

# WORLD

SUMMER 2013

Why boutique  
law firms are all about  
up-close and personal

# Finding their Niche

**PLUS**

Exciting new boredom research!  
Mining your own business  
Botox's brilliant face-save

A close-up photograph of a man with short brown hair, seen in profile, holding a young child with blonde hair. The child is sleeping peacefully with their mouth slightly open. The man is wearing a dark green sweater. The background is softly blurred, showing what appears to be a bed with white and gold patterned bedding.

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COVER PHOTOGRAPHY:  
SOFIE KINACHTCHOUK



# YORKU

THE MAGAZINE OF YORK UNIVERSITY

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# SUMMER 2013



## WHY WE GIVE TO YORK

"We believe it's important to recognize a student's success and accomplishments. As parents of two York grads, and as the parents-in-law of a York grad, we know that expenses for university students are very real. That's why we're creating the *Wilkinson Family Graduate Award in Environmental Studies* with modest annual gifts during our lifetime and a larger legacy gift of life insurance in the future. It's a relatively small sum for a really big outcome down the road."

*York Professor Paul F. Wilkinson (BA '70), member of Senate and the Board of Governors, and his wife Dorothy Wilkinson (BA '79)*



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# YORKU

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# President

BY MAMDOUH SHOUKRI

**A**s we are about to honour more than 6,000 students at our Spring Convocation, I can't help but take the time to reflect on what a remarkable academic year we have had at York University. We welcomed new and returning students, celebrated openings of several buildings, broke ground on the new CIBC Pan Am/Parapan Am Athletics Stadium, officially expanded the Lassonde School of Engineering, welcomed a new cohort of students and, of course, launched a new University brand.

The branding campaign was created in response to the challenges we face externally, and is about the need to tell the world the York story – that is, what York stands for – in an accurate but simple manner. Addressing the brand was something we felt was necessary as part of York's evolution and growth.

Some 52 years ago, York was created to fulfill a need: to accommodate the growing demand for postsecondary education by young Canadians. A lot has changed over the years, and we've evolved into one of Canada's largest – and leading –

## Uncertainties will not affect our determination to ensure the excellence and diversity of our academic activities.

universities.

Today, we represent the university of the 21st century, because of the range of our programs, our strong academic quality in almost every field of knowledge, our commitment to community engagement and our 65,000 students, faculty and staff, not to mention 250,000 alumni.

York today is not what it was 50 years ago; it is not what it was even five years ago, so we wanted our brand to reflect the evolving nature of our institution. The result was a branding campaign called "This is My Time", which reflects the face of our students, acknowledges their aspirations and celebrates their future capacity to change the world. I am excited about and proud of the campaign and the possibilities it will bring for York. This brand also positions us to deal with the challenges ahead, so let's talk about those.

The economy continues to struggle to recover. As with many universities, we were not immune to feeling its effects.



Given that this is a truly uncertain time, we, as a postsecondary education institution, need to continue to manage our budgets closely.

We need to be as efficient as possible, while protecting the core activities of the University. We established a budget model working group that is devising a new method of allocating our resources to better support our academic goals.

Another issue is our pension deficit. To deal with our significant deficit situation, we have established a process to have discussions with all of our employee groups to ensure our plan is sustainable.

We will also want to look at targeted initiatives like PRASE –

the Process Re-engineering and Service Enhancement project. PRASE was initiated as a means of improving operational efficiencies. Already, we have made some great strides, but there is still work to be done. Regardless, we are in a better position than many other universities.

These uncertainties will not affect our determination to ensure the excellence and the diversity of our academic activities or to provide our students with the best learning opportunities so they may go on to become citizens of the world.

We are a university on the move with great potential. We have the people, the drive, the perseverance and the plans in place to achieve our goals. We are truly on the path to becoming a global university. ■

Mamdouh Shoukri is York's president and vice-chancellor.





# Universe

# Bored Stiff

John Eastwood's new research on  
boredom raises intriguing  
questions about an  
age-old problem

PHOTOGRAPHY BY MCKENZIE JAMES



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W

**ATCHING PAINT DRY.** Counting sheep. Watching grass grow. They're all metaphors for a very human experience – boredom. The first recorded use of the word is in the novel *Bleak*

*House* by Charles Dickens, although the expression “to be a bore”, in the sense of being tiresome or dull, dates back to the 18th century. The French language has its own word for boredom – *ennui* – which has found its way into common English usage. Boredom is also sometimes referred to as “nausea” for the feelings engendered by full-on boredom, and the term served as the eponymous title of a well-known book by the French existentialist.

So what is (or isn't) boredom? “I would say that to be bored is to be mentally unengaged, and when you are mentally engaged you are not bored,” states Eastwood, a clinical psychologist and York professor. “Boredom is precisely that desire to be engaged.”

Importantly, boredom is not an absence of stimulation, notes Eastwood. Nor is it being calm or unharried or unstressed. “Boredom is the opposite – it is extremely stressful.” Ironically, people seeking to escape boredom often take the route of overstimulation in today's society – for example, by going out to a loud, action-packed movie. But seeking constant stimulation can backfire, Eastwood says. “I suspect that being in an over-stimulating environment, chronically, makes us more susceptible to boredom.”

In his work on boredom, Eastwood wanted to create a “good working definition for it and also an instrument to measure it.” Now he believes that he and his colleagues' current definition carves out a space that's right beside, but distinct from, what he calls mind-wandering. “I think our work is novel in that respect because we've made some nuanced distinctions between [cognitive] conditions that formerly people might have lumped together.”

Eastwood surveyed all the academic literature on boredom he and his research partners could find to come up with a clear working definition that experts could agree on. That definition was published in the September 2012 issue of *Perspectives on Psychological Science*. In the article, Eastwood defines boredom as: “an aversive state of wanting, but being unable to engage in

satisfying activity,” which springs from failure in (one of) our brain's attention networks.

Eastwood looked at the writings on boredom within three different traditions: the psycho-dynamic, the existential (*ennui*) and the motivation/cognitive camp. They also brought several hundred people into their lab and surveyed them about their experiences of boredom.

While everyone has experienced boredom in their life, it usually passes; but chronic boredom can present a much darker side. The latter has been clearly linked to depression, although no one as yet is sure if depression is a precursor to boredom or whether boredom is a trigger for depression. “There's also the possibility that there's a third variable that causes both boredom and depression. We need to do much more work to figure out if that's the case,” says Eastwood.

Boredom has also been linked to various maladaptive behaviours such as gambling addiction, eating disorders and aggression. According to one 2010 study (not Eastwood's), the age-old expression “bored to death” might not be so off the mark. It seems people who are easily bored are two-and-a-half times more likely to die of heart disease than people who are not.

Eastwood and his colleagues are the first researchers to systematically define boredom in terms of attention states. “Attention is how we link to the world. And when someone is bored they have a difficult time attending. When you're bored, your attention system is not operating properly, which could be from many causes – cognitive or emotional. Often people with [attention deficit-hyperactivity disorder], for example, report being bored more frequently.”

Boredom is not listed as a syndrome in the *Diagnostic and Statistical Manual of Mental Disorders* (DSM-IV), and Eastwood says he has no desire to “pathologize a normal human experience”; however, he does want to highlight the significance of protracted boredom through his research.

“I think boredom sometimes doesn't get its due. People say, ‘Well, what's to ask?’ But we need to realize that ongoing chronic boredom can be painful and debilitating.”

Perhaps it's impossible to banish *ennui* entirely from our lives, but at least researching the mysteries of its causes (or possible cures) promises to provide never a dull moment. ■

# God's Word, Baskerville's Type

York acquires “one of the most beautiful English Bibles in the world”

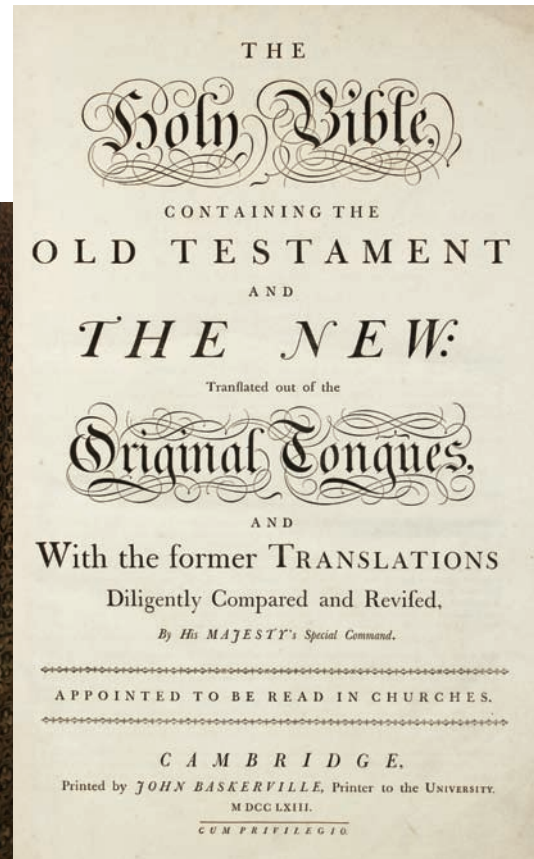
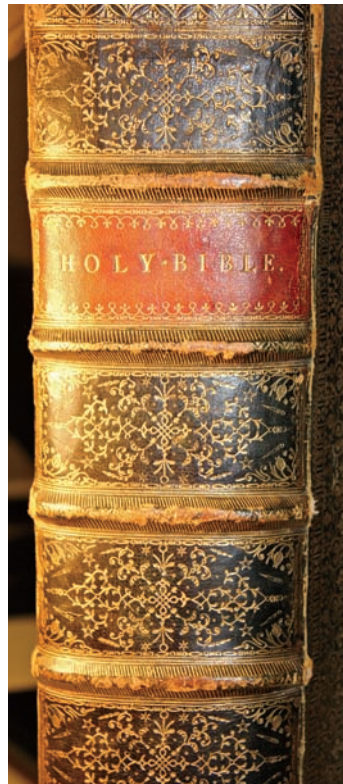
**S**ERENDIPITY HAS LANDED an 18th-century *Holy Bible* in the lap of York's Clara Thomas Archives & Special Collections. If owner Richard Tottenham hadn't mentioned his 250-year-old family Bible to neighbour John Lennox, a retired York English professor, it might still be gathering dust in his basement.

And that would be a pity. This is no ordinary acquisition. One of 1,250 limited-edition folio Bibles printed by Cambridge University Press in 1763, it was designed by trailblazing typographer John Baskerville. Historians regard it as Baskerville's “magnum opus” and one of the most beautiful English Bibles in the world.

Bound in black Moroccan leather and rimmed with hand-pressed gold tooling, the double volume of King James's version of the Old and New Testaments is magnificent – and enormous. Appointed to be read in churches, it is 51 cm tall, 32 cm wide and 1,146 gold-edged pages deep. As Cambridge University's printer, Baskerville laboured five years on this ambitious project – a first-hand opportunity to display his distinctive modern type. Compared to the frilly, slanted script of the era, Baskerville's Great Primer type did not look like handwriting. A deacon would have no trouble reading the Sunday lesson from this Bible as he stood before the congregation. Great Primer type is slender and simple, rounded and vertical with strokes of contrasting widths, and generously spaced. Admirers call it elegant, even “noble”. To make it as clear and legible as possible, Baskerville also expressly invented a better-setting ink and a stronger wove paper with a smooth, glossy finish for this project.

Tottenham donated the Bible to York last spring. He and his siblings inherited it from their late father as a descendent of the second Marquess of Ely (pronounced *eelee*), a wealthy landholder in Ireland who, as far as the family knows, acquired the Bible in the early 1800s. It crossed the Atlantic when Tottenham's father inherited the title in 1969. In Ireland, it may

have held pride of place in the family chapel, but in Canada it languished out of sight, a strange relic from a distant past.



“It was a conversation piece more than anything else,” says Tottenham.

One day, he did an Internet search and discovered his family owned a treasure. Online antiquarian booksellers were asking from \$3,500 to \$28,000 for sister editions, depending on their condition. But he and his siblings hesitated to sell it at auction since it contains precious hand-scribed records of family births and baptisms. When Lennox suggested donating it to York's archives, it seemed the perfect solution.

Now, Tottenham is assured this rare book – one of only two in a Canadian academic library – will be carefully preserved and, even better, be available for all to view. ■



## Funny Money

How York bankrolled its own bills

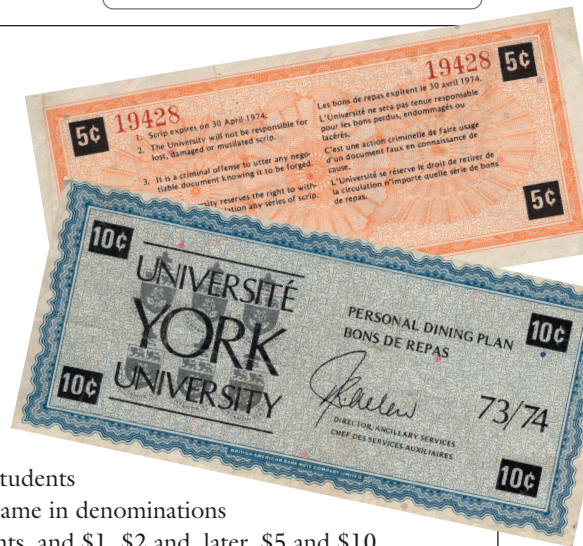
**I**T SEEMS HARD TO BELIEVE that York once printed its own currency, but it's true. It was called "scrip" and it looked like a cross between Monopoly and Canadian Tire money, but traded for the value of real cash. It was issued to students who purchased meal plans and was used to buy food on campus. Introduced in 1974, York scrip was a radical – and unique – innovation in meal-plan management that received international attention.

Food Services director at the time, Norm Crandles, came up with the idea of scrip based on his father's experience in Great Britain's Royal Air Force. With scrip, instead of presenting meal cards and being limited to eating in residence cafeterias, students could eat anywhere on campus. *À la carte* replaced all-you-can-eat and spawned some unhappy football players who were used to seconds – and sometimes thirds.

York's currency was printed by the British American Bank Note Company and delivered in armoured trucks to the

"scrip bank" in the Temporary (later East) Office Building, where it was stored in a safe and doled out to students at a wicket. Scrip came in denominations of 5, 10 and 25 cents, and \$1, \$2 and, later, \$5 and \$10 notes.

It cost York \$5,000 a year to print \$1 million in York scrip, and the high-quality paper currency was worth York's investment, says now-retired Crandles. It was never forged and the scrip endured for 18 years. Finally, in 1992, scrip was discontinued when York introduced an electronic swipe-card system for residential meal plans that was replaced in 2006 by the multi-purpose YU-card that continues to be used on campus today. ■



## Carry that Weight

Our mace is part and parcel of graduation day

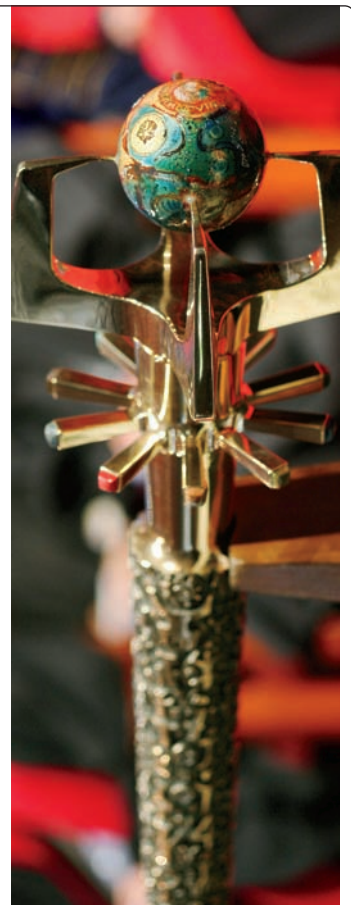
**I**F YOU'RE READING this at Spring Convocation or thereafter, you might be wondering what exactly the University beadle – a role similar to that of the sergeant-at-arms who enters the House of Commons – was carrying during the procession to the stage. That long, decorated, staff-like object was none other than York's official 13-kg(!) brass mace, which is an integral part of the pomp and circumstance that surrounds the auspicious occasion for thousands of York graduates each year.

The late Gerald Trottier – often described as one of Canada's most important artists – designed York's mace. He submitted five preliminary sketches of it in 1963, which were donated to York's Clara Thomas Archives & Special Collection by the Trottier family in 2005. York's mace was a gift to the University

from the City of Toronto in 1964 and was used in York's first-ever convocation that year. The mace symbolized the city's interest in and contribution to York.

The handle of the mace is set with stones of cullet, bloodstone, agate and amazonite. The shoulder has 10 projections that represent Canada's provinces, and the arms support an orb in the colours of earth and water: brown, ochre, blue and green. Its shape reflects the universe and its truths.

Both the beadle and the mace are ancient symbols of order and discipline. At one time only male beadles could carry the York mace, but today both men and women may carry it. York's first female beadle was Ijade Maxwell Rodrigues (BSc '99), who is currently chief of staff with York's Office of the President. And, as she tells us, "I did it in heels!" ■





## In the Media

### Derailed

“Business people would do well to remember some of the principles and values that have steered many long-standing and successful enterprises through the inevitable turbulence every company experiences. The landscape is littered with examples of companies that lost touch with their core businesses and values and have either failed or run into significant challenges. Nortel, Kodak and IBM are just a few names that come to mind.”

**PAUL TSAPARIS**, executive-in-residence at York University’s Schulich School of Business, writing in *The Globe and Mail*, Feb. 21

### Ripple Effect

“In this kind of globalized environment, Canadians can’t just be thinking about Canada because things that happen in China affect Canada and things that happen in India affect China. Canada’s economic prosperity depends on its global trade. In Canada, 1970 doesn’t exist anymore. We’re a much more diverse country. That’s why I think students need a more global perspective...”

**MARTIN SINGER**, dean, Faculty of Liberal Arts & Professional Studies, *Oakville Beaver*, March 7

## Desperate Straits

Tough times for widows in 19th-century Montreal

**WHILE PROFESSOR BETTINA BRADBURY** was researching how working-class families made ends meet in newly industrializing 19th-century Montreal for her first book, she began to wonder how a woman would support her children if her husband died. Two hundred years ago, there were thousands of widows in Upper and Lower Canada. Most had no government support, no personal savings and no estate unless their husbands left them legacies in their wills. Death was unpredictable and mortality rates were high. In fact, death and desertion were the primary causes of single parenthood, says the York history professor – not separation and divorce, as they are today.

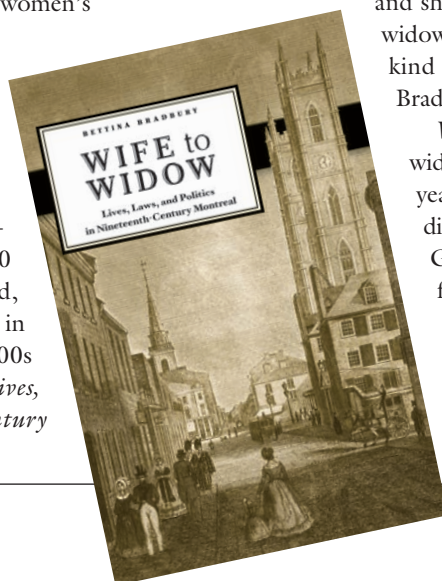
To answer her question, Bradbury, a women’s history scholar, began delving into notarial, church and court records, censuses, tax documents, newspapers and pamphlets to trace what happened to widows. Without the benefit of personal letters and diaries, she and legions of grad students painstakingly “connected the dots” to create profiles of 20 widows – rich and poor, young and old, Catholic, Protestant and Jewish – living in Montreal during the first half of the 1800s for her latest book, *Wife to Widow: Lives, Laws, and Politics in Nineteenth-Century*

*Montreal* (University of British Columbia Press, 2011).

“Widowhood is the single parenthood of the past,” says Bradbury. Then, as now, she found, widows (single mothers) came from every social sphere and coped with varying degrees of success, depending on their financial and material wealth, social support and their own resourcefulness.

In the course of her research, Bradbury herself became a widow. Her personal experience gave her insights she may have otherwise missed. For instance, after a husband died, the widow and a notary inventoried the contents of every room in the widow’s abode. Bradbury noticed that records routinely indicated a pause in this process – hours, sometimes days – and she recognized why. This was the time the new widow dealt with her husband’s clothes. “That’s the kind of detail that’s exciting to a historian,” says Bradbury.

*Wife to Widow*, the first book-length study of widowhood in Canada, won two major awards last year – the Clio Award for Quebec from the Canadian Historical Association (CHA) and the Lionel Groulx-Foundation Yves-Saint Germain Prize from the Institute of History of French America. Now she’s working on her next project – comparing inheritance law for widows of white settlers in British colonies. “I’ve done enough on 19th-century Montreal!” ■





# Mine Your Own Business

Schulich launches the only MBA in the world with a mining specialization

**C**ANADA IS ONE of the largest mining nations on the globe, producing more than 60 minerals and metals worth approximately \$42 billion a year. More than half the mining companies worldwide are Canadian (as of Oct. 31, 2011, there were 1,627 mining companies listed on the TSE and TSX Venture Exchange), and Canada has mining interests in approximately 100 countries. The industry provides one in 46 jobs in this country, according to a recent *Toronto Star* article.

Toronto is a global centre for mining equity financing capital (more than 80 per cent of the world's mining equity financings are done on the Toronto exchanges), so what better place to have a master of business administration (MBA) program devoted the ins and outs of the mining business? Consider it done. York's Schulich School of Business announced the launch of an MBA specialization in mining – the new Global Mining Management MBA – little more than a year ago, and will soon be turning out some of the first graduate business students in the world with mining-specific expertise.

One of those grads will be Ben Burkholder, who completed a bachelor of science degree in mathematics elsewhere, before attending Schulich. Burkholder says the program was the perfect match for him since he had a lot of experience as an engineering consultant. His latest summer job was with Barrick Gold Corporation, as an analyst doing project evaluations.

"The most interesting thing about the mining industry for me was the challenge and the complexity of the business," says Burkholder, whose professional background is in environmental modelling, assessment and permitting in support of project development. "Mineral project development has the potential to create tremendous value for companies, governments and local communities, but there are many risks that need to be carefully considered."

The three mining-specific courses that are currently available are at capacity, with approximately 45 students enrolled in each. Richard Ross, executive in residence for the program, says all three courses are so popular there was a waiting list of students who wanted to get into each course. Ross says in the next one-and-a-half years, two or three more courses will be added to the mining specialization.

While men still make up the majority of students enrolled in Schulich's new program, Jessie Liu-Ernsting enrolled to leverage

her previous capital markets and engineering experience in the mining industry by combining it with an MBA. "Mining in general has been historically male-dominated, but that trend is changing, albeit slowly," says Liu-Ernsting. "I think now, however, women are seeing that mining is not just about brute force, but is also about the business challenges. The female perspective is beneficial to have at the boardroom table."

Why is this the right time to launch an MBA with a mining specialization? "It's a very challenging time in the history of the mining sector because people have to operate in increasingly complex social, environmental and political climates worldwide," explains Ross.

It is believed that MBA grads with a mining specialization will see what Ross calls "incredible opportunities" in the global mining sector. "There's a looming shortage of knowledge workers in the mining industry," he says. "Businesses that support the mining industry, such as financial institutions, engineering companies, consultants, and accounting and legal firms, will also have a strong interest in recruiting our grads."

In addition to course work, students are required to complete a real-world, strategic consulting project at a mining company. Ross says the program's grads will have a solid grounding in industry-specific topics, as well as effective leadership and managerial capabilities. Students will visit real mines, attend

industry events and, on top of the required internship, learn from mining industry experts invited as guest speakers.

The program's first cohort will graduate in the spring of 2013. Most of the students have been working for a few years at least, notes Ross, who says that is a prerequisite for being accepted into the MBA program. With the average student age between 29 and 30, many have five to six years of experience in the working world. Interestingly, the demographic is at least one-third female and Ross says the majority of students enrolled have passports from countries other than Canada.

Ross attributes the increased interest in mining partly to the fact that the industry has really taken off – with China being the industry leader. Such phenomenal growth means a lot of opportunities to work in different areas and in different places. "I think the variety of the industry and the fact that it's global has a lot of appeal for many people," says Ross. "And when you dig deep into the mining sector, it definitely attracts people with an entrepreneurial spirit." ■

**"Mining in general has been historically male-dominated, but that trend is changing."**



**SARA COHEN:** Start small, get specialized



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# Finding their Niche

Are niche practices and “boutique” law firms merely clever branding, or a smart way to make a living?

BY MICHAEL TODD

PHOTOGRAPHY BY SOFIE KINACHTCHOUK

**G** O ONLINE FOR A DICTIONARY definition of “niche” and you’ll find: “a. situation or activity specially suited to a person’s interests, abilities or nature: found her niche in life,” or “b. special area of demand for a product or service.” The word’s origins lie in Old French, from *nicheur* (to nest), or possibly Old Italian, from *nicchio* (meaning seashell).

Google “niche market” and Wikipedia offers this: “...the subset of the market on which a specific product is focusing. ... [Any] highly specialized market aiming to survive among the competition from numerous super companies.”

However you define it, many lawyers and law graduates these days seem to be very interested in the approach – in fact, one legal pundit has dubbed it the “third wave [of] law practice”. The argument follows that if auto makers, condo builders and computer firms can niche market, then why not legal practices? Already, there are lawyers specializing in equine law, cottage law, dental law, wine law (in the Napa Valley), bed bug litigation, veterinary law, geriatric law, and sports and construction law, among numerous others.

Osgoode graduate Jordan Farkas (LLB ’04) has built one such practice. Around the legal community he’s earned the moniker “Mr. Small Claims Court”. Farkas has built his practice around representing people who have \$25,000 or less at stake – amounts he says most lawyers just aren’t interested in dealing with, according to a recent article in the *American Bar Association Journal*. (Perhaps proving the old saying that there are no small cases, just small lawyers.)

Depending on whom you ask in the law community, the concept of “niche” law, or “boutique” practice, is either simply a marketing ploy, or is seen as a bona fide way of making a living through differentiation in a market that’s flooded with legal practitioners who appear to offer more or less the same skills. In some cases, it is a means of providing access to justice and specialized legal services to clients with particular legal issues – often at a lower hourly rate than what’s typically charged by large, full-service firms.

Osgoode Hall Law School Distinguished Research Professor Allan Hutchinson argues that law has always had its specialized areas of practice and this new trend toward specialized labelling is more of a case of the emperor’s new clothes. “I think the phenomenon [of the niche] has always been a feature of the law; the only thing that’s changed is the name. There have always been smaller firms that specialized in intellectual property law, for instance, and often someone within that firm who specialized in patent law,” says Hutchinson. “And there have been firms that do just labour law, and even one side of labour law, so I don’t see this as a new phenomenon.”

A recent *Wall Street Journal* article, “Lawyers Carve Out ‘Divorce for Men’ Niche”, reveals how many U.S. divorce lawyers are actively seeking a competitive edge in a crowded legal marketplace by finding a niche that, they say, pays off in both “good times and bad”. The focus is to target men who fear getting a raw deal in their separation agreements. According to the article, the fees charged by these specialized firms aren’t any higher than regular (or bigger) family-law practices (usually in the \$200-\$350/hour range, plus retainer).

"Now it's easier than ever before to find such lawyers as firms expand their online marketing profiles with websites and blogs laden with keywords designed to boost them to the top of the Internet search results," the article's author states.

Hutchinson's position is that using larger firms may ultimately save the client time and money. "What is the real advantage of going to a smaller shop that has more of a 'laser focus' on things? Well, one is that if they truly specialize, then that might be helpful, but it's fair to say that lawyers in large firms could actually be more specialized than in smaller ones. The thing about large firms," he says, "is if certain aspects of your case go above and beyond what you first expect, then there are likely people in-house in a big firm who can quickly offer their expertise. You might not get that in a boutique firm. I think, really, the use of terms like 'boutique' or 'niche' is just another form of marketing – call it a legal re-branding if you like."

The trend toward boutique law was being tracked as far back as 2006, when *Canadian Lawyer Magazine* ran a piece called "Canada's Leading Law Boutiques", in which the writer, in a two-part series, took a look at "why these smaller, super-specialized firms are becoming so popular" and explained "which ones are leaders in their fields, and why." The article argues that when it comes to describing Canada's law firms, terms like "small, medium and big" no longer make sense. The reality, the article states, is that in "a complex, rapidly-evolving landscape, with firms structured around changing client needs; that can mean a handful of international outposts or a raft of lawyers with parallel training in business or applied sciences. [However,] one of the fastest-growing areas is that of the 'boutique' firm; usually small (fewer than 20 lawyers)...This practice model is taking off among a certain kind of lawyer – boutique founders are often driven stars who are willing to bear the substantial risks that come with calling the shots."

*YorkU* magazine decided to find some niche lawyers of its own and to hear what they had to say about the niche/boutique concept. Was it valid or outmoded? All interviewees are Osgoode Hall Law School graduates who consider themselves (some more, some less) to be "niche" lawyers. They include Sara R. Cohen (LLB '06), who unequivocally abandoned her Bay Street job to start her own small, specialized practice; Elizabeth (Lisa) DeMarco (LLB '95), a highly specialized lawyer in climate change law, who works in a larger firm in downtown Toronto; and Brendon Pooran (LLB '05, who left his job with one of the country's largest law firms on Bay Street to develop

his own niche practice specializing in disability law, while also combining individual representation with government and management consulting on disability/accessibility issues. Pooran also teaches part-time in York's Critical Disability Studies program and sits on Ontario's Consent & Capacity Board.

Cohen, a fertility and surrogacy lawyer, did her stint on Bay Street and loved it, but she always considered going it alone and practising in the area she presently does. "Even when I was articling, I remember thinking about the possibility of doing what I now do," says Cohen, who may be the only lawyer in Canada who regularly blogs about fertility and surrogacy issues ([fertilitylawcanada.com/fertility-law-canada-blog](http://fertilitylawcanada.com/fertility-law-canada-blog)). "But at the time, I felt I just didn't have the legal experience and confidence necessary to pull it off."

It was after a few years of doing commercial litigation for one of Canada's biggest legal firms (and having a baby) that Cohen decided to take the plunge and open her own practice, Fertility Law Canada™, where she is a specialist in both fertility law and surrogacy. She is also a member of the Canadian Fertility and Andrology Society and a legal representative on the Ethics Committee at Lifequest Centre for Reproductive Medicine. She regularly acts on behalf of intended parents, surrogate mothers, egg and sperm donors, donor recipients and people involved with reproductive technologies.

"I'm not one of those people who hated [my] Bay Street [job]. I didn't. And I think it would be a large generalization to say all those firms are all the same," says Cohen. "But I also think most people would agree that they are generally geared toward large business. So there's not a lot of room for the kind of issues that I deal with on a daily basis...the kind that affect the regular person or a regular family."

Cohen thinks the recession made a lot of lawyers reconsider what they were doing and become more interested in things not so related to corporate or commercial issues. "There's a lot of talk these days about how we're becoming highly specialized in law and that that's the way of the future," Cohen says. "There are pros and cons to it. Pros are for the clients."

What's the most interesting thing about her job now? "I know this may sound cheesy, but there's a lot of reward in helping people have families. I'm just one small part of the huge puzzle that goes into making one."

While Cohen agrees that her niche is highly "vertical", to use a marketing term, she says her specialty also comes with a lot of issues – social, legal, moral and technological – so that it

**"I suppose  
you could say  
a lot of what  
we do is to  
promote  
belonging..."**





**BRENDON POORAN:**  
Fighting the good fight

**ELIZABETH DeMARCO:** A change in climate





can also be broad. “The law is always playing catch-up as technology changes the playing field,” she says. She admits, however, that there are risks to her style of career path. “[With a niche practice] you’re putting all your eggs in one basket. If the law changes, it’s possible that people might not need you as much in the future.”

On a good summer’s night, energy and climate change lawyer DeMarco gets three to four hours of sleep – but tries for a more respectable seven in the winter, she says, laughing. A quick glimpse over DeMarco’s resume would give most people the impression that her day would need to be 48 hours long. For one, she’s recognized as a leading Canadian expert on emissions trading, the Kyoto Protocol and the evolving area of environmental finance. While DeMarco works for a large downtown Toronto law firm (where she’s a partner), her specific expertise within the firm is in the environmental area, including “cleantech”, energy, environmental issues, and mining and resources. She represents several leading energy clients in a wide variety of natural gas and electricity matters before regulatory agencies and the Ontario Energy Board, and was appointed to the Minister of Energy and Economic Development and Innovation’s Clean Energy Task Force and the (now concluded) Premier’s Climate Change Advisory Panel. On top of all that, somehow she finds time to write not one, but dozens of articles, and do public speaking engagements.

DeMarco inhabits a highly specialized niche. While she describes herself as an “extraordinary specialist” in climate change law, she also says she’s an “extraordinary generalist” too. “Team work is a big thing for me,” she says. “I like to bring together and work with people who have expertise in various areas to find the best solutions for clients. I call it green capitalism, and that means I need to be a generalist to identify other issues (including tax, securities, IP, IT, to name a few) and a specialist to understand the precise details of the overreaching international, national, provincial and local government laws and guidance relating to climate change. You simply can’t be an expert in everything, and I love learning from my colleagues in their areas of expertise. I couldn’t do what I do in a specialized firm.”

Interestingly, DeMarco comes at her law career with a background in marine toxicology. “When I was a graduate student in science, I found the idea of using markets to achieve an over-riding goal of environmental protection appealing. And now my practice includes a significant portion of what I call proactive law and policy development – not strictly reactive problem-

solving. My mantra has always been ‘leave your dogma at the door’, and in that way I get great meaning from working with all types of clients in various sectors. You can’t emotionalize environmental issues because it’s not very productive. One of the key things is to realize that there is never going to be a perfect choice/solution, and we’re going to make mistakes. But it’s important to work together and create long-term solutions that are adaptable and sustainable.”

Pooran knew even before he began his law degree (he did a bachelor of commerce degree first) that he wanted to work in the area of social justice or disability law. He considered it to be both personal and a calling, since two of his siblings have developmental issues. Now, Pooran and his wife have a niche practice in the area of disability law. “I prefer to call it social justice law,” he says, “because [otherwise] many people misinterpret it to mean that we litigate for clients who may have been injured in an accident.” In fact, Pooran does not do any personal injury litigation. Based in Toronto, his firm offers legal services in the areas of will and estates planning for individuals with disabilities and their families, trustee services, government benefits, disability law, employment law and charity law. He also consults regularly with government and human

service organizations, which, in large measure, help support the one day per week where he does pro-bono work focused on improving policy and legislation for individuals with developmental disabilities. (Pooran was recently in Ottawa speaking before the Standing Senate Committee on National Finance, advocating for changes to federal legislation affecting the rights of individuals with developmental disabilities.)

“The beauty of having your own niche practice,” says Pooran, “is that it allows us – since we have three children all under the age of five – to be self-directed and have a work/life balance.”

Pooran definitely sees his practice as a niche, and promotes it as such. “I’d say we aren’t general lawyers in any sense. Estate planning, for instance, is incredibly complicated in this area, especially when it involves a future plan for an individual with a disability. I went to law school with the intention of providing the best legal supports to this sector of the population. Even within the disability niche, you could say we focus on people with developmental disabilities and mental health issues. It’s a new area of the law that’s really only developed over the past 15 to 20 years. Many people don’t even know it exists,” he says.

“I suppose you could say a lot of what we do is to promote belonging – the common term now is ‘social inclusion’ – for individuals with disabilities. Whatever we call it, it’s a basic human need, and now it’s also a human right.” ■

**“My mantra  
has always  
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‘leave your  
dogma at the  
door’...”**

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Doctoral candidate Sheila Colla lives, breathes and studies bees  
– especially the rare, rusty-patched bumblebee.  
She’s also a big believer in sharing her scientific expertise  
with the outside community

**F**OR SOMEONE who’s made bumblebees an academic career (and is writing her PhD on the threatened rusty-patched bumblebee), it’s surprising to learn that Sheila Colla was actually afraid of bees for most of her life. “Yes, it’s true, I was terrified of them,” says Colla, 30. “But when I was working on my honours thesis at U of T, I had the opportunity to be part of a bee research project, which totally changed my outlook. Bees are actually very gentle. Wasps are the real problem because they are much more aggressive since they’re carnivorous – whereas bees are vegetarian. I’ve probably handled 12,000 bees in the field during my academic career and so far I’ve only been stung twice and both times it was my fault.”

By the time she graduated with her bachelor of science, Colla had already published two scientific papers. She then wrote two honours undergrad theses, so it’s no surprise that she embraced a career in academe. At the moment she’s busy putting the finishing touches on her PhD thesis under the guidance and tutelage of York’s resident bee guru Laurence Packer, who is also her thesis supervisor.

“The main reason I came to York was because of Laurence,” says Colla. “I knew York had a great reputation for the kind of things I wanted to study. Bumblebees were also a great area of study at the time since not a lot of work had been done on the subject. It was before the issue of bee colony collapse disorder became well known. Now, with a lot of economic activity at stake, people are more interested in research around not only bumblebees but honeybees as well.”

Colla’s science bent started early in life. She grew up in Toronto, the daughter of Italian and Trinidadian parents. She won first prize in Grade 7 for a science fair project that was a water filter. “It was pretty basic: dirty water in, clean water out,” she says with a grin. And in high school – Loretto Abbey, an all-girls Catholic school – she was president of the science club. “Going to an all-girls school was also a boost. It was a very supportive atmosphere and you didn’t have to worry about being thought a geek or being uncool because you were interested in or good at science. Having female role models who were teachers was definitely a plus. So when I decided to go into science and study zoology at U of T, my teachers were right behind me.”

Her parents, she says, are still “in denial” that she studies bees. “They still think I’m going to be a medical doctor,” she laughs.

Not only is Colla heavily involved in the science of the rusty-patched bumblebee, but she will also have a book out soon on the bumblebees of North America (she’s one of four co-authors of the book that will be published by Princeton Press this year). Incredibly, no such book has ever been published before – surprising, considering the plethora of books for amateur scientists on everything from birds to mushrooms. Who would use the book? “It seems to be a bit of a tough sell here in North America,” says Colla, “but in Europe there are lots of amateur naturalists. And amateur naturalists have really been a big boon in terms of reporting on invasive species, so there’s a lot of activity there.” The book is an important part of another aspect of her science career, which is public activism and education.

Colla is not one to just sit in the lab 24-7 crunching field data. She does that, of course, as part of her scientific research. But in her mind, taking science out of the lab and into the real world is part of the job. “I have an interdisciplinary approach to science,” says Colla. “And Laurence Packer really encourages that. Our lab does outreach and policy-type work. I’ve also worked a lot with NGOs like Nature Serve and the US Forest Service as a science advisory person. For instance, if they want to write a paper on managing bumblebees for farmland, I’d help them with that.”

Colla says York is the ideal place to encourage this kind of approach. When she’s not attending conferences (she’s been to ones in Italy, China and Mexico, among other countries) she’s travelling all over eastern North America doing fieldwork in places as far flung as Georgia, Maine and one of her favourite spots here in Ontario, Presqu’île Provincial Park.

What got Colla interested in bees? “I’d like to say I wrote poetry about them as a child, but it isn’t true,” she laughs. “My choice was pretty practical. I was looking around for a field of study and I noticed there was a gap in terms of bee research. This was around 2004, just before the news of collapsing bee populations spread around the world. It was clear that bees hadn’t been studied like some groups of animals and plants. Perhaps this was because of the misconception over the stinging issue.”

Colla’s bee of choice for her PhD is the rusty-patched bumblebee. In her six years of searching for and studying this type of bee, she has only found two. That’s shocking considering only three decades ago the rusty-patched bumblebee was common in Ontario. Its disappearance is an ominous sign, says Colla.



A close-up portrait of a woman with dark, wavy hair, looking directly at the camera with a slight smile. She is wearing a bright yellow scarf over a dark top. The background is softly blurred.

BY MICHAEL TODD  
PHOTOGRAPHY BY MCKENZIE JAMES

# Queen Bee

SHEILA COLLA

“The disappearance of the rusty-patched is probably an indicator of climate change. It was the fourth most common bumblebee in southern Ontario out of 20 species in the ’80s and now it is almost extinct. It’s an important pollinator of spring flowers and certain crops – so are other bumblebees, but it’s good to have some redundancy.”

In a recent study, Colla and colleagues did an analysis of climate-associated shifts in the phenology of wild bees – specifically, bee pollinators and bee-pollinated plants. (Phenology refers to the flower, breeding and migration in relation to climactic conditions.) “What we did was put together a database for the northeast U.S., southern Ontario and Quebec. We looked at 10 species of bees; only two were bumblebees.”

Climate warming over the past 50 years is associated with phenological advances in a wide variety of organisms, including plants, animals and insects.

Colla says responses to climate warming are particularly important to understand for species that provide critical ecolog-

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ical functions such as pollinators. In her study, Colla and her associates conducted an analysis of climate-associated shifts in the phenology (the study of cyclic and seasonal natural phenomena in relation to climate and plant and animal life) of wild bee populations. What she found was that in the past 130 years (using historical weather data), the phenology of 10 wild bee species from northeastern North America has advanced by approximately 10 days. “Most of that advance has taken place since 1970,” she says. “That parallels recorded global temperature increases.”

What this sped up phenology means in the long run is hard to say, according to Colla. “The development of bees and the environmental triggers regulating seasonal activity – foraging, pollination etc. – are largely unknown, and the few species studied show complex responses to both winter and summer temperatures.”

What is known is that if plants and bees become out of sync as a result of wildly fluctuating weather patterns and overall global warming, either plants, bees or both may, one day, be out of luck. ■

## The Buzz on Bees

- Bumblebees, which are native to North America, are covered with hairs that act as a fur coat (and are also good for picking up pollen). This coat enables them to adapt to cold weather, unlike the honeybees that were introduced to Canada.
- There are 250 known species of bumblebees.
- Bumblebees hibernate; honeybees don’t.
- Arizona is a global hot spot in terms of bee diversity.
- Like their relative the honeybee, bumblebees feed on nectar and gather pollen to feed their young.
- Since their stingers aren’t barbed (unlike honeybees), bumblebees can sting more than once, but unlike wasps, they very rarely sting people.
- Flying bumblebees build up electrostatic charges; that’s why pollen (which is well grounded) sticks to their hairs.
- There are 19,000+ species of bees worldwide.
- While foraging, bumblebees can reach ground speeds of up to 54 km/h.
- Darwin, in his first edition (1859) of *On the Origin of Species*, referred to bumblebees as “humble-bees”.
- According to the *Oxford English Dictionary*, the first recorded term “bumblebee” was in a work by author John Palsgrave in 1530, although he spelled it “bombyll bee”.
- A bee’s wings beat approximately 200 times per second.
- A bee’s “buzz” isn’t caused by its wings; it’s caused by its vibrating flight muscles.
- What’s one of the best spots to collect or observe bees in Toronto? The Annex, because of its old, established gardens.
- Any bees, including the rusty-patched, are easily reared in captivity.



A large, modern building with a prominent circular section featuring horizontal yellow and white stripes and a glass-enclosed upper level. The name 'YORK HALL' is visible above the entrance. People are walking on the plaza in front.

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# Outside the Box

York students' winning designs

BY MARTHA TANCOCK

**I**t's Nov. 9, 2012, and York design Professor Albert Ng and his students are seated in a row, eyes glued to the presenter on stage at the Metro Toronto Convention Centre. They have assembled with hundreds of others for the annual international Adobe Design Achievement Awards.

The presenter opens an envelope, then reads "Richelle", and before he can say "Rogers", Ng and his cohort erupt from their seats, arms raised, whooping. For the third consecutive year, a student from the joint York-Sheridan Program in Design (YSDN) has captured the top packaging prize. This time, it's Richelle Rogers (BDes Spec. Hons. '13) for her Kreature Klips. This prize sets two records for York: the first institution to win first prize in packaging three years in a row and the first institution to dominate in a single category – first, second and third place in packaging – in one year (2011). For these distinctions, Adobe also presents Ng with a teaching award.

Package design is very challenging, says Ng. He expects creativity and insists on sustainable designs: "They have to have more than one life." In five years, his students have won 73 national and international package design awards. The international Adobe Awards are the most prestigious of them all. Last year, there were 5,000 entries from 70 countries in 13 categories. Of 48 York semifinalists, 19 were in the packaging category. ■



**2FT BY KATY HA** (BDes Spec. Hons. '12)

Merit Award winner, 2011 Advertising and Design Club of Canada student competition. Each pair of socks comes in an adhesive-free, recyclable paper container that can be turned into a photo stand, stationery holder, bulletin board organizer or portable hanger box.



**KREATURE KLIPS BY RICHELLE ROGERS** (BDes Spec. Hons. '13)

Winner of the 2012 Adobe Design Achievement Award for packaging. Designed to appeal to children, these hair clips double as fridge magnets, come in a variety of monster shapes and colours, and are made of recyclable materials.



**ILFORD FILM PACKAGE BY LINNA XU** (BDes Spec. Hons. '10)

Winner of the 2010 Adobe Design Achievement Award for packaging. This package converts into a usable pinhole camera that can take photos.



**SPROUTED BROWN RICE BY JENNIFER THAI**  
(BDes Spec. Hons. '10)

Winner of six national and international awards in 2009 and 2010. This reusable alternative to plastic grocery bags turns a cloth rice sack into a grocery bag, apron and drawstring pouch – all reversible.

**TISSUE BOX BY MAN WAI WONG** (BDes Spec. Hons. '11)

Winner of the 2011 Adobe Design Achievement Award for packaging. A tissue box formed from a single sheet of paper without glue, making it reusable, collapsible and easily transportable.



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# Well Spent

How a \$5-million pedagogical gamble improved student life and learning

BY JENNY PITT-CLARK

**O**NE RECENT MORNING, Avi Cohen, a professor of economics at York University, was riding a crowded bus en route to the Keele campus. Sitting beside him was a young woman watching a lecture on her iPod. Curious, Cohen looked over and realized she was reviewing one of his very own lectures.

That experience not only delighted Cohen, it also reinforced his belief in the importance of technology as an effective tool for delivering course content to students. “She was using the technology in the way it was intended to be used,” says Cohen. “The technology made what would have been down time on the bus into valuable learning time.”

Today’s students are masters of multitasking because they have to be, says Cohen. Many students use public transit back and forth to York. They have part-time jobs and participate in extracurricular activities and student clubs. So it makes sense, he says, to use technology and other innovative pedagogies to deliver course content in a way that allows students to learn at a

pace, time and place of their choosing.

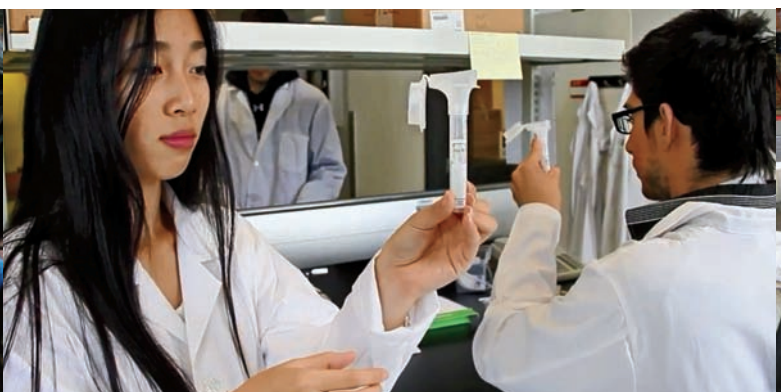
First-year students and their parents are demanding more from universities. They want to learn using the latest technology, have access to learning support 24 hours a day and graduate with real-world job skills gained through experiential learning. This expectation was discovered when, as part of the extensive research conducted for York’s new brand awareness campaign, “this is my time”, students and parents were interviewed about their perceptions of the University. When they were asked, “Why would you come to York University?” students said they wanted to connect the theoretical learning in the classroom with skills and experience that would help them after graduation. Parents wanted to know if York University would help their children get jobs.

How does a university adapt to the changing requirements of students who are tech savvy and career conscious?

In 2010, anticipating the need for new and innovative solutions to meet the needs of current and future generations, York



**EXPERIENTIAL EDUCATION:** York students can spend their summers studying overseas and earn credits toward their degrees through the AIF-sponsored project YorkU Abroad



**FIRST-YEAR EXPERIENCE:** The AIF-sponsored Science First project enables new students entering the Faculty of Science to develop their study and lateral thinking skills, while at the same time building relationships with their peers

University turned to its staff, faculty and students, asking them for ideas that would produce lasting change in teaching, learning and the student experience. Former provost Patrick Monahan sparked the initiative by investing \$2.5 million into a new fund he dubbed the Academic Innovation Fund (AIF). The response to his call for proposals was overwhelming and out of the 100 ideas submitted, 39 were developed into projects and received funding. The projects yielded tremendous results and Monahan renewed the AIF with another \$2.5 million to fund 27 continuing projects and 13 new initiatives.

“It wasn’t an easy sell taking such a large sum of money and inviting faculty, staff and students to submit their innovative ideas about changing the curriculum and enhancing the student experience,” says Susan Vail, York University’s associate vice-president, teaching and learning. Vail is responsible for overseeing the AIF and is the initiative’s most vocal supporter. “The project champions have done an outstanding job developing the types of innovative activities that could be embedded in the curriculum, such as technology-enhanced learning and experiential education.”

As the end of the second year of AIF approaches, Vail says she gets “goosebumps” as she watches the project teams engage other Faculties, departments and units to share their findings with colleagues. Three distinct systems are emerging from the AIF: eLearning, Experiential Education and Enhancing the First-Year Experience. These systems are building capacity within the University to integrate technology into the curriculum, establish ways to offer experiential education to students and enhance the first-year experience for students new to the postsecondary world.

## Technology in the lecture hall

**MOST HIGH-SCHOOL STUDENTS** coming into university are very familiar with learning management systems and technology. They expect to have a choice in how they access course lectures and materials,

and Vail says we need to meet the learning needs of these students in ways that reflect their realities and experience. “In preparation, we are developing the resources and guidance for course directors to incorporate learning technologies into their courses in ways that improve learning for our students.”

The eLearning system projects are investigating different ways to bring technology into the curriculum, including: web enhancement in courses; blended eLearning (which uses a combination of face-to-face and online delivery); and fully online courses, where 100 per cent of the instruction material is delivered online. York psychology Professor Gary Turner, a neuroscientist in the Faculty of Health and director of the 3000-level Neuroscience of Aging & Cognitive Health course, uses a blend of in-class and online teaching strategies to deliver his course material to students. The blended format means that some of the traditional face-to-face, in-class time is now online.

Turner is testing different techniques and tools for an AIF project developing a sustainable, scalable eLearning system for the University. Through recording and visual editing software, Turner records his voice and lecture material as podcasts. Using an online learning platform, he posts podcasts of several lectures, as well as questions for discussion and extended learning materials. Students access that platform to answer discussion questions online and collaborate on project work to develop resources for the entire class. “The technology enabled me to harness the power of the class to develop shared resources,” he says. “I really enjoyed it, and the anecdotal feedback that I have received so far has been very positive.”

Other eLearning projects are exploring technology as a way to connect students in geographically spread out areas and develop ways to share innovative pedagogies between Faculties and on the web. A new virtual orientation for students with disabilities and an online learning commons will provide all students with 24-7 support.



**EXPERIENTIAL EDUCATION:** Students working in project teams meet with community organizations to develop solutions to problems as part of AIF’s experience-based, or “experiential”, learning system. They gain exposure to the working world and connect theory with real-life situations



**FIRST-YEAR EXPERIENCE:** As part of the AIF-sponsored project YU Start, current students build important online connections with new students through social media

## Connecting theory with real-life skills

**STUDENTS ARE INCREASINGLY** selecting their programs of university study based on the employment prospects after graduation. The AIF Experiential Education project teams are responding to this trend by developing new teaching supports and resources to help faculty members incorporate real-world learning opportunities into their courses. As part of their studies, students working in project teams develop solutions to situations posed by community groups, NGOs and not-for-profits – a win-win for both groups, because students gain valuable project experience and the community partners receive a benefit from the solutions developed through the Experiential Education project.

At Osgoode Hall Law School, all Juris Doctor (JD) students will be exposed to law in action through an experiential course or program as part of their legal education. Osgoode is the first law school in Canada to introduce the experiential education requirement – known as a “practicum” – into the curriculum. “This

emergency response map of the Keele campus using geoinformation modelling and emergency response systems.

## Enhancing the first-year experience

**THE FIRST-YEAR EXPERIENCE PROJECT** system focuses on building a sense of connection and community for students, beginning the day they decide to come to York and continuing until the end of first year. “We know that the first year is where our students either feel welcomed or totally overwhelmed,” says Vail. “The system that we are constructing will simplify and personalize how York relates to each new student.”

The AIF project YU Start uses the power of social media to help new students build important connections and friendships before they begin their studies. YU Start has also streamlined new students’ first exposure to the University. Before YU Start, students received more than 60 e-mails from various organizations on campus about everything from money to course selec-



**eLEARNING:** Faculty and staff worked together on AIF project teams to develop lasting, scalable solutions for eLearning and course-based experiential education

approach to legal education means additional faculty involvement, more student engagement, community partnerships and enhanced administrative support,” says Osgoode Dean Lorne Sossin. “The end result will be graduates who are focused on solving problems, responding to a rapidly changing legal landscape and becoming more reflective and collaborative professionals.”

The Faculty of Health’s initiative – coined “making knowledge real” – means every undergraduate student will have some form of experiential education over the course of their degree studies. “Experiential education is part of our DNA, our accountability, infrastructure and the kind of supports we have put in place,” says Lesley Beagrie, associate dean, Professional & Global Programs in the Faculty of Health. With support from the AIF and the University’s Teaching Commons, the project team is developing manuals and pedagogies that will support experiential education in other Faculties as well.

Other experiential education programs include study abroad opportunities for York students, new internships, co-ops and more. For example, one AIF project brings together engineering and disaster emergency management students to develop a 3-D

tion. Project leads looked at how they could build a more streamlined and consistent system to deliver information to new students. They developed a series of online supports, videos and social media strategies to deliver the important, “need-to-know” content to students.

One initiative involves in-class peer mentoring for first-year students in the Faculty of Health. The HealthAid Network is a course-based peer mentorship program. First-year student volunteers working with senior student mentors develop and deliver announcements to their classmates about important assignments or exams, deadlines, support services and upcoming social events. This simple step helps demystify the University and introduces students to important services and supports they need to be successful in their first year of studies and beyond.

“We have been listening to our students and we want to provide them with the choices for learning and experiencing university life that will bring new recruits to York and help them graduate successfully,” Vail says. “We have the blueprints, the direction and the commitment to continually improve our approach to teaching and learning.” ■



BEN CARLSON AS BENEDICK AND DEBORAH HAY AS  
BEATRICE IN *Much Ado About Nothing*

PHOTOGRAPHY BY DAVID HOU, COURTESY OF STRATFORD SHAKESPEARE FESTIVAL

# Role Play

York grad Deborah Hay gets into the act

BY MARTHA TANCOCK

**D**EBORAH HAY (BFA Spec. Hons. '95) never imagined a life on stage. When she was little, she saw one play and went to the circus, where she remembers being transfixed by a sad clown. "Even at a young age, I was struck by how poignant it was that sorrow could make you laugh."

Now, she's the one making audiences laugh and cry. Whether she's getting tipsy as bimbo Billie Dawn in *Born Yesterday* or standing up to Henry Higgins as Eliza in *My Fair Lady*, the 10-year veteran of the Shaw and Stratford theatre festivals steals the show. *The Globe and Mail* declared Hay "hit a new career high" last year as Beatrice sparring with Benedick (played by husband Ben Carlson) in Stratford's *Much Ado About Nothing*.

In high school, the shy teenager volunteered backstage before drumming up the courage to audition for a part. After a

wrong turn into math at university, she persuaded her parents to let her study theatre at York where she thrived on the intimacy of small studio classes. Five years after graduating and honing her craft in new plays at regional theatres from Kingston to Tuktoyaktuk, Hay enrolled in Stratford's Birmingham Conservatory, keen to master the classics.

All her hard work has paid off, with plum roles and enthusiastic reviews at home and abroad. She and Carlson had Chicago in stitches this winter in Moliere's *The School of Lies*. Now she's going for laughs as the villainous Milady in *The Three Musketeers* and for tears as Desdemona's attendant Emilia in *Othello* at Stratford.

The acting life can be nomadic and intense but nothing beats the shared experience of playing with others on stage, says Hay. "That's what I love." ■



A portrait of Ali Kazimi, a man with grey hair, a goatee, and black-rimmed glasses. He is wearing a dark blue blazer over a black shirt. He is sitting outdoors, with a wooden fence and bare trees in the background. The lighting is soft, and the overall tone is serious.

# White Wash

Filmmaker Ali Kazimi has made it his mission  
to confront racism in his adopted home.  
Now he's reframing Canadian history again  
– but this time, in a book



**I**N 1914, IMMIGRATION OFFICIALS refused to allow a ship called the Komagata Maru to dock in Vancouver. Though the 376 passengers were from British India and entitled to live anywhere in the British Empire, Canada was not willing to let them make a new life here.

Ali Kazimi (BFA Spec. Hons. '88) has devoted more than 15 years to exposing this dark episode in Canada's history. For the internationally acclaimed filmmaker and York professor, it wasn't enough to just make an award-winning documentary, *Continuous Journey* (2004). He decided he should write a book, too. After countless hours combing archives and researching immigration policy, last year he released *Undesirables: White Canada and the Komagata Maru*, a richly illustrated history documenting entrenched racism. The title is deliberately provocative and dares Canadians to face an uncomfortable truth: that officially until 1947 – unofficially until 1967 – this country aggressively pursued a whites-only immigration policy.

“Undesirables’ was a term used without shame or guilt well into the 1970s for people like myself,” says Kazimi, who came to Canada from India in 1983 to study film at York and became a citizen 10 years later. “The term was consistently mentioned in official documents. There was a very clear notion of white superiority, which makes it uncomfortable and difficult to talk about. I feel that naming it will hopefully encourage conversation and dialogue.”

From age 13, when he took his father's Kodak Brownie to the Delhi zoo and snapped haunting photos of caged leopards, Kazimi has understood the power of the camera to tell a compelling story – and to expose injustice. It didn't take him long after graduating from York to focus his lens on South Asian immigrants who had settled in this country. He could not forget his shock at Canadian reaction to two events – the prime minister sending condolences to India after the 1985 bombing of Air India Flight 182 (“Most of the passengers were Canadian!”) and then the “hysterical and profoundly disturbing” negative response to the arrival of 174 Sikh refugees on Nova Scotia shores in 1987.

Born and raised in Delhi, India, Kazimi was destined for a science career before he veered into film studies, eager to tell stories – first using film and then video. At what is now the renowned Mass Communications Research Centre in Delhi, he enrolled in an untested startup program designed by Jim Beveridge, founder of York's film program, and feasted on socially engaged documentaries produced by the National Film Board. “It was exactly what I wanted,” says Kazimi. Within months he'd won a scholarship to do his second term at York's Keele campus.

He didn't return home to India for six years. As soon as he graduated, he applied for landed immigrant status in Canada

and began working as a cinematographer for Ontario government ministries and the National Film Board. But he itched to tell his own stories and soon found one on his first visit back to India – villagers in the central region were opposing a World Bank-funded dam. Kazimi's resulting film, *Narmada: A Valley Rises*, premiered at the Toronto International Film Festival (TIFF) in 1994. It won major awards, including two at Toronto's Hot Docs film festival for best direction and best political documentary – his most prized on a shelf now crowded with trophies.

Buoyed by this success, he decided to resurrect a project he'd started as a young idealist concerned about the status of native peoples in Canada. *Shooting Indians: A Journey with Jeffrey Thomas* was groundbreaking – a wide-ranging conversation between an Iroquoian photographer and a South Asian immigrant filmmaker about what it means to be an aboriginal artist in Canada. It premiered at TIFF and was subsequently nominated for a Genie Award.

Kazimi was on a roll, smashing stereotypes as he explained India to Canada and Canada to India. In quick succession, he directed *Passage From India*, about a fourth-generation Sikh family in Canada; *Some Kind of Arrangement*, about arranged marriages between second-generation South Asians here; and *Runaway Grooms*, a 2005 Gemini Award-winner about men in India who marry Canadian women then abscond with the dowries.

*NOW Magazine* declared Kazimi Toronto's Best Documentarian in 2005. His films “are both the ongoing diary of an immigrant and a wide-ranging critique of hidden power,” wrote the weekly.

“One of my firm beliefs is that independent points of view are absolutely essential to democracy,” says Kazimi. “When I was young and full of hubris and idealistic, I saw films as catalysts for change. Now I see my films as part of a conversation designed to keep debate and discussion alive.”

Telling the story of the Komagata Maru has “helped me find my place in the Canadian landscape,” Kazimi writes in the preface to *Undesirables*, which has been shortlisted for two regional book awards. Now, Toronto's Why Not Theatre is scripting a play based on the book. And Surrey Art Gallery has commissioned an installation by Kazimi to mark the event's centenary. He's making it in stereoscopic 3-D, his latest experimental medium and research focus, for which he has just won major federal funding. All this fans his hope that Canada will continue to strive to be a just and inclusive society.

“I want Canadians to confront the founding notion of a white Canada and how the legacy of whiteness continues to haunt us today,” he says. “If we don't confront that uncomfortable truth, people like me will be ‘new Canadians’ forever.” ■

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# Saving Face

A York professor's research reveals how Botox managed a marketing minefield by employing brilliant brand strategies

BY MICHAEL TODD

PHOTOGRAPHY BY SOFIE KINACHTCHOUK

**H**OW DOES A RADICALLY NEW PRODUCT become culturally accepted? Ask Markus Giesler. The Schulich School of Business marketing professor has traced the rise of Botox since it was first approved for cosmetic use in 2002. He looked at eight years' worth of data related to Botox users, advertising materials and Botox portrayals in the media to understand the product's evolution from a widely disparaged "Frankendrug" to a widely accepted beauty blockbuster.

Giesler found that the meanings of new medical drugs, food products, nutritional supplements and other radical innovations evolve in what he calls the "course of emotional contestations between the positive brand image promoted by the innovator and doppelgänger brand images" – that is, disparaging stories and meanings circulated about a brand that serve as a kind of anti-branding.

"Botox's market success was continually undermined by negative stories in the press," says Giesler. "We heard about it being a deadly poison. We heard about rumours of frozen faces, mutilation and even addiction. Nevertheless, through multiple changes in its brand delivery, Botox still managed to become broadly accepted."

To respond to the deadly poison image that emerged after early fans and dermatologists had initially embraced the product – even organizing Botox parties, for instance – the brand managers worked to redefine it as a trustworthy medicine. However, cultural critics continued to leverage the medicine image for negative meanings such as paralysis and loss of expression. To counteract the result (the frozen face image), Botox's brand managers had to reframe the drug's image yet again, this time by selling it as a way to "express yourself", notes Giesler.

Giesler says isolated events (such as a comedian lampooning a product like Botox in his comedy routine) can easily slow – or even stop – a brand's diffusion throughout the culture and render years of expensive research and development obsolete.

Doppelgänger brand images have also been a problem for other innovators such as Monsanto ("Terminator seeds"), Pfizer ("Viagra addiction") and Toyota ("toxic Prius"). But smart branding can turn product perceptions around.

"Successful market creation requires innovators to frequently redefine the meanings of their innovation and its users," says Giesler, whose article on brand image and Botox Cosmetic recently appeared in the *Journal of Marketing*.

Take, for example, the case of Lambert Pharmaceutical, the company that had to redefine an entire complex of human social interaction rituals (dating, dancing, socializing, talking etc.) down to the gesture level to convince people that a former antibacterial floor cleaner (Listerine) could really make them more successful in finding a partner and succeed in life, notes Giesler. "In extreme terms, innovators not only create solutions, but they must also create the problem that will cause their product to then be viewed as indispensable." ■





**MARKUS GIESLER:** Branding saves the day



# Alumni

## Emmanuel Mbulu

Nigerian chief renews his commitment to York students

**E**MMANUEL MBULU (BA '77, BA '80) LEFT Nigeria to study economics and political science at York in the 1970s. Like so many international students, he struggled to pay his school fees and bills, and worked as a dishwasher and cab driver to make ends meet.

Since then, Mbulu has become a successful businessman and a community leader in both Canada and Nigeria. In 2004, he and his wife, **ANNIA MBULU** (BA '80), whom he met at York, established the Chief Emmanuel Mbulu Foundation to help Africans worldwide. It has since funded educational initiatives, scholarships and charitable contributions that have earned Mbulu the title of "chief" in Nigeria.

In 2006, remembering his struggle as an international student, Mbulu established the Chief Emmanuel Mbulu Award to help York students involved in Nigerian or Nigerian-Canadian communities. Last year, he renewed his initial donation of \$12,500 to continue his support of the bursary.

Read a Q-and-A with Mbulu at [yorku.ca/alumni/mbulu](http://yorku.ca/alumni/mbulu) **W**





# Class Notes

**1972**

**Holgerson, Ronald** (BA Glendon) lives in downtown Toronto and is president and chief operating officer of the Ontario Tourism Marketing Partnership Corporation.



**1972: Ronald Holgerson**

**1973**

**Hodgson-Schleich, Heather** (née Hodgson) (BA McLaughlin) worked as a professor at Niagara College

after graduating from York. She now provides drug awareness and anti-bullying programs to schools, workplaces and community groups across North America. She recently published *Suit of Blue*, a book profiling Canada's first female police officers assigned to general patrol duties.

**1991**

**Pollock, (Philip) James** (BA Hons. Founders) published two books last year: *Sailing to Babylon* (Able Muse Press, 2012), which was a finalist for the Governor General's Literary Award for poetry; and *You Are Here: Essays on the Art of Poetry in Canada* (The Porcupine's Quill, 2012). He is a poetry professor at Loras College in Dubuque, Iowa. He lives in Madison, Wis.

**Garrity, Sean** (BFA Founders) is an award-winning director/producer/writer who started Bedbugs Films in 2002. He recently released his feature, *Blood Pressure*, in Toronto, and is pursuing his MFA in film at York.

**1995**

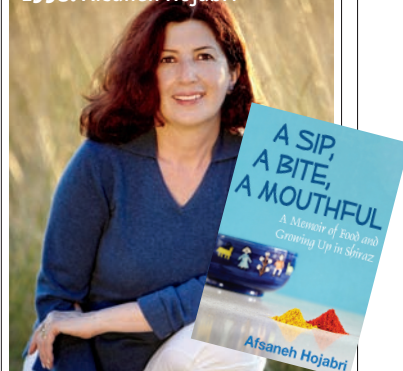
**Knight, Andy** (PhD) has been appointed director of the Institute of International Relations at the University of the West Indies in Trinidad.

**1997**

**Hein, David** (BFA Spec. Hons. Winners) and **Irene Sankoff** (BA Hons. '99 Bethune) are busy honing their craft in their new musical *Come From Away*, following their wildly successful *My Mother's Lesbian Jewish Wiccan Wedding*. The couple received the One-to-Watch Bryden Alumni Award in 2011.

**Smith, Jim** (LLB) has published another book of poetry. *Happy Birthday, Nicanor Parra* (Mansfield Press, 2012). Inspired by a visit with anti-poet and Nobel Prize nominee Nicanor Parra in Las Cruces, Chile, this collection of poems is "Smith at his most poetic and political," according to the publisher. The cover image was painted by Chilean Eugenio Tellez, a retired York fine arts professor. Smith's last poetry

**1998: Afsaneh Hojabri**



collection from Mansfield Press, *Back Off, Assassin! New and Selected Poems*, was long-listed for the Governor General's Literary Award for poetry in 2010, and hit No. 7 on the Chapters/Indigo 14 Best Poetry Books for National Poetry Month in the same year. In 61 years, Smith has published some 15 books and chapbooks of poetry, run a small literary magazine and press, and earned a law degree. He is Crown counsel at the Ministry of the Attorney General Crown Law Office - Civil, in Toronto.

## Student Disabilities Advocate Receives Diamond Jubilee Medal

**IN 2002**, when she was 22 years old, Melissa Vassallo was seriously injured in a car accident. She spent the next four years in hospital, and after more than 100 medical procedures, she lives with 92 per cent of her body critically impaired. This spring, she earned a master's degree in Critical Disability Studies from York.

Motivated by her experience as a young adult with disabilities, Vassallo focused her student research on the need to locate residential lodging near medical facilities for seriously ill young adults and their families. Meanwhile, she has been fiercely advocating for greater accessibility. She started the first accessible sailing program in Oakville, Ont., through the Rick Hansen Foundation, and recently established the Access Award Inspired by Melissa Vassallo, a scholarship for accessibility studies, through the Canadian Federation of University Women.

Earlier this year, she received a Queen Elizabeth II Diamond Jubilee Medal in recognition of her work. ■





# Social Discourse



## Tips on how to stand out on LinkedIn



**YORK PHILOSOPHY GRAD STEVE WATT** (BA '06) is marketing manager at LinkedIn, the online professional networking site. During a recent visit to York, he had the following advice for job seekers wanting to stand out.

- LinkedIn is not your resumé; it's your professional brand.
- Have a good photo and headline.
- Write a concise, compelling summary about yourself.
- Ask your contacts for recommendations and endorsements.
- Every employee is an ambassador for the company they work for. Make them look good, too.
- Engage your network. Share articles and news relevant to your industry.
- Join and participate in groups.
- This helps to raise your profile and build your network.
- Check *LinkedIn* regularly to stay up to date on industry trends and news.
- Follow companies that interest you and that you may want to work for.
- Follow LinkedIn "Influencers" and thought leaders on the topics you care about.
- Stay connected to York's alumni community by joining the York University Alumni group on LinkedIn at [linkd.in/puhnG1](http://linkd.in/puhnG1)



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**NOBODY LIKES SPAM.** To ensure you have control over what you receive in your inbox, the Government of Canada has introduced an anti-spam law that will come into effect at the beginning of next year. This new legislation will affect how we communicate with alumni like you, because we depend on reaching you (mostly) by e-mail. If you wish to continue receiving information by e-mail about York's upcoming alumni events, news, programs, services and activities, you need to give us permission to contact you that way. Be sure to respond when the Alumni Relations Office contacts you to request your permission or send us your current e-mail address by visiting us online at [yorku.ca/alumni](http://yorku.ca/alumni)

# Class Notes



2009: Igor Klibanov

1998

**Hojabri, Afsaneh** (MA) lives in Montreal and works as a freelance researcher, blogger and writer. She recently released her debut eBook, *A Sip, A Bite, A Mouthful: A Memoir of Food and Growing Up in Shiraz*.

2003

**Clark, Esther** (IMBA) founded Hipona Consulting, an international consultancy specializing in business strategy and corporate governance in Latin America in 2011. For the past seven years, she was project manager for Canadian Commercial Corporation, managing the Government of Canada's interest as prime contractor in a half-billion-dollar project for the construction, design and concession of Quito's international airport. The New Quito International Airport opened Feb. 20 and is one of the few greenfield airport projects in the world. Clark is also



2011: Matteo Parente

president of the South America chapter of the Schulich School of Business Alumni Network.

2009

**Klibanov, Igor** (BA Spec. Hons. Stong) owns a personal training business in Toronto, has published a book, appeared on TV and had many public speaking engagements. He can be reached at [igor@torontofit-nessonline.com](mailto:igor@torontofit-nessonline.com).

2010

**Inacia, Jonathan** (BA Spec. Hons. Stong) and his fiancée **Victoria Manserra** (BA Hons., BEd Stong) are pleased to announce they will be getting married Sept. 28.

2011

**Drljaca, Igor** (BFA Spec. Hons. '07 Winters, MFA) turned his master's thesis project into his debut film, *Krivina*, which premiered at the 2012 Toronto International Film Festival and was screened at the 2013 International Film Festival Rotterdam. The feature tells the story of a Bosnian immigrant in Toronto who returns to Yugoslavia after two decades to find an old friend, Dado, wanted for war crimes.

**Parente, Matteo** (BFA '09 Winters, MA) is a freelance guitarist who has been performing with bands in Vietnam, Thailand, China, Korea, United Arab Emirates and Singapore for two years. He is thinking about getting into Korean pop music, also known as K-pop. Matteo thanks his music professors – especially Al Henderson, Ron Westray and Michael Coghlan – for sharing their expertise and guidance.

In Memoriam

**Arista, Maria**, multilingual academic adviser for 25 years – first at Atkinson College, then in the Faculty of Liberal Arts & Professional Studies – died Dec. 10, 2012.

**Ferguson, Jamie**, long-serving photography technician in the Department of Visual Arts, died Jan. 29.

**Hough, Michael**, distinguished landscape architect renowned for his ecological approach, who taught in



## Grassroots Organizer Leads York Youth Coalition by Example

**IN DECEMBER 2012**, the *Toronto Star* profiled Shadya Yasin (BA '07) in its regular "People to Watch" column. "When it comes to grassroots community organizers in Toronto, there is perhaps no better example than Yasin," wrote the *Star*. Those who know her say she leads "by example and with humility," continued the column.

For the past four years, as a coordinator with the York Youth Coalition, Yasin has been bridge-building and organizing in Weston-Mount Dennis, one of Toronto's priority neighbourhoods. She has a talent, wrote the *Star*, for bringing people together, like youth and police, to discuss difficult issues such as community policing and racial profiling.

Yasin moved to Canada from East Africa in her teens and attended York, where she majored in international development and African studies, and earned the Certificate in Community Arts Practice. She has organized famine-awareness campaigns and introduced urban youth to northern First Nations youth. These days, she's busy planning the annual West Won Festival that showcases culture and talent in Weston-Mount Dennis. ■

the Faculty of Environmental Studies from 1970 to 2005, died Jan. 25. He was 84.

**Marcuzzi, Michael** (PhD '05), passionate musician and educator cross-appointed to the Faculties of Fine Arts and Education, died Sept. 27, 2012. He was 46.

**Wallace, Margaret**, director of the Glendon Athletic Club who worked with students for 25 years, died Nov. 17, 2012.

**Wurfel, David**, a long-time senior research associate at the York Centre for Asian Research, best known for his definitive works on Philippine politics, died Nov. 12, 2012.



# Giving



## LEFT TO RIGHT

**PETER MILONAS:** BA '13, history; member, Hellenic Student Association at York U; co-host on Greek-language television broadcaster Odyssey Television; and host on CHTO AM 1690 (Greek Multicultural Radio Toronto).

**MARTIN SINGER:** dean, Faculty of Liberal Arts & Professional Studies.

**ELAINA LAMPROPOULOS:** BA '13, kinesiology and history; BEd '13, physical education and history; entering MA program in Modern Greek History.

**CHRIS GRAFOS:** MA '09, history; PhD candidate in history; co-steward of the Greek Canadian History Project within the Clara Thomas Archives and Special Collections.



# Stavros Niarchos Foundation Donates \$1 Million

Gift will enable exchange students from Greek universities to study at York



PHOTOGRAPHY BY  
JEFF KIRK

**T**O CELEBRATE 70 YEARS of Greek-Canadian diplomatic relations and to counter the crippling effects of the current economic crisis in Greece, the Stavros Niarchos Foundation has donated \$1 million to York University to fund exchange students from Greek universities pursuing studies at York.

With financial support to study in Canada, young students from Greek universities will have “an opportunity to dream, to help make dreams become reality and to hope for a better tomorrow,” says Andreas Dracopoulos, co-president of the foundation’s board of directors.

The donation is recognition of York’s strong Hellenic Studies program and commitment to international students, says Martin Singer, dean of York’s Faculty of Liberal Arts & Professional Studies.

This generous gift was secured with the help of the Hellenic Heritage Foundation (HHF), a Toronto-based charitable organization dedicated to promoting Hellenic culture and heritage in Canada, which has been supporting students at York University for almost 20 years. “We hope this new gift will attract bright, young scholars from Greek universities and inspire others in the Greek community to invest in the work we are doing with York,” says HHF President George Raios.

The Stavros Niarchos Foundation is an international philanthropic organization. Since 1996, it has granted \$1.3 billion to non-profit initiatives in 109 nations. In 2012, it pledged \$130 million in grants over three years to groups working to ease the adverse effects of the socio-economic crisis in Greece. The foundation’s largest single gift to date (\$796 million) is funding the Stavros Niarchos Foundation Cultural Center in Athens, which is now under construction. This project symbolizes the foundation’s commitment to Greece’s future and its role as an agent of economic stimulus.

York is already an international hub of Hellenic studies and the Stavros Niarchos Foundation gift will only strengthen the University’s profile, says Marilyn Lambert-Drache, associate vice-president international.

In addition to Greek language courses and scholarships for students in Hellenic Studies, York has spearheaded the Greek Canadian History Project and established the HHF Chair in Modern Greek History. York plans to enrich its work in Hellenic studies and its engagement with Greece with future private support.

“This generous gift will deepen our ties with Greece and our sister universities there,” says Singer. “It will enhance York’s already close relations with Canadians of Greek origin in the Greater Toronto Area and across Canada.”

The Stavros Niarchos Foundation will formally present the gift to York at the Hellenic Heritage Foundation annual gala June 7. ■

# Alumni News



## York Youth Connection

This summer, children can enjoy three weeks of day-camp fun and enrichment

**E**VERY SUMMER for nearly 40 years, York Youth Connection (YYC) summer day camp has been offering children fun-filled and enriching programs at the Keele campus. And so it continues – with some exciting new changes to format.

As usual, boys and girls ages eight to 14 will spend time exploring, learning and making friends. They will participate in art, performance, eco-science, health and fitness programs, and take day trips.

But there are a couple of differences. Sessions will be longer and fewer. There will be two three-week sessions in July and August featuring the regular activities, followed by a two-week leadership training session. This summer, the leadership training sessions, which were formerly limited to older campers, will be open to campers of all ages.

The camp aims to reach out to the surrounding community, welcoming children from nearby neighbourhoods as well as children of staff, faculty and alumni.

“Our goal,” says Chad Craig, York’s manager of community relations, “is to provide experiences that are entertaining and enriching, and to strengthen York’s relationships with the local community. We want our campers to leave with new ideas about what’s possible in their education and their careers, but also in their community – not just down the road, but today.”

The University-based, non-profit camp aims to make learning fun and expose children to an academic setting that might inspire them to pursue post-secondary education.

Devin, age 11, is returning to camp for the third time this year. He likes to meet new people and he’s excited to return: “We get to do things we’ve never done before. We get to have fun and play water games outside when it’s hot.

His mom, Debra, works at York and says she started bringing Devin to YYC “because it’s close. So I can relax, knowing where he is and that he’s safe.” As for why she decided to register him

again this summer: “I want him to be active and do something different. And he really enjoys it,” she says.

Farayi P. Mundangepfupfu, York community relations assistant, has helped organize the camp program for several summers. “Every year, the anticipation of having all of the kids back on campus for the summer exploring what York has to offer, reconnecting with old friends and making new ones, is exciting,” she says. “You can really see their growth from the first day to the last if they remain all summer.”

As camp councillors, York students gain valuable experience designing curriculum in their areas of expertise – art, performance, health and eco-science.

For more information about the York Youth Connection camp, visit [yorku.ca/yyc](http://yorku.ca/yyc), e-mail [yyc@yorku.ca](mailto:yyc@yorku.ca) or call 416-736-2100 ext. 44206. ■

### A CAMP FOR EVERY CHILD

*York offers a variety of children's summer day camps at Keele campus:*

**SCIENCE EXPLORATIONS SUMMER CAMP**  
([science-explorations.info.yorku.ca](http://science-explorations.info.yorku.ca))

**FINE ARTS SUMMER INTENSIVE WORKSHOPS**  
Boot camps for high-school students in dance, design, digital media, film, music, theatre and visual arts  
([finearts.apps01.yorku.ca/fasi](http://finearts.apps01.yorku.ca/fasi))

**SUMMER SPORT CAMPS**  
Offering tennis, soccer, basketball and track & field instruction  
([recreation.yorku.ca](http://recreation.yorku.ca))

**DIABETES SPORTS CAMP**  
For children with Type 1 diabetes  
([facultyofhealth.blog.yorku.ca/diabetes-sports-camp](http://facultyofhealth.blog.yorku.ca/diabetes-sports-camp))



# YORK ALUMNI

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The TD Insurance Meloche Monnex home and auto insurance program is underwritten by SECURITY NATIONAL INSURANCE COMPANY. The program is distributed by Meloche Monnex Insurance and Financial Services Inc. in Quebec and by Meloche Monnex Financial Services Inc. in the rest of Canada.

Due to provincial legislation, our auto insurance program is not offered in British Columbia, Manitoba or Saskatchewan.

\*No purchase required. Contest organized jointly with Primum Insurance Company and open to members, employees and other eligible persons belonging to employer, professional and alumni groups which have an agreement with and are entitled to group rates from the organizers. Contest ends on October 31, 2013. Draw on November 22, 2013. One (1) prize to be won. The winner may choose between a Lexus ES 300h hybrid (approximate MSRP of \$58,902 which includes freight, pre-delivery inspection, fees and applicable taxes) or \$60,000 in Canadian funds. Skill-testing question required. Odds of winning depend on number of entries received. Complete contest rules available at [melochemonnex.com/contest](http://melochemonnex.com/contest).

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