ports," Sulunteh says. But it is no easy thing. Earlier this year, Sulunteh spoke publicly about how the Toronto Transit Commission had donated 25 used buses to help Liberia improve public transport, but he was still searching for the funds to ship them.

Fourteen chaotic years involving two separate civil wars have certainly left Liberia in extreme need of reconstruction. Throughout the capital, Monrovia, many buildings still bear the scars of bullets and governmental neglect. The wars halted the city's supply of electricity and piped water. By restoring both services to a few areas within six months, Johnson Sirleaf's new government endeared itself to the public last year. "The whole country, the whole social-political fabric was ruined," Sulunteh says.

A key architect of that ruin was former president Charles Taylor, now facing trial in The Hague for war crimes in neighbouring Sierra Leone. Liberia's first civil war, which raged from 1989 to 1997, ended with Taylor's election. A subsequent two-year armistice proved fleeting as rebels backed by neighbouring countries launched their assault on Taylor's regime from 1999 to 2003, ending with his ouster from office. That violence killed 250,000 people, at least 10 per cent of the country's population.

Sulunteh, his wife and children avoided joining that grim statistic when they landed in Saint John, NB, as refugees in July 1997. Moving to Toronto, Sulunteh found work with the Royal Bank of Canada but decided he wanted another graduate degree, which led him to York. From 1999 to 2001, he studied for his MA in economics and worked as a teaching assistant in the department, "a very rewarding experience," he recalls. Once he obtained the degree, he joined York's Office of Student Financial Services as a financial aid adviser, helping to deal with 46,000 students. "It really was a huge challenge," he says.

Sulunteh, now 48, feels his studies and employment at York

forged his thinking and prepared him for his ministerial position. He became further exposed to Western culture and to different strategies and methods of management, which he brought to the Liberian government, he says. "I'm transferring that knowledge here from Canada for the benefit of the Liberian people."

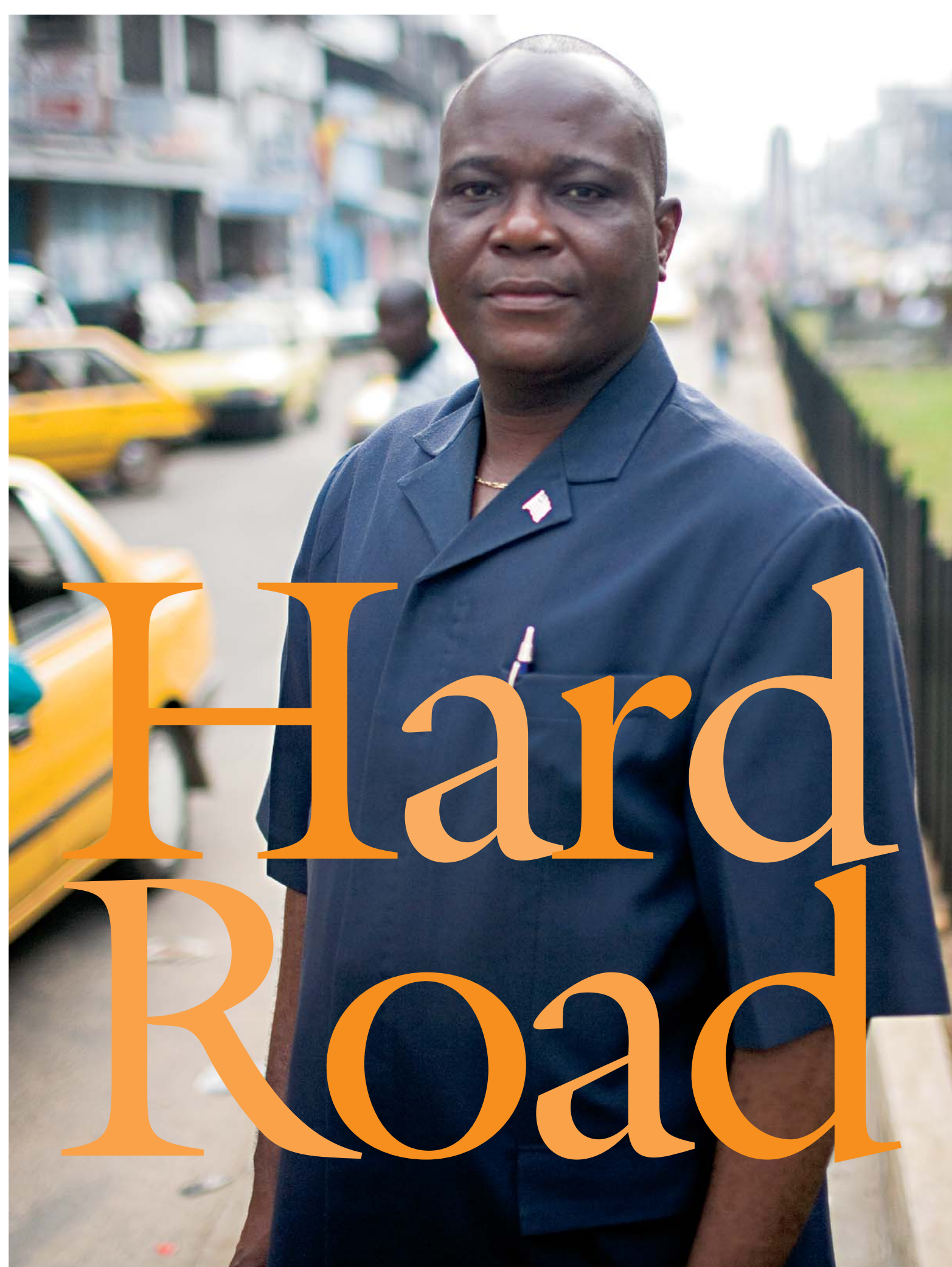
That process started in late 2002 when he returned home to work at his first alma mater, Cuttington University, the only Liberian university outside of Monrovia. The second civil war was nearing its end, and he wanted to be part of Liberia's reconstruction. However, Sulunteh's wife and three children remained in Toronto where they still reside; he returns for visits twice a year.

Sulunteh served as Cuttington's vice-president of development and planning until November 2005, when he ran as a vice-presidential candidate in the country's first post-war presidential election. He says he wanted to take his classroom experience, including lessons to students on accountability, good governance and transparency, and turn them into practice. His party finished fourth among 22 in the election. When the vote went to a second round, Sulunteh backed Johnson Sirleaf against her rival, saying her platform was best.

Sulunteh's support did not go unrewarded, and he was offered the transport ministry, a move he does not regret. (Liberia's political system mirrors that of the US, where cabinet members are appointed.) He says he is grateful to York, crediting some of the approaches he learned on campus with helping Liberia's transportation sector, including the issuing of driver's licences and increasing its general capabilities. He is equally sanguine about the progress of Johnson Sirleaf after nearly 18 months in office. "So far, so good," he says.

However, rebuilding Liberia is daunting. Running water and electricity remain in short supply. Unemployment stands at more than 80 per cent, fuelled by 100,000 former combatants. Government workers earn just \$30 a month. And at US\$120 million, Liberia's 2006 national budget is well below the annual payroll of the New York Yankees.

Sulunteh advises Liberians to be patient with the government as it pursues its vision while still lacking the money to deliver on many of its promises. That will require further backing from the international donors who have already spent tens of millions of dollars helping this new Liberia, formerly a failed state. Sulunteh has a clear argument for that. "After coming out of war and going through the process to elect your own leaders," he says, "the rest of the world should take pleasure in supporting such a democracy, to make sure that it works." ■





..... A chemist sees  $C_8H_{10}N_4O_2$ .  
..... An environmentalist sees Costa Rica.  
..... A law student sees gross negligence  
and unreasonable danger.

**QUESTION EVERY ANGLE. STUDY EVERY ANGLE. RESEARCH EVERY ANGLE. WELCOME TO THE INTERDISCIPLINARY UNIVERSITY.** A WORLD WITHOUT BORDERS NEEDS AN EDUCATION WITHOUT BORDERS. AT YORK, WE BREAK DOWN TRADITIONAL BOUNDARIES AND BRING TOGETHER THINKERS FROM EVERY DISCIPLINE TO TACKLE REAL-WORLD ISSUES. WE DON'T JUST SEE THINGS IN A DIFFERENT LIGHT, WE SEE THE LIGHT IN ITS ENTIRE SPECTRUM. FOR FURTHER INFORMATION ABOUT THE INTERDISCIPLINARY UNIVERSITY, VISIT [YORKU.CA](http://YORKU.CA).

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# YORK PEOPLE

**Amanda Martinez**  
Singer, ex-banker

## Adios, Bay Street

IT WAS 2000, just a year after she graduated, when Amanda Martinez had an epiphany. The newly minted bank executive with an IMBA from York was wandering through a downtown Toronto concourse when she heard Amy Sky singing *I Will Take Care of You*. "I was standing there in my suit thinking no one knows I have this talent because I'm hidden upstairs on the 19th floor," says Martinez. A few months later, the high-school star of *Grease* who loved to sing with her Mexican cousins shed her suit for peasant blouses and hoop earrings and landed her first gig at Alley Cats, a mid-town bar. "I'd decided it was now or never."

Now, the host of "Café Latino" on Toronto's Jazz.FM91 uses her business education to manage a thriving singing and acting career. Last year, her CD *Sola*, showcasing her sultry blend of Afro-Cuban rhythms, Mexican folk and jazz, won for Best World Music at the Toronto Independent Music Awards. This year, she was nominated for Best Latin Jazz Artist in the National Jazz Awards. "I now put in way more hours than I did banking," says Martinez, "but none of it feels like work." ■

PHOTOGRAPHY BY STEVE CARTY



**Nigel Lockyer**  
Nuclear physicist

## Little is Big

"I'M INTERESTED IN SMALLNESS," says Nigel Lockyer (BSc '75), who has just landed back in Canada as head of a laboratory that contains the world's biggest cyclotron. Shortly after his appointment in December as director of TRIUMF, Canada's national laboratory for particle and nuclear physics in Vancouver, Lockyer received a message from York President & Vice-Chancellor Lorna R. Marsden inviting him to visit. He dropped by in February to discuss York becoming a member of the collaborative group that conducts research using the lab's accelerator, located at the University of British Columbia. A professor at the Ivy League University of

Pennsylvania since 1984, Lockyer has maintained his Canadian connections, serving on numerous review committees for the National Science & Research Council of Canada. His mentor, Professor Emeritus William Frisken of York's Faculty of Science & Engineering, saved one of the world's leading particle physicists and a co-discover of the top quark, from a very different career path. When Lockyer announced in his final year that he was thinking of becoming a provincial civil servant, Frisken told him, "You can't do that, it's not allowed." Lockyer went on to complete a PhD in physics at Ohio State University. ■■

PHOTOGRAPHY BY LES BYERLEY



**Franky Morriello**  
Author, English student

## Fantasy Islands

EVER SINCE ELEMENTARY SCHOOL, Franky Morriello had dreamed of becoming a writer, and he wrote constantly. At 17, he completed his first novel, *Quintencia: Pirates of the Montaleo Isles*, and self-published it a couple of years later. But F.V.A. Morriello, as he bylines himself, didn't stop there. He organized his own promotional tour speaking in schools and libraries, gave several television interviews, and created a Web site. It paid off: Chapters/Indigo started receiving requests for the book and offered to stock a few copies. Since then it has sold in the thousands and a sequel is due out this fall. A fantasy tale about a hidden continent whose inhabitants have extraordinary mental powers, the book is based on Morriello's imaginative efforts, à la Tolkien, in creating a history, geography and language – "Quintencian" – to inform the narrative. "I was fascinated by the fact that humans only use 10 per cent of their brain's capacity and even more so by what powers might lie beyond that," says the fourth-year English student in York's Faculty of Arts. ■■

PHOTOGRAPHY BY JEFF KIRK

# GIVING

## Role Model

A Nigerian chief helps his community



**A**T 13, Chief Emmanuel Mbulu (BA '77, BA '80) realized the importance of family and responsibility when his father was killed, just prior to the Nigerian civil war. He promptly assumed the role of guardian and provider for his younger siblings in Igbodo, Nigeria, and the experience set a pattern of caring for others that would continue throughout his life.

Mbulu earned the title "chief" for his extensive humanitarian work in Nigeria, which he undertook after his Mississauga, Ont., company Tone-A-Matic Inc. became successful. He continues to build schools, houses and hostels there, while in Canada he is establishing educational awards.

Mbulu is giving back to the York community by establishing the Chief Emmanuel Mbulu Award through a gift to the York University Foundation. The

award will support one exceptional student each year who demonstrates financial need, with preference given to those who are actively involved in the Nigerian or Nigerian-Canadian communities and are fluent in Igbo, Yoruba or Hausa (languages spoken in Nigeria).

Mbulu wishes to serve as a positive role model to others, particularly those from disadvantaged communities. "Any community that does not have the ability to move forward will defeat itself," he says. His advice to young people: anything is possible with hard work, belief in themselves and faith. ■

## People Person

How York nurtured Paulette Joseph

**P**AULETTE JOSEPH (BA '97, BA Spec. Hons. '02) says working with people drives her. If not for York University, and in particular, the Atkinson Faculty of Liberal & Professional Studies, she may never have earned two degrees in sociology over a nine-year period and realized her goal of becoming a probation officer. It was the flexibility of being able to study part-time while holding down a full-time job that allowed her to advance from administrative work to "people work" within the Ministry of

Community Safety & Correctional Services in Toronto.

Life is better now on so many fronts, she says. For one thing, Joseph loves her job, which brings with it an increased salary and many intangible benefits. York nurtured her love of reading, research and learning, which she continues to do. Her son, through her example, was inspired to attend university, as were many of her colleagues.

So when Joseph received a call from a student asking that she make a gift to York's Annual Fund, she agreed. "I thought, here's my chance to give back. It was a good way to show my appreciation to all of the people at York who helped me to expand my horizons," she says.

Joseph chose to make her gift to Atkinson, but donors to York can direct their dollars to any area of the University, including individual Faculties, student financial aid, libraries, research, sport & recreation, infrastructure, or other areas of need (see [yorku.ca/foundation](http://yorku.ca/foundation)). "You don't just want to take," Joseph says. "You want to give as well." ■



# ALUMNI

## News:

### Degrees of Friendship

A new online network connects York alumni

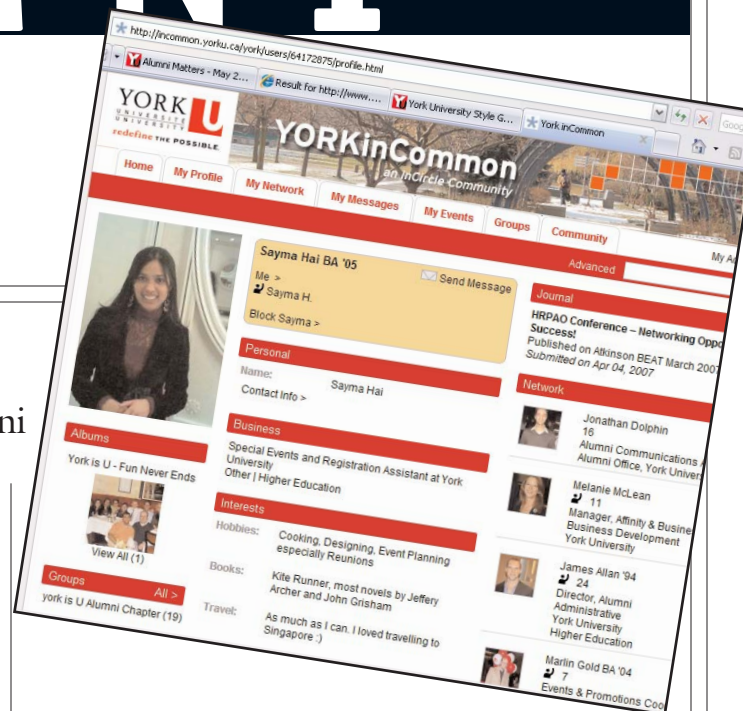
**A** NETWORK CAN be a powerful thing – just ask Stanley Milgram. In the 1960s, Milgram, a social psychologist at Harvard University, published a series of highly touted papers suggesting that any person in the United States could connect to any other person by a network of six acquaintances, an idea later popularized by a play and film called *Six Degrees of Separation* (not to mention the Hollywood trivia game known as Six Degrees of Kevin Bacon).

Although some questions have been raised since about Milgram's findings, the basic idea behind his work still rings true. Social networks – your friends, your friends' friends, their friends, and so on – are treasure troves of potential golf partners, business contacts, babysitters and more. And now York grads have their very own online social networking tool, called YORKinCommon ([incommon.yorku.ca](http://incommon.yorku.ca)), to help them tap the power of York's 200,000-strong alumni network.

"With the popularity of online sites like MySpace and Facebook, we knew that the

time was right to launch a Web-based social-networking site for the York alumni community," says James Allan, York's director, alumni. "People love to connect with like-minded folk to explore their passions, find old classmates, reminisce about the old days at Stong, or promote their businesses. And YORKinCommon makes it easy to do it all with features like a full directory of York grads, job boards, event listings and forums, along with profiles, photo albums and blogs."

YORKinCommon works much like a social network in the real world. Members con-



nect by asking other members to be their "friends" and that friendship opens a whole new network of potential contacts. Members can also locate former classmates and find new contacts with similar interests or careers by searching for specific grad years, degrees, occupations, locations and hobbies. Even more importantly, members

are always in control of their personal information and can share it with who they want to, when they want to.

"MySpace is great, but because it's an anonymous site, you're never quite sure that people are who they say they are," Allan says. "At YORKinCommon, everybody's identity is confirmed, so if Bob Smith says he graduated from FES in 1998, you can be sure he did.

"Imagine I am a young grad, just out of school, looking to move to Kamloops," he adds. "I could log on to YORKinCommon, find some York grads in Kamloops, and send them a quick e-mail asking about neighbourhoods or restaurants, and get a qualified response. It's a great way to make connections that you can count on – and you know that you have York in common."

Stanley Milgram would be proud. ■

## Easy and Secure

**THE YORKinCOMMON SITE** operates in a secure, trusted environment for alumni, and adheres to the strictest security standards to keep members' information protected.

All York alumni may join by visiting [incommon.yorku.ca](http://incommon.yorku.ca) and registering with their student number.

For questions and to ask for your student number, contact the Alumni Office at [incommon@yorku.ca](mailto:incommon@yorku.ca) or by calling 416-650-8159 during business hours.

The site was built by Affinity Circles Inc., originally founded by Stanford University students, which provides secure networks to more than 50 universities and colleges across North America.

# Giving Back

The Black Alumni Chapter is born



CONNECTIONS: Morgan

**F**OR VELMA MORGAN (BA '95, BEd '97), starting the York University Black Alumni Chapter (YUBAC) was about far more than connecting with former classmates. It was also about finding a way to make a difference in the lives of current and potential York students.

"I wanted to give back to the institution and community

that gave me a well-rounded education, wonderful social interactions and great friends," says Morgan. "Many of the friends I have today I met at York, and they are doing very well in their chosen fields. I think it's important not only to profile these individuals, but to engage them so they encourage and mentor others."

YUBAC plans to hold chapter events that provide net-

working and career advice for alumni, create a scholarship fund, and build partnerships with other organizations active in the community. It is also working with the York Alumni Office to build a presence on the Web to promote the chapter to the wider community.

The launch of YUBAC came about through some serendipitous meetings, and some hard work. As an active volunteer – both for York University and in the community – Morgan often ran into former classmates, including Michelle Hughes (BA '98), who became the group's co-founder. In the summer of 2005, Morgan attended the Rogers Cup tennis tournament at the Rexall Centre on the Keele campus and talked with Alumni Office staff about starting an alumni group. After more than a year

of planning, and with two more alumni on board – Michael Tulloch (BA '86, LLB '89) and Konata Lake (BBA '03) – the group became an official chapter in early 2007.

"We're delighted that this new chapter of the York University Alumni Association has come together," says James Allan, director, alumni. "We've been working with several potential alumni groups over the last year, and YUBAC is a great example of a chapter that helps its members, and empowers them to give back to the community and to the University."

York has a number of alumni groups serving a range of interests and locations. For more information about current alumni groups, or about starting a new group, visit [yorku.ca/alumni](http://yorku.ca/alumni). ■

## Bryden Nominations Open

NOMINATIONS ARE OPEN for the 2007 Bryden Alumni Awards.

There are five categories, each of which honours a distinct set of contributions and accomplishments.

To find out more about nominating a York grad, or to watch video profiles of past winners, visit [yorku.ca/brydenawards](http://yorku.ca/brydenawards). You can also call 416-650-8159 (toll free in North America: 1-800-876-2228).

# Class Notes:

M=married c=children d=daughter s=son

**1967**

**McHugh, Brian** (BA Glendon) turned 60 in 2006 and moved to Arizona, serving as vicar of two parishes. He is planning to marry his partner in Canada.

**1971**

**Delaney, Brian** (BA Founders) retired in June 2006 after teaching in Oakville, Ont., for 33 years. He now spends time travelling with his wife Christine.

**1973**

**Forsyth, Elizabeth J.** (BA Spec. Hons. Founders) is the assistant director of senior services at Luther Village on the Park, a retirement community in Waterloo, Ont. 2d.

**Graner, Ron E.** (BA Founders) is a supply cantor in the Toronto region. He recently produced a short film for Bravo! Television on composer David Nowakosky (1848-1921).

**Juneau, Paul S.** (MBA) retired in February after holding management positions in the transport industry and government, including as adviser to the House of Commons Standing Committee on Transport.

**Middleton, Brian D.** (BA McLaughlin), a botanical artist for 25 years, retired to Vancouver Island in 2006. He can be found online at [brianmiddletonart.ca](http://brianmiddletonart.ca).

**1974**

**Hill, Adrian** (LLB) is president of the Canadian Association for Suicide Prevention and has practised law for 30 years. He earned the Law Society Medal and Queen's Golden Jubilee Medal for outstanding contributions and service to the people of Canada.

**Rothman, Marilyn** (BA Bethune) is a real estate broker in Toronto.

**1975**

**Appelberg, Arthur** (BSc Hons. '73, MBA Winters) is president of Northwood Mortgage Ltd. He lives in Thornhill, Ont., with his wife and son **Jordan**, a York graduate (BA '03, BEd '04) who teaches in Woodbridge.

**Dyce, Bruce** (BSc Spec. Hons. Stong) has taught for 31 years at Port Credit Secondary School, where he coaches football, hockey, curling and track & field. M, 2s.

**Hewson, George P.** (BA Spec. Hons. '72 Glendon, MA) retired from teaching high school history and now works with the Royal Ontario Museum's education department in Toronto. He and his wife operate a school of Japanese martial arts and Asian philosophy.

**1976**

**Gold, Richard** (BFA Stong), a painter and art gallery staffer, began a career in landscape design in 1985 in Kingston, Ont., where he currently runs his business Richard Gold/Creative Pruning. 1d.

**Hafez, Allie** (BA Stong) was an occupational therapist for more than 20 years. Now he makes jewellery that he sells online, based in Prior Lake, Minnesota.

**Young, Douglas D.** (MES) is president of Broward County Audubon Society in Ft. Lauderdale, Florida.

**1978**

**Chan, Kwok-bun** (PhD) is Chair professor and head of the Sociology Department at Hong Kong Baptist University and director of the internationally active David C. Lam Institute for East-West Studies. M, 2c.

**1979**

**Devlin, Hilton J.** (BA Spec. Hons. Bethune) graduated in 1986 with an MEd in counselling psychology, University of Alberta, and a PhD in human movement studies, University of Queensland, Australia, in 2003.

**1980**

**Kirk, Heather** (MA) recently published her fourth book, *Mazo de la Roche: Rich and Famous Writer*, a biography of the popular early 20th-century Canadian author. Web: [www.heatherkirk.ca](http://www.heatherkirk.ca).

**McLaren, Linda M.** (BA Spec. Hons. Bethune) recently celebrated her

25th wedding anniversary, and spends time exploring back roads by motorcycle whenever she can.

**Parker, John L.** (LLB) was elected to Toronto city council for Ward 26. A Toronto lawyer and ex-MPP, he is a founding member of the Ontario Association of Former Parliamentarians.

**1981**

**Bell, Spencer R.** (BA Winters) obtained a BScN from the University of Alberta and works as an RN at the Centennial Centre brain injury rehabilitation unit in Ponoka, Alberta.

**Pinkerton, Cam** (BFA Spec. Hons. Stong) moved to Vancouver Island in 1999 from Toronto. He is superintendent of schools in Port Alberni and lives in Qualicum Beach. 4c.

**Whittingham, Michael D.** (BA '72, BA Spec. Hons. '74 Winters, PhD) is a senior probation and parole officer with the Ontario Ministry of Community Safety & Correctional Services in Toronto and has a Criminal Justice Web site at [accessv.com/~mdw456](http://accessv.com/~mdw456).

**1982**

**Berger, Marsha** (BA Atkinson) moved to New Mexico in 1990 with her family, and works in early childhood education.

**1983**

**Hodge, Robert B.** (BEd) has retired after 32 years with the Toronto District School Board.

**1984**

**Collison, Daniel** (BA Founders) has worked at Investors Group for the last 19 years, and has taught personal financial management in Schulich's MBA program for 8 years. M, 2s.

**How, Yin** (BA Atkinson) and husband **Dwi Hatma Antono** (BA Spec. Hons. '86 Winters) celebrated their 20th wedding anniversary last December. They lived in Jakarta until the 1998 riots, and now live in Singapore. M, 2d.

**Rowntree, Stephen R.** (BA Spec. Hons. Bethune) received an MA in philosophy in 2006 from Carleton University, and is a PhD student in philosophy at Dominican College. An

addiction counsellor with homeless men in Ottawa, he is also a budding novelist.

**1985**

**Dillon, Paul P.** (BA Hons. Bethune), founder and chief learning strategist at BigReach Learning in Toronto, and **Maura Hanley** (BFA '86 Bethune), senior vice-president, direct and interactive, at Media Buying Services, recently celebrated their 20th wedding anniversary.

**Haskell, Lewis C.** (MBA) has been managing director since 1985 of New York-based Tiger 21, a peer-to-peer learning organization for high net worth individuals.

**McCabe, Lisa** (BA Spec. Hons. Bethune) is former Chair of Bethune College Council and former editor of the *Lexicon*. A published poet, she works as director of engineering services at Applix, Inc., a software company located in Westborough, Massachusetts.

**Veltman, Anatoly** (BBA Spec. Hons. Calumet) lives in Brooklyn, NY, and is a 9/11 survivor. 1d, 1s.

**1986**

**Gui, Kevin S.** (BA Stong) relocated to Singapore after a stint with a dot-com corporation in San Francisco.

**Guntensperger, Patrick A.** (BA Winters) lives in Indonesia where he works as a consultant to the government and major corporations on social responsibility issues. He writes frequently for the *Jakarta Post* on this topic and other issues. M.

**Lapalme, Rene A.** (BA Glendon) works for community radio in Montreal and performs occasionally as a singer. Blog: [uneveienmusique.com](http://uneveienmusique.com)

**Subramaniam, Sreedhar** (MBA) is the CEO of BRIS Information Services, a credit bureau in Malaysia. M, 1d, 3s.

**1987**

**Bhaloo, Karim F.** (BSc Vanier) works in Toronto as a medical laboratory technologist in the area of cancer cytogenesis.

**Spence, Carmel V.** (BA Spec. Hons., BEd Atkinson) retired in 2003 from

[yorku.ca/alumni](http://yorku.ca/alumni)

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# Class Notes:

M=married c=children d=daughter s=son

Air Canada as a flight attendant after 32 years. She taught English in South Korea in 2004-2005 and now works as a supply teacher with the Peel District School Board.

**1988**

**Ferno, Carl Mikael** (BA Spec. Hons. Stong) taught for 6 years, then started a translation company, working mostly with publications for heavy construction equipment. Now living in Sweden, he fondly remembers playing rugby at York. M, 3c.

**1989**

**Pastoor, Brian J.** (BA Hons. Glendon) is a theory of knowledge coordinator and English teacher at the International School of Lausanne, Switzerland. M, 1s.

**1990**

**Coules, Tija** (BFA Spec. Hons. Calumet) is an actor and dancer, and also works as a Thai yoga massage therapist from her home in Oakville, Ont.

**Kim, Charles Chang-Hwa** (BA Atkinson) is a 74-year-old Torontonian who travels throughout the province working as a court interpreter for the Ontario Attorney General. As a major for the Republic of Korea, he served in the Korean War as well as the Vietnam War. Kim came to Canada with his family in 1970 and later received his degree from York at the age of 57.

**Oldaker, Jane** (BA Spec. Hons. McLaughlin) lives on a farm in Manilla, Ont. She is completing her CGA studies and works as an accountant/systems manager at Promens Canada Inc. M, 1c.

**1991**

**Rodrigues, Trevor P.** (BA Winters) is a senior team manager in coaching and development. He spent 3 years abroad in Sydney, Australia and now lives in East York.

**Sung, Norman** (BBA Spec. Hons. McLaughlin) is British Columbia & Yukon regional manager of ScotiaMcLeod Direct Investing online securi-

ties brokerage and branch manager of a wealth management centre in Richmond, BC. M.

**1992**

**Bourshrockn, Haniet** (BA Calumet) lives in San Jose, Calif., where she works to implement Information Technology Infrastructure Library processes. M, 2c.

**1993**

**McKenzie-Kerr, Robert J.** (BA '91, BA Spec. Hons. Winters) received the Canada Revenue Agency Award of Excellence for Learning in November 2006 and, in December, became a team manager in the Toronto Centre Tax Services Office.

**Papastamos, James** (BA Founders) is pursuing a career in politics. Throughout the '90s, he worked a variety of clerical jobs, discovered his talent for poetry and in 2005 wrote his first novel. His creative talents are shared online at thepoet-ineye.com.

**1994**

**Gibbons-Baker, Noeleen A.** (BA Stong) and husband **Rob A. Baker** (BA '95 Stong) are still enjoying life in Bermuda after 8 years. M, 1d.

**Salvo, Shawna** (BA Calumet) completed a postgraduate program in regulatory law at Seneca and works for Metroland Publishing as a senior marketing & advertising sales representative. M, 1s.

**1995**

**Knight, W. Andy** (PhD) is professor of international relations at the University of Alberta and coordinator for the peace and post-conflict studies program. He was recently appointed to the board of governors of the International Development Research Centre (IDRC).

**Penikis, Gunar M.** (IMBA) is married and living in San Francisco.

**1996**

**Foster, Gordon M.** (BFA Spec. Hons. Winters) has lived in South Korea for the last 10 years. 1d.



**1990**  
Charles Kim and wife Lucy

**Ribeiro, Cidalia M.** (BA Hons. Winters) is president of CUPE Local 4092, representing over 3,000 Toronto-based Air Canada flight attendants. M.

**Savoury, Mark O.** (MA) is teaching English at Paju English Village in South Korea.

**Wilson, Douglas J.** (MBA) is vice-president at CGI, responsible for systems integration and consulting services within the GTA. M, 2s.

**1997**

**Carnevale, Patricia** (BA Spec. Hons. Stong) lives in Vaughan. M, 1d.

**Fiorelli, Lisa** (BA Spec. Hons. '96, BEd Winters) has taught at John Cabot Catholic Secondary for the past 8 years, directing the dance and drama programs.

**1998**

**Di Marco, Liana C.** (MES), a Toronto singer-songwriter, released her CD *I See No Rain* in January. She is also a licensed chaplain (wedding officiant and funeral celebrant).

**Pereira, Richard S.** (BA Hons. McLaughlin) is the labour issue advocate in the shadow cabinet of the Green Party of Canada.

**Reid, Lindsay** (MBA) is back on campus and working with York's Alumni Office as manager, alumni stewardship.

**Schembri, Kimberly A.** (BSc Bethune) was married on Sept. 16,

2006, in Kleinburg, Ont. She is a registered nurse at the Medical Surgical Intensive Care Unit at Toronto General Hospital.

**Spencer, Joshua** (BA McLaughlin) teaches in Toronto and has a new book, *Let's Talk Africa and More*, comprising essays and articles on Africa and current issues.

**1999**

**Jones, Lisa M.** (BFA Spec. Hons. Winters) teaches at her private music school and at Bond Academy, a private school in Toronto. She also plays the trombone in a stage band. M.

**Singh, Nick** (BA Hons. Calumet) founded Precision Construction & Contracting Ltd. in Vaughan, in 2003.

**Studin, Irvin** (BBA Spec. Hons.) and **Alla Studin** (née Varendboud) (BA Hons. '02 Bethune) celebrated the birth of their first child, Noah Samuel, on Feb. 3.

**Szptirglas, Jeff** (BFA Spec. Hons. Vanier) teaches in York Region and writes children's books. His book, *They Did WHAT?!*, was nominated for the Silver Birch Award for 2007.

**2000**

**Arbeau, Kirby A.** (MA) works as a teacher in Fond du Lac, Saskatchewan. M, 2d.

**Hady, Mohamed Abdel** (BA Calumet), after working at Heineken

# Class Notes:

Egypt, now manages the supply chain planning department at Pepsi Cola Egypt.

**Storey, Barb L.** (BA Stong) is manager of development & operations at St. John's Rehab Hospital and is married to photographer **Matthew Storey** (BA '01 Stong).

**Thampi, Dinesh** (BAS Spec. Hons. Stong) is an IT specialist/management consultant for IBM Canada. M, 1d.

**Zigelman, Ilana G.** (BA Vanier) had identical twin girls who were born on Jan. 9, 2006.

**2001**

**Dryden, Omisoore H.** (BA '94, MA Vanier) is currently pursuing her PhD at the Ontario Institute for Studies in Education at U of T.

**Mendicino, Andrea L.** (BA Hons. Vanier) has taught English at Cardinal Carter Catholic High School in Aurora, Ont., for the last three years.

**2002**

**Binetti, Michael** (BA Glendon) has joined the Toronto law firm Affleck Greene Orr LLP as an associate practising commercial litigation, competition law and administrative law.

**Burt, Angela K.** (BA Winters) is a supervisor at Aliron Marketing/Premier Books Direct in Concord, Ont. M.

**Lee, Moonlake L.** (MBA/LLB '98, LLM) is CEO of eMenders Pte Ltd., a group of 50 doctors in private practice at the Mount Elizabeth Medical Centre in Singapore.

**Lelasseux, Sebastien J.** (BFA Spec. Hons. '01, BEd Winters) lives in Oshawa and teaches media arts and graphic design with the Durham Catholic District School Board.

**2003**

**Geronimo, Trisha** (BEd, BFA Spec. Hons. Winters) has been a grade 3 teacher for Dufferin-Peel Catholic District School Board since Sept. 2003.

**Lanteigne, Demitry J.** (BA '00, LLB Calumet) practises with a Toronto firm, and is a sole practitioner in the areas of real estate and commercial litigation.

**2004**

**Dunsmoor, Kalene L.** (BFA Spec. Hons. Vanier) works for LucasFilm in Singapore as a digital artist, creating digital backgrounds and special effects for movies, TV and games.

**Esrom, Julia A.** (MES) lives in Germany, where she is opening a German-English translation business specializing in the environmental sciences and nature tourism.

**Maphangoh, Sipo G.** (MES) will enter the Schulich School of Business MBA program in fall 2007 on a part-time basis, and will continue working as an urban planner at the IBI Group.

**Purkiss, Hannah R.** (BFA Spec. Hons. Winters) married **Paco Luviano** (BFA) on Nov. 26, 2006, in Cambridge, Ont. They have started Music Village, a music entertainment and education company.

**Ramjuttun, Priya** (BA Hons. Stong) is a second-year law student at University of Ottawa. M.

**Saltstone, Mary-Ann** (MA '97, PhD) is an executive consultant for Advanced Measures, a team of consulting psychologists who are experts in measurement and evaluation, in North Bay, Ont.,

**Stevenson, Beth** (née Robertson) (BA Hons. Vanier) runs her own private practice as a creative arts therapist, with a specialization in drama therapy.

**2005**

**Armstrong, Kristina** (BA Founders) owns and manages a Fruits and Passion franchise.

**De Castro, Nelson F.** (BA Calumet) is teaching grade 7 and 8 at Holy Jubilee Catholic School in Maple, Ont.

**Dhindsa, Harneet** (BA Bethune) teaches elementary students with the Peel District School Board. She completed her BEd at the University of Ottawa and plans to pursue an MEd.

**Hannigan, Tricia D.** (née Singh) (LLB '00, LLM '05) married **Timothy Hannigan** (LLB '00). Tricia is a plaintiff-side litigation lawyer at

Bougadis, Chang LLP and part-time professor in insurance law at Humber College's School of Business.

**2006**

**Moyles, Ashley J.** (BFA Winters) is completing a graduate diploma in primary education at the University of Wollongong in Australia.

**Prashar, Shikha** (BA Hons. Founders) is completing a postgraduate certificate at Sheridan College in Oakville, Ont.

**Priyo, Asad K.K.** (MA) was married on Jan. 12, 2006, and is a lecturer in the School of Business of North South University, Dhaka, Bangladesh. He will pursue a PhD in economics at the University of Toronto in Aug. 2007.

**Punjabi, Bharat K.** (MA) is pursuing a PhD in geography at the University of Western Ontario. M.

**IN MEMORIAM**

**Adala, Rispah M.** (BA Hons. '00 Bethune) was a highly respected figure in Toronto's Kenyan community and raised funds for AIDS eradication. A financial analyst at CIBC, she died at 32 on April 2.

**Ahlowalia, Davis** (BA '00), a York Regional Police officer, died at 28 on Jan. 6, in a car accident in Vaughan, Ont. Davis, a sociology major, was also a defensive back for the York Lions men's football team from 1997 to 1999.

**Fortier, Pierre**, professor emeritus of French and Canadian studies at Glendon, died at 75 on Jan. 30. He was a co-founder in 1984 of la Société d'histoire de Toronto.

**Harris, Henry** was the first Chair of York's Philosophy Department and was academic dean of Glendon College from 1967 to 1969. A Distinguished Research Professor, he received an honorary doctorate from York in 2001. He died at 80 in Victoria, BC, on March 13.

**Lau, Edward** (MBA '84) was the recipient of the Alumni Ambassador award in China last October, and executive vice president & deputy general manager, Manulife Financial Asia, in Hong Kong. He died at 50 on March 30.

**McLeod, Alex**, York professor emeritus of economics, was an internationally recognized expert on economics who worked and taught in Canada as well as abroad with the International Monetary Fund Mission. The author of numerous articles, pamphlets and books died at 95 in Toronto on Feb. 25.

**Moore, James Mavor**, York professor emeritus of theatre, was a celebrated actor, writer, critic, educator and public servant who authored over 100 works for stage, radio and television. The recipient of seven honorary degrees, including one from York in 1969, he was made an officer of the Order of Canada in 1973 and a companion of the order in 1988. Moore died at 87 in Victoria, BC, on Dec. 18, 2006.

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Great scams I have known. BY WILL FERGUSON

# The Art of the Con

**D**ear reader, I am the son of an exiled Nigerian diplomat . . . Ah, but you're too clever to fall for that. Or are you? The Nigerian e-mail spam/scam cost North Americans more than \$720 million in 2005 alone.

Hard to believe anyone would fall for it, but fall they do. More unbelievable still is the fact that this particular scam dates back more than 400 years, to the days of the Spanish Armada. Nigeria's e-mail swindle is simply a modern variation of the "Spanish prisoner" con, one that started in 1588, with letters

## When I cashed out that

sent from the desperate off-spring of a captured English officer who was being held in a Spanish jail cell. Money was needed, to bribe guards, cover costs. In return? A reward worth millions. Millions, mind!

I uncovered this while researching Spanish fly. Not "Spanish fly the beetle that causes irritation of the urinary tract," but rather "Spanish fly the fake aphrodisiac sold in men's magazines." The one labeled Genuine 100% Placebo! It was for a book I'm writing about swindles. And somewhere between Spanish fly and the Spanish prisoner, I came across a devious shortchanging scam as well.

This one hit home, because I recognized it immediately. It had been pulled on me when I was working part-time as a clerk back in high school, manning the late-night till at a convenience store in Red Deer, Alberta. On my first shift – my very first shift – a charming fellow strolled in and purchased a pack of gum with a 50-dollar bill. As I handed him his change he said, "Wait a sec, I have a dollar. No need for you to break such a large bill."

When I cashed out at the end of the night, I was short exactly \$50, and the money ended up coming out of my paycheque. All along, I'd sheepishly assumed I'd somehow rung it in incorrectly, never dreaming that I'd been set up.

I won't explain how this scam works – no need to aid and abet any would-be grifters out there. But I will say this. If you ever find yourself behind a till and someone purchases a small

**Will Ferguson (BFA '90) is the best-selling author of nine books, including the recently re-issued *Why I Hate Canadians*.**

item with large tender and then immediately wants to get change – stop. Close the till. Take a deep breath. Complete the first transaction before dealing with any requests for change. Trust me on this.

Addled store clerks aside, the best cons actually rely on a bit of larceny in the hearts of the victims they target. One of my favourites is a classic that dates back to the 1920s, something called "the pedigreed pooch."



A fellow strolls into a bar with a puppy under one arm. He orders a drink, slaps a bill on the counter, says "Keep the change."

The puppy is for his little girl's birthday, y'see. And he asks the bartender to watch the dog while he runs to his bookie

to place a bet. He's got the inside track on a race, y'see – a sure thing, easy money. And he hurries off to lay his wager.

As soon as he leaves, a wealthy-looking couple sweeps in, looking for directions to a certain dog-breeding establishment, when lo! their eyes settle on the pooch. A rare Albanian pure-bred, they proclaim – and immediately offer the barkeep \$1,000 for the puppy. Provided he can give them the papers the pooch came with.

"It's not mine," the bartender weakly replies, so the well-heeled pair leave a note instead for the other fellow, asking him to stop by their suite at – name the swankiest hotel in town and that's where they are staying – and offering said grand for the dog.

When the first man returns he is despondent. The horse race was a sham, you see. He has lost everything. All he has now is this puppy to give to his little girl. Stifling sobs, he gives the bartender a few crumpled bills for watching the pooch and then shuffles sadly towards the door. "Hang on," comes the inevitable cry. "Why don't I help you out. I'll buy your dog."

A good con man could squeeze as much as \$500 per puppy. Not bad for a litter of stray mutts. A profitable swindle, indeed. Not that we'd ever fall for something like that. No sir. We're too clever to be taken in by such a ruse.

And if you believe that, I have some beachfront property in Nunavut you might be interested in. ■

PHOTOGRAPHY BY DOUGLAS COURLAND