

TD Insurance
Meloche Monnex

Chart the best course for your life in the years ahead.

Start with **preferred insurance rates.**

**On average, alumni
who have home and auto
insurance with us
save \$400.***

Home and auto insurance program recommended by



CONCORDIA UNIVERSITY
ALUMNI ▾ ASSOCIATION

Supporting you...
and Concordia University.

Your needs will change as your life and career evolve. As a **Concordia University** graduate or student, you have access to the TD Insurance Meloche Monnex program, which offers preferred insurance rates, other discounts and great protection, that is easily adapted to your changing needs. Plus, every year our program contributes to supporting your alumni association, so it's a great way to save and show you care at the same time. **Get a quote today!**

Our extended business hours make it easy.
Monday to Friday: 8 a.m. to 8 p.m.
Saturday: 9 a.m. to 4 p.m.

HOME | AUTO | TRAVEL

Ask for your quote today at 1-888-589-5656
or visit melochemonnex.com/concordia



The TD Insurance Meloche Monnex program is underwritten by SECURITY NATIONAL INSURANCE COMPANY. It is distributed by Meloche Monnex Insurance and Financial Services Inc. in Quebec, by Meloche Monnex Financial Services Inc. in Ontario, and by TD Insurance Direct Agency Inc. in the rest of Canada. Our address: 50 Place Crémazie, Montreal (Quebec) H2P 1B6.

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

*Average based on the home and auto premiums for active policies on July 31, 2014 of all of our clients who belong to a professional or alumni group that has an agreement with us when compared to the premiums they would have paid with the same insurer without the preferred insurance rate for groups and the multi-product discount. Savings are not guaranteed and may vary based on the client's profile.

© The TD logo and other TD trade-marks are the property of The Toronto-Dominion Bank.

16 OUR NINE STRATEGIC DIRECTIONS

Concordia travels an unusual yet rewarding path to develop its *Strategic Directions*.

By Howard Bokser



26 DOES PERCEPTION MATTER? THE SOCIOECONOMICS OF PUBLIC HEALTH

Research by Concordia's Jennifer McGrath and the Pediatric Public Health Psychology Laboratory sheds light on the long-term impact of children's self-understanding.

By Simona Rabinovitch



34 STEM STARS

Meet five Concordia women thriving in science, technology, engineering and math.

By Julie Gedeon



44 MUST-SEE TV?

Concordia experts weigh in on the television industry's efforts at producing quality programs while dealing with an existential threat.

By Jesse Staniforth



22 A COOLER STING

The Stingers don a new look – and attitude.

By Richard Burnett



32 IRVING LAYTON AWARD FOR CREATIVE WRITING: FICTION

By André Simoneau



40 ON THE CASE

The John Molson School of Business's undergraduate case competition program prepares its students to compete – and succeed.

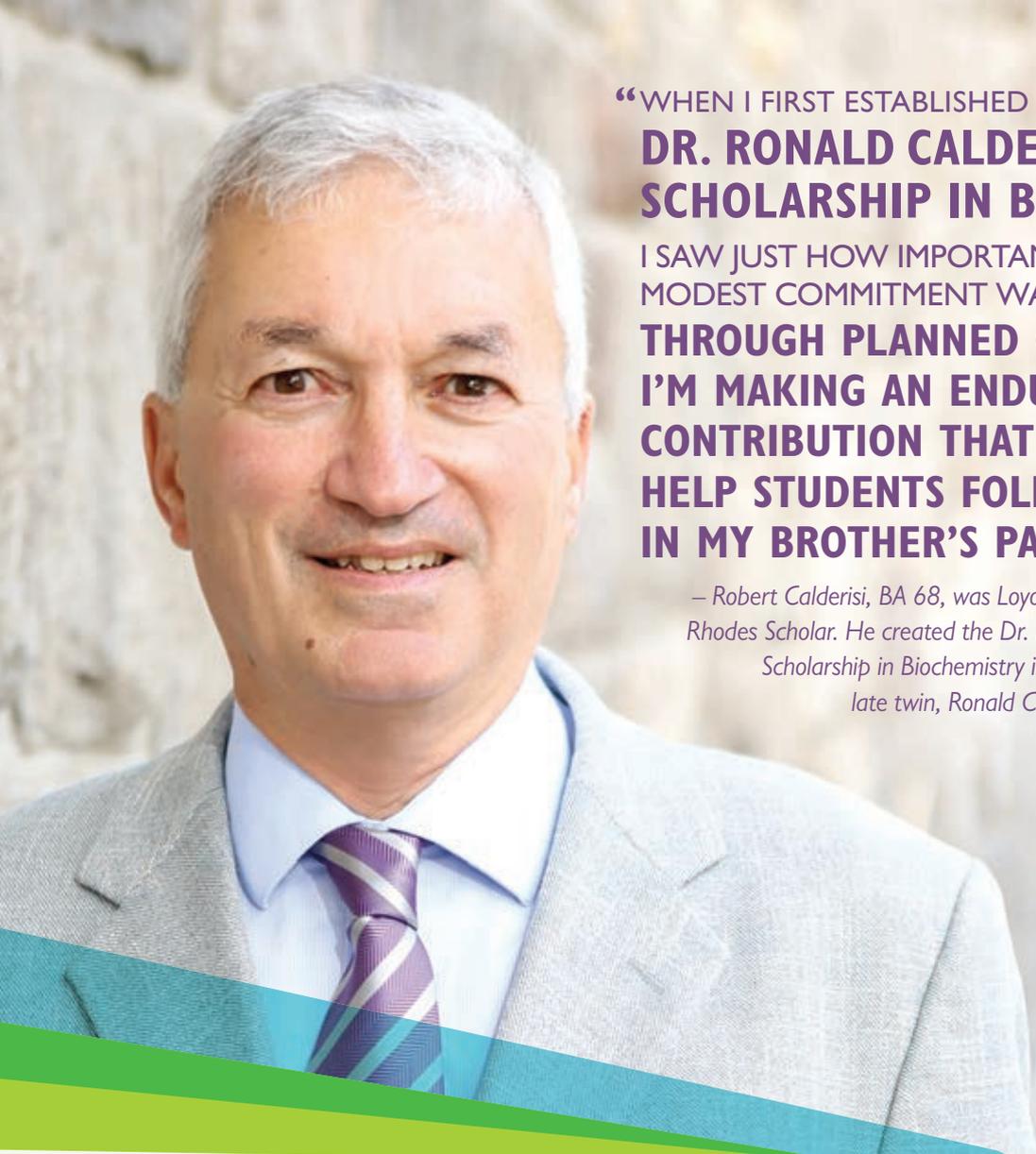
By Isaac Olson

50 FACULTY SPOTLIGHT: JOHN MOLSON SCHOOL OF BUSINESS

The business school provides expertise to train new entrepreneurs.

By Yuri Mytko

- 3 EDITOR'S VOICE
- 6 FROM THE ARCHIVES
- 7 CONCORDIA IN GRAPHICS
- 8 CONCORDIA NEWS
- 52 ALUMNI NEWS
- 56 CLASS ACTS
- 62 WORDS & MUSIC
- 64 ENOUGH SAID



**“WHEN I FIRST ESTABLISHED THE
DR. RONALD CALDERISI
SCHOLARSHIP IN BIOCHEMISTRY,
I SAW JUST HOW IMPORTANT MY
MODEST COMMITMENT WAS.
THROUGH PLANNED GIVING,
I’M MAKING AN ENDURING
CONTRIBUTION THAT WILL
HELP STUDENTS FOLLOW
IN MY BROTHER’S PATH.”**



Ronald Calderisi, brother of Robert Calderisi

– Robert Calderisi, BA 68, was Loyola College’s first Rhodes Scholar. He created the Dr. Ronald Calderisi Scholarship in Biochemistry in memory of his late twin, Ronald Calderisi, BSc 68.



YOUR GIFT YOUR LEGACY YOUR PLAN

A planned gift can help fulfill your financial, philanthropic and estate planning goals. Concordia’s Planned Giving staff can meet your unique financial needs.

CALL 514-848-2424, ext. 8945, OR 1-888-777-3330, ext. 8945.

#CUgiving

concordia.ca/plannedgiving



MEANWHILE, AT ANOTHER UNIVERSITY...



Not your father's strategic plan

HOWARD BOKSER, MBA 85

Earlier this summer I sat down with Concordia President Alan Shepard to discuss the university's newly approved *Strategic Directions*, which concisely spells out Concordia's goals for the next decade (see "Our nine strategic directions" on page 16). Shepard couldn't hide his enthusiasm for the resulting plan and how it reflects Concordia's distinctiveness.

Strategic Directions is undoubtedly different from traditional university action plans. These, as Shepard described to me, "are sometimes 70, 80, 90 pages. They have footnotes, they have embedded links. We didn't want to go that route."

Others agreed. "There was a Senate meeting where I showed random paragraphs from four other institutions," Shepard said. "We took their names off — and they all sounded identical. They were going to be 'excellent about excellence.' Then I asked, 'Do we want our document to sound like this?' And the answer was no."

The Strategic Directions advisory committee, with much community input, delivered on that instruction. The plan is a readable, jargon-free seven pages. Its clear and attainable nine directions highlight research and teaching, experiential learning, dynamic programming, reputation building, celebrating success and more. I recommend reading it: concordia.ca/about/strategic-directions.

I also recommend that you read through this magazine issue! It includes our cover

story, "STEM stars" (page 34), about five high-achieving Concordians in the science, technology, engineering and math fields. The five happen to be women. They're the types of role models for young women and girls that the 2013 report *Gender-Based Analysis: Quebec Technology Sector* identified as necessary to increase female participation in STEM fields.

The issue also includes two touching first-person accounts. In the back-page Enough Said editorial, "A marriage of true minds" (see page 64), Robert Calderisi, BA 68, delivers a fitting tribute for the 10th anniversary of gay marriage in Canada. When Robert became head of the World Bank's Regional Mission in Western Africa in the early 1990s, he and Jean Daniel became the first same-sex couple assigned by a UN agency to a senior overseas position. In late 2004, they became the first same-sex couple to legally marry in Quebec.

The other moving story can be found in "Setting an Example" (see page 4). A few months ago, Alan Shepard received an unusual letter, accompanied by a cheque, from Owais Uddin Ahmed. Owais attended Concordia in the late 1970s but had to return to his native Pakistan in 1980 for financial and personal reasons. He was just three credits short of his BComm, and he had been unable to pay his outstanding Concordia fees.

Thirty-five years later, in a better

financial situation, Owais repaid that amount, with interest. His narrative, "Repaying old debts," gives his emotional and compelling backstory.

Strategic Directions' ninth and final point asks Concordians to "take pride." It says: "To be purposeful about taking pride means having a decided readiness to recognize and celebrate success." Thanks to Robert Calderisi, Owais Uddin Ahmed and the five women in the "STEM stars" story — and many more in this and other issues — that's not difficult for Concordians to do. ■

UNIVERSITY MAGAZINE

Concordia

Concordia University Magazine welcomes readers' comments. Letters should include the writer's full name, address, school(s), degree(s) and year(s) of graduation for alumni. Letters may be edited for length and clarity. No letter will be published without the full name of the correspondent.

Concordia University Magazine is published three times a year for alumni and friends of Concordia University. Opinions expressed herein do not necessarily reflect the views of the alumni association or of the university.

Please address editorial correspondence to:
 The Editor, Howard Bokser
Concordia University Magazine
 1455 De Maisonneuve Blvd. W.
 FB 520, Montreal, QC H3G 1M8
 Phone: 514-848-2424, ext. 3826
 email: Howard.Bokser@concordia.ca

For advertising information, call 514-848-2424, ext. 3876.

Student interns: Samantha Costello, Guenevere Neufeld
 Design: University Communications Services
 T16-26448

setting an example

Repaying old debts

‘‘My childhood in Pakistan was marked by determination to rescue my mother from the physical and psychological abuse of my father. I was the apple of my mother’s eye and to me, she mattered more than the world, but our love for each other did not mitigate my father’s abuse toward us. Since divorce was not an option in our family, I decided to get a first-rate international education to adequately provide for my mother and myself.

I arrived in Canada in 1974 with a student visa and some money borrowed from friends. Soon after arriving I found out I needed a separate work permit to support myself, but obtaining one was nearly impossible in those days. The first school I attended, Lambton College in Sarnia, Ont., recommended me for a work permit but I was denied. Nevertheless, I engaged in minimum-wage part-time work so I could get by long enough to pay back my debts.

I started at Concordia in September 1974. In Montreal I roomed with a fellow Pakistani who had abandoned his studies to work full time. One night after midnight there was a knock at the door to our shared room. The immigration authorities had come to arrest my roommate. As soon as he opened the door he was detained. The officers then noticed me immersed in my textbooks and asked if I worked too. I truthfully told them that I worked only a few hours a week and regularly attended classes.

The officers exchanged some words in French before politely asking me to follow them. After a long night of legal proceedings, my roommate was sent for deportation but I was allowed to return to the apartment. I started receiving an onslaught of confusing paperwork. Thankfully, a lawyer friend helped me by using delaying tactics so I could continue studying. I have the impression that the immigration authorities obliged me as much as they could without neglecting their duty.

Eventually my lawyer friend, who never charged me a penny for legal counsel, managed to arrange a temporary work permit for me. With the short reprieve this granted I had breathing room to quickly make enough money to last a little longer. When I reverted back to full-time study, I frequently skipped meals to meet other expenses and pay back loans.

Concordia helped me stay alive during this time and I credit my university with helping me become who I am today.

My professors showed me the light at the end of the tunnel. I wish to mention three staff who also made an impact on my character: there was Larry Boyle, the director of Student Affairs, his secretary and the woman who handled student fee matters. Through them I saw the goodness of Canadians. They allowed me to continue my studies despite defaulting on tuition payments.



OWAIS UDDIN AHMED AND HIS SON

Outside of Concordia, I experienced the kindness of Canadians at the Royal Victoria Hospital, now the McGill University Health Centre (MUHC). I was hospitalized there for jaundice in the summer of 1975. The hospital saw I was unable to pay my out-of-pocket expenses and cancelled the final payment completely.

Through these experiences I saw how Canadians listen without considering caste, creed or colour. They can help someone in need without injuring the other's self-respect. I appreciated this when I felt helpless borrowing as little as \$10.

I had completed 87 out of 90 credits for the Bachelor of Commerce degree when I received an urgent letter from my mother. I contacted Dr. Boyle, who allowed me to complete my last three credits from Pakistan. In March 1980 I returned home with only \$50 in my pocket but rich with experience. My mother was happy to see me but her health was rapidly deteriorating. She had suffered a stroke and started to develop dementia, both incurable conditions. I took care of her in and out of the hospital for more than 25 years.

Thanks to my education I was able to get a good job and advance quickly, later starting my own automotive parts manufacturing business. My financial stability

allowed me to afford to care for my mother for so long. Government healthcare is nonexistent in Pakistan and private medical care is too expensive for the common person. When my mother finally slipped into a coma I broke down and cried. Miraculously she heard me crying and whispered "don't you worry" before drifting off.

My mother was buried at sunset on June 28, 2006. I felt this was the sunset of my life, too. It was hard to understand that life goes on. At her wish I married and was blessed with a son, named after my mother. He is now eight years old and though I am approaching 67 we get along quite well, just like Mother and I.

After all these years, I recently located and reimbursed those who dismissed my debts in my time of great need, including my final payments to Concordia and the MUHC.

Now when I look upward on starry nights I feel my mother smiling at my success and thanking all those who made it possible."

— Owais Uddin Ahmed,
Karachi, Pakistan

Find out how to join Owais Uddin Ahmed in contributing to Concordia.

Info: concordia.ca/giving | 514-848-2424, ext. 4856 | 1-888-777-3330, ext. 4856 | giving@concordia.ca

Department of Journalism: four decades of distinction

JAMES GIBBONS

Since its launch in 1975, Concordia's Department of Journalism has secured a well-earned reputation as one of Canada's finest J-schools.

The department will celebrate 40 years of training some of the nation's top journalists on September 25 and 26, during Homecoming 2015. The gathering – called Notepads to iPads: 40 Years of great journalism education – will include guest lectures, a cocktail reception and a tour of Concordia's Communication Studies and Journalism Building.

"The 40th anniversary is an amazing opportunity for the department to showcase its graduates, many of whom work as top-tier journalists in Canada and around the world," says Brian Gabriel, professor and chair of the Department of Journalism. "You can't throw a stone without hitting one."

For more information on the Department of Journalism's 40th anniversary celebrations, visit concordia.ca/homecoming. ■



1



2



3



4



5



6

- 1 JOURNALISM STUDENT CRAIG PEARSON, BA 86, HOSTING HIS SHOW AT CIRL RADIO, 1985.
- 2 JOURNALISM STUDENT GRACIE MACDONALD, BA 86, 1984.
- 3 GEORGE KALOGERAKIS, BA 87, DOING PASTE UP DUTIES, 1985.
- 4 FREDERIC SERRE, BA 86, INTERVIEWING TIM BURKE OF THE MONTREAL EXPOS, 1989.
- 5 JOURNALISM STUDENTS SABINE KASCHKE, BA 95, AND DIANE COUZIAN WORKING AT THE NEW LEXIS-NEXUS TERMINAL, 1994.
- 6 CBC TV'S MARK KELLEY, BA 85, WITH FORMER JOURNALISM CHAIR ENN RAUDSEPP, 2014.
- 7 DEPARTMENT OF JOURNALISM DIRECTOR LINDSAY CRYSLER, CJFM PROGRAM DIRECTOR JEFF VIDLER, JACQUIE ROURKE, BA 91, AND WILLIAM GILSDORF, CHAIR OF THE DEPARTMENT OF COMMUNICATION STUDIES, 1989.



7

BROOKE GRANTHAM

CONCORDIA UNIVERSITY

RON PAQUET

That '70s era

Exhibition series spotlights Quartier Concordia and its environs

The mandate of the Quartier Concordia urban planning project, launched in 1995, includes educating the public about the university's downtown Montreal neighbourhood. To help fulfill that goal, since 2012 Concordia has presented a series of public exhibitions in the vitrines running along Guy St. at the university's Engineering, Computer Science and Visual Arts Integrated Complex.

Following "Urban champions" (2012), "Public art" (2013), "English literature during the Quiet Revolution" (2013) and "Moving experiences: 150 years of public transport in our neighbourhood" (2014), this spring the fifth exhibition opened,

in part to commemorate Concordia's 40th anniversary. Entitled "1974-1975: Movements, modernity and the making of a village," it highlights key moments from the mid-1970s that helped define the physical character of the neighbourhood.

To view the online versions of the exhibitions, visit concordia.ca/about/quartier-concordia/exhibition-series.

- Learn about our university's notable leaders, prominent researchers, entrepreneurs, artists, athletes and thinkers at concordia.ca/greatconcordians.
- Discover what Concordia achieved first in Montreal, Quebec, Canada and the world at concordia.ca/concordiafirsts. ■



"1974-1975: MOVEMENTS, MODERNITY AND THE MAKING OF A VILLAGE" ON CONCORDIA'S ENGINEERING, COMPUTER SCIENCE AND VISUAL ARTS INTEGRATED COMPLEX ON GUY ST.



CONCORDIA'S SPRING 2015 CONVOCATION FEATURED SIX CEREMONIES OVER THREE DAYS IN JUNE AT MONTREAL'S PLACE DES ARTS.

6,000 GRADUATE AT CONVOCATION 2015

Concordia President Alan Shepard joined honorands and valedictorians in offering his best wishes to the class of 2015 at spring convocation on June 8, 9 and 10. "If you think back to the person you were when you started your university studies, you've probably changed a great deal," he said to the university's 6,000 newest graduates during ceremonies held in Salle Wilfrid-Pelletier in Montreal's Place des Arts. "Like Concordia, you've evolved. You know best the value of the education you've received, and I hope you'll tell others."

Concordia awarded honorary doctorates to six distinguished individuals.

Christiana Figueres, executive secretary of the United Nations Framework Convention on Climate Change, addressed the Faculty of Arts and Science via a video feed from Bonn, Germany. Governance expert Anne-Marie Hubert, who has dedicated much of her career to promoting the advancement of women, minorities and diversified profiles, spoke to graduates from the John Molson School of Business. In his speech to the Faculty of Arts and Science, journalist, educator and First Nations activist Kenneth Deer recalled how difficult it was for him to make his way in the world without a university degree.

Entrepreneur and philanthropist Emanuele (Lino) Saputo recalled moving to Canada at the age of 15, and committing himself to building the family cheese business: "It started with \$500 and a bicycle." In his address to Concordia's Faculty of Engineering and Computer Science, solar energy pioneer K.G. Terry Hollands — a distinguished professor emeritus at the

University of Waterloo — invoked the importance of being creative in the pursuit of scientific knowledge.

Musician Angèle Dubeau played "Fantasia No.7 for Solo Violin" by Georg Philipp Telemann prior to accepting her honorary doctorate in the Faculty of Fine Arts. Two days earlier, her daughter Marie also received a degree, from the Department of Communication Studies.

The official inauguration of Concordia Chancellor Jonathan Wener, BComm 71, took place at the morning ceremony on June 8. In his address, Wener underlined the importance of service to their community and fellow citizens. "Define success by the degree to which you positively affect people in your lives. It is a sure path to measurable achievement and contentment," Wener said.

See photo highlights at concordia.ca/campus-life/convocation. ■



We really like hearing from **YOU**.
Want to hear more from **US**?

Like us on [Facebook.com/Concordia.Alumni](https://www.facebook.com/Concordia.Alumni).
Join the conversation!

#CUalumni

**CONCORDIA WELCOMES
TWO SENIOR
ADMINISTRATORS**

Rebecca Taylor Duclos joined Concordia as dean of the Faculty of Fine Arts for a five-year mandate that began on August 1. “Rebecca’s international experience and demonstrated leadership abilities, as well as her collegial approach based on community building, made her the perfect candidate,” says Benoit-Antoine Bacon, provost and vice-president of Academic Affairs.

Duclos was dean of Graduate Studies at the renowned School of the Art Institute of Chicago, where she also had an appointment as professor of Visual and Critical Studies. She previously held the role of graduate program director and faculty member at the Maine College of Art. Earlier in her career, Duclos served as professor, research fellow, visiting faculty and part-time faculty at a number of institutions, including Concordia.

“I look forward to meeting faculty and students from across the school and to promoting the exceptional work and research emerging from the Faculty of Fine Arts,” she says. Duclos holds a PhD in Art History and Visual Studies from the University of Manchester, and a Master of Museum Studies from the University of Toronto.

Concordia also recently welcomed Isabel Dunnigan as the new director of



DAVID ROSS

REBECCA TAYLOR DUCLOS, NEW DEAN OF THE FACULTY OF FINE ARTS.

the university’s Centre for Continuing Education. Her five-year appointment began on June 1.

“Isabel’s experience as director of Development of Continuing Education at Université de Sherbrooke made her the perfect candidate for this new role at a pivotal time in the centre’s history and evolution,” says Bacon.

The Centre for Continuing Education was recently given a new, more focused mandate, and the unit is poised to expand its offerings and reach out to new student populations. This mandate includes taking over and diversifying the continuing education activities of the now discontinued School of Extended Learning.

In her previous position, Dunnigan oversaw the design of customized,



CONCORDIA UNIVERSITY

ISABEL DUNNIGAN, NEWLY APPOINTED DIRECTOR OF THE CENTRE FOR CONTINUING EDUCATION.

multidisciplinary classroom and on-line-training offerings for high-profile clients that included the Centre des services partagés du Québec and Ubisoft. She also negotiated large-scale continuing education contracts with the Ordre des travailleurs sociaux et thérapeutes conjugaux et familiaux du Québec, among many others.

“This is a superb opportunity to build on the Centre for Continuing Education’s excellent reputation and to scale up its activities,” she says.

Dunnigan earned a Master of Science in Finance and a Bachelor of Business Administration from Université de Sherbrooke. ■

—James Roach

**GOODMAN INSTITUTE OF INVESTMENT
MANAGEMENT HONOURS FOUNDER**

About 220 guests and alumni gathered at the Carlu in Toronto on June 3 for a fundraising event and to hear about Concordia, the John Molson School of Business (JMSB) and the Goodman Institute of Investment Management. Initiated and driven by two dedicated Concordia volunteers, Richard J. Renaud, BComm 69, LLD 09, and J. Roy Firth, BComm 75, the gathering raised about \$800,000 for scholarships for students enrolled in the Goodman Institute. The event included a paid tribute to institute founder and benefactor Ned Goodman. The Goodman Institute was launched at the JMSB in 2001. It became the first program to offer graduates MBA and Chartered Financial Analyst designations simultaneously, and its alumni have advanced to great heights. ■



NED GOODMAN, LEFT, AND FORMER GOODMAN INSTITUTE OF INVESTMENT MANAGEMENT DIRECTOR ALAN HOCHSTEIN ON THE BIG SCREEN.



COURTESY OF CTV

SABRINA MERCURI AND NIC LA MONACA COMPETED AGAINST 11 OTHER TEAMS ON THE CURRENT SEASON OF AMAZING RACE CANADA.

CONCORDIANS COMPETE ON AMAZING RACE CANADA

Sabrina Mercuri, BA 05, and her partner, Concordia political science student Nic La Monaca, were among the 12 pairs who appeared in season three of CTV's *The Amazing Race Canada* this summer. Their last-minute video application got them chosen for the show. "We prepared by re-watching as many episodes as possible from the various seasons to figure out where can we save time," says Mercuri, who's now enrolled in the graduate certificate program in business at the John Molson School of Business.

The couple lasted through six episodes before being eliminated. "Nothing could prepare you for this race physically and mentally," Mercuri says. "It was loads of fun." ■

—*Guenivere Neufeld*

POOR SLEEP MIGHT AFFECT CHILDREN'S HEALTH

Sleep matters for children, especially when they are stressed. A new study led by researchers Jinshia Ly, Jennifer J. McGrath and Jean-Philippe Gouin from Concordia's Centre for Clinical Research in Health and the PERFORM Centre shows that poor sleep might explain how stress impacts health in youths.

Getting a good night's sleep might buffer the impact of stress on the level of children's cortisol, a hormone produced in the adrenal gland to regulate the body's cardiovascular, metabolic and immune systems. While short-term exposure to cortisol prepares the body for the "fight or flight" response, long-term exposure can put people at risk for health problems like heart diseases, weight gain and depression.

How is "a good night's sleep" defined? "Sleep researchers distinguish sleep duration, or how long one spends sleeping, from sleep quality, or how well one sleeps," Ly explains. "Sleeping throughout the night without waking up, feeling rested in the morning, and absence of sleep problems such as nightmares, apnea and snoring are examples of a better quality sleep."

Parents should be aware that getting eight to nine hours of sleep each night, combined with other healthy lifestyle behaviour, can reduce the negative consequences of stress on children. "But it's even more important that they get to bed early with regular sleep and wake times," says Ly. ■

—*Cléa Desjardins*

CANADIAN IRISH STUDIES VISITS TORONTO

The Canadian Irish Studies Foundation hosted a luncheon in Toronto on May 27 to promote Concordia's School of Canadian Irish Studies. Guests at the luncheon, held

at KPMG's Bay St. offices, included Concordia President Alan Shepard, Ray Bassett, Irish ambassador to Canada, and Paul Martin, former prime minister of Canada. ■



FROM LEFT: FORMER CANADIAN PRIME MINISTER PAUL MARTIN, CONCORDIA PRESIDENT ALAN SHEPARD, JANICE O'BORN AND BRIAN GALLERY, CHAIR OF THE CANADIAN IRISH STUDIES FOUNDATION.

accent
alumni newsletter

Put an Accent on news.

Accent delivers Concordia news conveniently to your inbox. Sign up for our monthly e-newsletter at concordia.ca/alumni/accent.



COURTESY OF FARIBORZ HAGHIGHAT

AIR-TESTING EQUIPMENT IN FARIBORZ HAGHIGHAT'S LAB.

CONCORDIA RESEARCHERS REVEAL COMMERCIAL FILTER'S DANGEROUS BY-PRODUCTS

Imagine if, in an effort to clean the air more efficiently, you were involuntarily introducing chemicals more dangerous than the ones you were trying to scrub. Concordia researchers have found that this exact situation is happening with a type of air filter called photocatalytic oxidation (PCO), a product already on the market. The chemical by-product? Formaldehyde, a known human carcinogen.

In a paper published in the journal *Building and Environment*, Lexuan Zhong, PhD '13, and her supervisor Fariborz Haghighat present findings of their independent testing of the PCO systems, which filter air using ultraviolet light. This is the first time the systems have been independently tested.

"We were shocked that some of the gases to come through the system

are more dangerous than the original gas," says Haghighat, professor in the Department of Building, Civil and Environmental Engineering and Concordia University Research Chair of Energy and Environment.

With countries like China and Korea eager to fix growing air pollution problems, engineers and consumers desperate for new technologies have been forced to try to evaluate and compare PCO systems themselves in the absence of standards. "That's a big problem, there's lots of confusion in the market. We are trying to clarify that confusion and work on developing testing methods," says Zhong. Her thesis, which developed new methods for the evaluation, was awarded Concordia's doctoral dissertation prize in 2014. ■

—Suzanne Bounness

TECHNOLOGY WON'T REPLACE BACK-TO-SCHOOL RITUAL

Students heading back to school can always count on technology being a bit more advanced than it was the previous year. Yet a Concordia study, the culmination of 20 years of analysis, has concluded technology is no substitute for everyday student engagement and collaboration. Concordia researchers Robert Bernard, Eugene Borokhovski, PhD '07, and Richard Schmid co-authored the study published in *Computers & Education*.

"People may have illusions that technology is making things easier and easier when it's quite often the opposite," says Borokhovski. "When the internet was first introduced it added value to the learning process, but that surge didn't continue with each new development. We have to focus learning to a greater degree now, rather than jumping from one trend to another."

He adds, "The best instruction is structured and meaningful. Being guided by a teacher, while sharing ideas and experiences with peers, motivates you to be proactive in ways you can't do alone."

Concordia research also concluded that ongoing face-to-face communication with fellow students is still a critical aspect of college or university learning. ■

—Cléa Desjardins

CONCORDIA'S NON-SMOKING POLICY NOW INCLUDES E-CIGARETTES

Concordia has officially addressed vaping and electronic cigarettes. Under its revised *Smoke-Free Environment Policy*, which took effect September 1, using e-cigarettes is prohibited on all university premises, as well as smoking tobacco products. E-cigarettes are defined as "any cigarette-shaped device including any vaping device containing a nicotine-based liquid or any other mixture which can be used in such devices and that is vaporized or inhaled." ■

Recently moved?

Update your records at concordia.ca/keepintouch.

Keep in touch.



THINKING OUT LOUD, AND ONLINE

Concordia's public event series Thinking Out Loud wrapped up another successful season in spring 2015. The series brings together big thinkers to discuss big issues, produced in collaboration with *The Globe and Mail* and *The Walrus* magazine.

The Globe and Mail Conversations were held at Concordia's D.B. Clarke Theatre. Full videos of the conversations are now online at concordia.ca/cutalks:

■ **Digital Life, Digital Identity:** with Canadian-American author William Gibson, associated with coining the term "cyberspace," and Fenwick McKelvey, assistant professor in Concordia's Department of Communication Studies.

■ **Gender Performed:** with Irish drag queen and gay rights activist Panti Bliss and Emer O'Toole, assistant professor in the School of Canadian Irish Studies.

■ **Storytelling Identity:** with Joseph Boyden, whose novel *The Orenda* (2013)



PANTI BLISS (CENTRE) AND THE SCHOOL OF CANADIAN IRISH STUDIES' EMER O'TOOLE (RIGHT) AT CONCORDIA'S D.B. CLARKE THEATRE ON FEBRUARY 16. *THE GLOBE AND MAIL*'S ERIN ANDERSSSEN (LEFT) MODERATED THE TALK.

was shortlisted for the Governor-General's Award for fiction and won the 2014 edition of CBC's *Canada Reads*, and Kate Sterns, an associate professor in the Department of English and published novelist.

■ **Curating Life:** with CBC's *Wiretap* host Jonathan Goldstein, MA 99, and Erica Lehrer, Canada Research Chair in Post-Conflict Memory, Ethnography, and Museology.

The Walrus Talks brought Concordia experts to three Canadian cities.

■ **The Walrus Talks Vice,** Calgary:



with Viviane Namaste, professor in the Simone de Beauvoir Institute and Women's Studies, and Jim Pfaus, professor in the Department of Psychology.

■ **The Walrus Talks Being Human,** Ottawa: with Marc Lafrance, assistant professor in the Department of Sociology and Anthropology, and Zeynep Arsel, associate professor in the Department of Marketing.

■ **The Walrus Talks Play,** Toronto: with Lynn Hughes, Concordia University Research Chair in Interaction Design and Games Innovation, and Jason Lewis, associate professor of Design and Computation Arts. ■

MORDECAI RICHLER WRITER IN RESIDENCE TO BE ESTABLISHED AT CONCORDIA



Former Sir George Williams University student Mordecai Richler continues to inspire a new generation of Concordia students. The latest gift to the university from the Richler Estate supports the creation of a three-year Writer in Residence program in the late author's name. This fall, the new writer in residence will be working from Richler's desk, surrounded by many of his personal effects, in the Mordecai Richler Reading Room, interacting with creative writing students.

The Richler Reading Room was established by the Richler family in 2013. "Concordia was the ideal place to keep Mordecai's memory alive," says his widow, Florence. "Creating the Richler Writer in Residence program is a logical next step because it will provide mentorship as well as inspiration."

To find out more about the first Richler Writer in Residence, read the September 2015 Accent alumni e-newsletter or visit concordia.ca/news. ■

A little bird told us you like to stay connected.

Follow your alma mater on Twitter @ConcordiaAlumni.

#CUalumni

Thinking Out Loud, in collaboration with the International Press Institute

A conversation about journalism and human rights

With Turkish journalist Amberin Zaman and Concordia's Kyle Matthews

November 16, 7 p.m.

D.B. Clarke Theatre, Concordia University
concordia.ca/events/conversation-series



TRY ONE MONTH
FOR JUST
99¢

\$19.99/month thereafter*

ENJOY FULL DIGITAL ACCESS
TO THE GLOBE AND MAIL

**GLOBE
UNLIMITED**



SUBSCRIBER-ONLY FEATURES

Enjoy exclusive business, investor and politics content



POWERFUL INVESTMENT TOOLS

Track and manage your portfolio



EXCLUSIVE EVENTS

Enjoy exclusive events with Globe Recognition**



MUST-READ BOOKS

Download a selection of complimentary Globe eBooks

SUBSCRIBE TODAY!

VISIT: **GLOBEANDMAIL.COM/CONCORDIA**

*Plus applicable taxes. All prices in Canadian dollars. **BC and Ontario residents only. Restrictions apply.



DEAN AMIR ASIF IN CONCORDIA'S ENGINEERING, COMPUTER SCIENCE AND VISUAL ARTS INTEGRATED COMPLEX.

Meet Amir Asif, dean of Concordia's Faculty of Engineering and Computer Science

Amir Asif began his five-year term as dean of Concordia's Faculty of Engineering and Computer Science (ENCS) on August 1, 2014. *Concordia University Magazine* recently asked Asif about his impressions of the faculty, Concordia and Montreal, and the challenges and opportunities for ENCS.

Please share a bit about your background.

Amir Asif: "I was born in Lahore, Pakistan, where I received my undergraduate degree in electrical and computer engineering. I earned my master's and PhD at Carnegie Mellon University in Pittsburgh, with my thesis research focused on signal processing. I came to Canada in 1999, working first as a faculty member at Simon Fraser University. In 2002, I moved to Toronto, where I was a departmental chair at York University until my recent appointment at Concordia.

I was the chair of the electrical engineering and computer science department at York University for more than seven years. At York, I was among the first cohort of faculty members hired to develop and deliver engineering programs. We evolved from a traditional computer science department to a more comprehensive electrical engineering and computer science department, offering six distinct programs extending from theoretical computer science to more applied programs."

What are your impressions of Concordia so far?

AA: "My impressions are extremely positive. Since the time I joined Concordia, I have met several of our students, faculty, staff and department heads. I am extremely impressed with what I have seen. Our students are eager, faculty talented and devoted to the welfare of the university, staff highly professional in their work ethics, and administration dynamic and forward looking. All of this makes me proud and, at the same time, optimistic for our future.

The university has achieved significant success in recent years, yet I think the best days for Concordia lie ahead. As we move forward, there are so many wonderful opportunities for ENCS and Concordia, and I want to contribute to our collective quest for excellence. I believe my previous experience prepares me well for what lies ahead. Montreal, like Toronto, is a large multi-ethnic city with a number of renowned universities. Taking Concordia to the next level — making it one of the top engineering schools — is my vision."

What are the strengths of the faculty?

AA: "Concordia and ENCS have immense talent to lead engineering education across the country. We have a strongly committed cohort of faculty members pursuing cutting-edge research and providing outstanding education to over 7,000 undergraduate and graduate students. Our students are highly sought after and recognized by both industry for their skills and exceptional training, and universities as prospective graduate students and faculty members. For the last several years, our enrolment has been growing between 15 and 20 per cent annually. We continue to attract top students from all over the world, not only from Canada. And we have wonderful teaching and research facilities, among the best in the country."

What are some of the faculty's challenges in the coming years?

AA: "Rather than thinking of them as challenges, I look at them as opportunities. As the engineering and computer science professions continue to evolve, most Canadian universities, and Concordia in particular, face the challenge of maintaining our role as world-class institutions training highly qualified professionals. How do we continue to train high-quality engineers and computer scientists who can compete with their peers from all across the world? What is it that we can offer that will continue to attract top students to Concordia? That's where we will need to create specialized engineering and computer science programs focusing on next-generation technologies. To meet ever-changing societal needs requires us to be nimble and constantly evolve."

A second opportunity arises as engineers and computer scientists take their rightful role in becoming leaders as chief technology officers, entrepreneurs and experts on engineering public policy in all aspects of society. Successful engineers and computer scientists in future will cultivate strong interdisciplinary skills such as entrepreneurial spirit, leadership, social consciousness and global business acumen to complement their strong technical knowledge, design skills and problem-solving abilities."

What is necessary to reach these objectives?

AA: "To graduate such professionals, major changes are necessary in engineering and computer science education, research and practice in the years ahead — changes that will go far beyond conventional paradigms. To achieve these objectives, we need to modernize our approach to teaching and learning. To complement the standard lecture-based classroom pedagogy,

more active student-centric learning approaches that build students' problem-solving abilities, team building and communication skills need to be implemented.

We must recognize biology as a fundamental engineering science, perhaps as important as physics and chemistry, with the potential to open new frontiers for innovation. Continuous mathematics needs to be supplemented with discrete concepts to innovate in this digital era.

From a training perspective, we need to introduce more hands-on activities in classrooms. Industrial placements and co-curricular activities must also be strengthened.

"We must recognize biology as a fundamental engineering science, perhaps as important as physics and chemistry, with the potential to open new frontiers for innovation."

In recent years, most universities in Canada have faced considerable fiscal challenges. This means that we are more dependent on endowments and fundraising. Getting the funding will be another challenge."

How do you like living in Montreal?

AA: "I like Montreal very much. It's very multi-ethnic. It's a

multi-university city as well, so you get to meet a lot of dynamic people, both students and professors. And Montrealers are very friendly. If you're new to the city they go beyond to extend a warm welcome."

What are the most satisfying parts of your job?

AA: "I enjoy working alongside outstanding colleagues and interacting with students. I find them passionate about the university and their work. They want to see ENCS and Concordia succeed, which is a source of inspiration for me." ■

—Leslie Schachter



OPEN HOUSE

DO YOU KNOW A FUTURE CONCORDIAN?
Bring them to our Open House and see a next-generation university in action.

SATURDAY, NOVEMBER 7, 2015
10 A.M. TO 4 P.M.

concordia.ca/openhouse





OUR NINE

Concordia presents
its new orientations
after an inclusive and
innovative process

HOWARD BOKSER

What's next for Concordia? What kind of university do we want and need to be?

These questions were the launching pad for a process that resulted in Concordia's newly unveiled *Strategic Directions* (see the sidebar on page 18 for more). Distinctive in its content as well as its brevity and wording, the plan lays out nine directions for the university to travel over the next decade. It was approved by Concordia's Senate in May and Board of Governors in June.

Strategic Directions reflects a return to the university's roots — while also looking forward. "All universities need some kind of statement that describes where the university is going," says Concordia President Alan Shepard. "We wanted to have a description for the community, with community buy-in, pivoting between understanding where we've come from and looking toward the future."



BENOIT-ANTOINE BACON IS CONCORDIA'S PROVOST AND VICE-PRESIDENT OF ACADEMIC AFFAIRS. "I THINK WE WERE SUCCESSFUL IN SETTING UP A STRUCTURE THAT HAD JUST ENOUGH CHAOS IN IT TO ALLOW FOR CREATIVE THOUGHTS TO EMERGE."

CONCORDIA UNIVERSITY

STRATEGIC DIRECTIONS



The resulting *Strategic Directions* promises that Concordia will be committed to offer “next-generation real education,” to “experiment boldly,” to build “on our reputation as a caring university” and to “be purposeful about taking pride,” among other aims. “I wanted it to inspire people, catalyze the community to take the next steps in our development as an institution, and give members of our community enough breathing room to imagine their own futures inside this framework,” Shepard says.

At seven pages, *Strategic Directions* is also easily digestible. “It was an explicit goal from the beginning to have the directions short, non-generic and written in a lively way, which would be much more likely to be read, to be remembered and to be used,” says Benoit-Antoine Bacon, BA 95, Concordia’s provost and vice-president of Academic Affairs.



MANAGEMENT PROFESSOR AND ADVISORY COMMITTEE MEMBER ISABELLE DOSTALER SAYS THE POSITIVE REACTION TO STRATEGIC DIRECTIONS WAS TANGIBLE. “THERE WAS AN EXCITEMENT AT THE UNIVERSITY.”

The nine directions include “Get your hands dirty,” “Mix it up” and “Go beyond” — not a conventional tone for a strategic plan. Isabelle Dostaler, professor in the Department of Management at Concordia’s John Molson School of Business, was a member of the advisory committee and chaired a task force on public and community engagement. “These directions resemble Concordia: there’s something unique about the way we say these things,” she says. “The words sound like us.”

Input from inside and out

The planning process was led by a 40-member advisory committee made up of administrators — including Shepard — faculty, staff and students. Its working groups came up with major themes, gave advice about the process and made recommendations on key strategic issues, gleaning insights



DAVID WARD

PSYCHOLOGY STUDENT ALEXANDRA BUONANNO, A MEMBER OF THE ADVISORY COMMITTEE, SAYS IT WAS IMPORTANT THAT THE DIRECTIONS BE NOT ONLY EASY TO UNDERSTAND BUT EASY TO REALIZE. “THEY’RE COMPREHENSIBLE AND IMPLEMENTABLE.”

from a speaker series and direct input from the Concordia community. "I think we were successful in setting up a planning process that was well structured but had just enough chaos in it to allow for creative thoughts to emerge," Bacon says.

The spring 2015 series, called "The future of the university and the future of learning," brought 18 experts from outside Concordia for 15 talks at the university (see the sidebar on page 20). "The speaker series allowed us to take a broader look at trends in higher education and then map a better path for Concordia," Bacon says.

"The speaker series was a home run," adds Graham Carr, vice-president of Concordia's Research and Graduate Studies. "It also had a huge, unanticipated benefit: it gave the university great external visibility. In meetings in Calgary, Ottawa and Montreal, colleagues came up to me and said, 'What a great idea!'"

Faculty, staff, students and others were invited to contribute to the strategic directions process. The advisory committee received a wealth of responses. One venue for that input was the Ideas Cafés, headed by Rosemary Reilly, associate professor in Concordia's Department of Applied Human Sciences. "The process was open and consultative, with lots of opportunities for constituencies to be part of the thinking," explains Carr.

"Our approach was not textbook, but the usual business approach would not work well for a university," says Dostaler.

Psychology student Alexandra Buonanno was a member of the advisory committee and its Next-Generation Student Skills and Expectations task force, which focused on experiential learning. "Our role was to channel input relating to skills that complement in-class learning," Buonanno says. "Students today expect to graduate with skills they need for the future."

She found the process and results satisfying. "It was representative of the Concordia spirit of involving the community," Buonanno says.



GRAHAM CARR IS VICE-PRESIDENT OF CONCORDIA'S RESEARCH AND GRADUATE STUDIES. THE DIRECTION TO DOUBLE CONCORDIA'S RESEARCH "WILL BRING THE UNIVERSITY'S DIVERSE RESEARCH COMMUNITY TOGETHER TO DISCUSS HOW TO ACHIEVE THIS. IT'S A TEAM EFFORT."

Thumbs up

Strategic Directions has been receiving glowing reviews. "This is an invigorating, even exhilarating, document that recognizes Concordia's strengths while pointing to future directions," one faculty member wrote. "The tone is liberating,

STRATEGIC DIRECTIONS //

Here are excerpts, slightly edited, from Concordia's new *Strategic Directions*. To read the whole document visit concordia.ca/directions.

P R E F A C E

Universities are distinctive places where curiosity and conscience drive the pursuit of knowledge. Anchored by commitments to critical thinking, free inquiry and respect for diversity, universities are hubs of learning where, for centuries, faculty and students have undertaken intellectual work in close proximity.

Universities need concrete and careful planning, but planning needs to be guided by an animating sense of purpose. That is what this document aims to provide for Concordia.

Facing a changing postsecondary landscape, it's up to us to realize Concordia's potential. We honour our past as we work together to make Concordia great, and to do ourselves proud.

1. DOUBLE OUR RESEARCH

Over the past decade, Concordia has made remarkable gains in research. We have the talent and ambition to go even further. Doubling research suggests an ambitious external funding target but also signals our intent to broaden the reach and deepen the societal impact of Concordia's research, scholarship and creative work.

2. TEACH FOR TOMORROW

Focus on the knowledge and skills that students will need as they face the growing complexities of work and citizenship in a world that, in many ways, will be dramatically different from today's. The aim is to offer a next-generation real education that grounds students in the academic fundamentals while being connected, transformative and fit for the times. Urban, research-engaged universities are especially well placed to deliver this kind of education.

3. GET OUR HANDS DIRTY

Deepen Concordia's capacity to support experiential learning as an important component of a holistic education and a top priority for our students. Experiential learning takes various forms – co-op placements, internships, action research and other kinds of educational activities that involve learning through doing.

rather than constraining, and thus encourages all of us to work towards achieving the statement's goals."

"I was quite thrilled that the reaction of the Board of Governors and Senate was overwhelmingly positive," Shepard adds. "Several people said to me, 'I think this captures Concordia. I think it gets the essence of the place.'"

The one quantifiable direction is the first, "Double our research." Shepard believes that's a realistic goal. "It isn't all about money, either," he says. "It's about other impact that we might have on the community — maybe double the number of graduate fellowships in a certain department or double the number of juried shows that a faculty member is entering over a period of time."

"The goal to double research is a strong statement about what Concordia is," VP of Research and Graduate Studies Graham Carr says. "It shows that the university community recognizes that our reputation is driven by the success of our research."

Shepard reports that the ninth direction, "Take pride," elicited the most positive feedback. "We heard repeatedly that people who were graduates of Concordia, current students, people who work and teach here, all wanted to have more pride in the institution and to be proud of its achievements. And there's a lot to celebrate."

Action plan

Next on the agenda is to translate the strategic directions into action.

"Our process has been somewhat unconventional so far, but we still need to identify specific objectives, make commitments and create action plans," says Jason Ens, executive director of Academic Policy, Planning and Strategic Initiatives and the process's lead organizer. "The open-endedness of our directions as we've articulated them gives smart, ambitious people licence to be creative and experimental in how they make this move from aspiration to action."

"The key units of our institution now need to be given the autonomy and freedom to explore what the nine directions mean for them and forge unique but coordinated paths forward," Bacon says. "As I said at the start of this process, I am convinced that Concordia is on the right path as a next-generation university and that our model of education — urban, diverse, research-engaged, and embedded within our community — will really come of age in the 21st century." ■

—Howard Bokser, MBA 85, is editor of Concordia University Magazine

4. MIX IT UP

This reflects the need for more permeable internal boundaries around program offerings that span faculties and departments. The goal is to foster the continuous development of highly compelling program offerings that more faithfully reflect the dynamism of the research undertaken at Concordia.

5. EXPERIMENT BOLDLY

It takes courage and ambition to experiment boldly. Initiate projects in lean ways, make faster determinations about likely success and channel our energies and resources toward initiatives that show the most promise. Creatively repurpose our existing resources to better align with emerging priorities.

6. GROW SMARTLY

Think strategically and holistically about where we can add capacity for student enrolments. The call to grow smartly involves ensuring alignment between our research strengths and our program offerings.

7. EMBRACE THE CITY, EMBRACE THE WORLD

Community and public engagement are deeply rooted in the Concordia identity. We can build on successful models that tap Concordia's expertise, ideas and capacities to benefit Montrealers and realize the potential of the community sector.

8. GO BEYOND

Go beyond is an overarching call to continuous improvement fuelled by imagination and pride, and to long-view thinking by: building on our reputation as a caring university, maintaining an ongoing commitment to professional development and best-in-class work, and thinking past our own timeframes as we consider the implications of our decisions.

9. TAKE PRIDE

Concordia is a plural place with a rich history. The sense of Concordia as a university that reflects the diversity and texture of Montreal, and that has an educational mission premised on inclusiveness and connection, is still very much central to our self-conception. Taking pride means having a decided readiness to recognize and celebrate success.

SPEAKER SERIES: THE FUTURE OF THE UNIVERSITY AND THE FUTURE OF LEARNING //

Concordia's speaker series, held in spring 2015, brought a diverse group of thought leaders from Canada and the United States to the university. Here are some of what the speakers had to say. For more, visit concordia.ca/about/strategic-directions/events.

How do we design the university that we want and need?

Michael M. Crow, president, Arizona State University:

"The [current university] model of exclusion and elitism is counterproductive to education above public-school levels."

What can universities do to support Indigenous resurgence?

Taiaiake Alfred, full professor, Indigenous governance and political science, University of Victoria: "Universities can play a crucial role in restoring the health of Indigenous peoples and in creating a new social environment in Canada by paying serious attention to the younger generation of Indigenous students and faculty members."

How can community-university partnerships reinvent the city and the classroom?

Duane Elverum and **Janet Moore**, co-directors and co-founders, CityStudio, Vancouver: "Education needs to be about place."

How will university-based research be transformed in the next decade?

Alain Beaudet, president, Canadian Institutes of Health Research, and **B. Mario Pinto**, president, Natural Sciences and Engineering Research Council of Canada: "We need to provide training that prepares graduate students and researchers to participate in a broad-based and evolving economy and not only for academic positions."

How can universities foster start-ups that help solve global challenges?

Iain Klugman, CEO, Communitech, Waterloo region, Ont.: "To become a very successful startup community is to get everybody to recognize what their role is to start and grow great companies."

What's a future-ready model of graduate education?

Debra Stewart, former president, Council of Graduate Schools: "It is critical in Canada to develop the domestic talent pool while simultaneously trying to attract the best students from around the world."

How can universities build learning environments that are both digital and connected?

Amy Collier, director for Digital Learning Initiatives, Stanford University: "The technologies we use for teaching and learning are [often] 'walled gardens.' They don't allow the outside world to come in and don't allow for students to interact with the open web."

What fundamental shifts do next-generation libraries (and universities) need to make?

James Neal, University Librarian Emeritus, Columbia University:

"I call it primal innovation, going back to our roots: teaching, learning, scholarship, service to our communities."

How should universities prepare students for the (hotter) world?

David Orr, Paul Sears Distinguished Professor of Environmental Studies and Politics and senior advisor to the president, Oberlin College: "To be sustainable, we are required to manage our space effectively, produce our food locally and strengthen our community."

How can universities help build thriving, innovative cities?

Stephen Huddart, president and CEO, J.W. McConnell Family Foundation: "The role of the university within the city [is to] model inclusiveness, innovativeness, openness to learning and exploration of better futures."

How can universities go from good to great?

Elizabeth Cannon, president, University of Calgary: "[Our strategic plan] is not just a document, it's not a slogan, it's not just aspiration. We're actually holding ourselves accountable to achieving that vision."

What will future students want and need from universities?

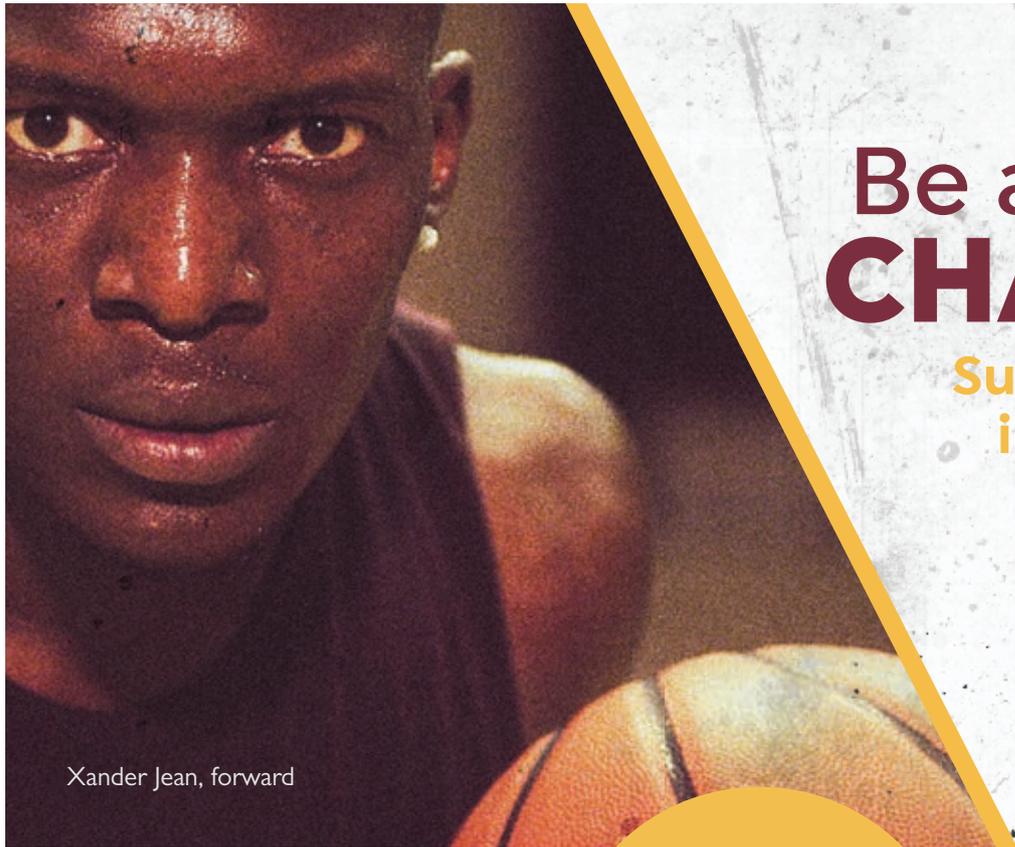
Carl Amrhein, former provost and vice-president (academic), University of Alberta, and **Diana Mackay**, executive director, Education, Skills and Immigration, Conference Board of Canada: "Our task is to prepare our post-secondary system in Canada for those learners who will be in the system – in five years or 10 years or 15 years – who will have very different expectations of our schools."

What is next-generation learning?

Randy Bass, vice-provost for education, professor of English, Georgetown University: "We've learned that the back-and-forth between experience, reflection and theory is in many ways the most powerful way to learn anything."

Why should universities innovate?

David Ward, former president, American Council on Education: "Somebody studying chemistry who wants to go into medicine, somebody studying chemistry who wants to go into engineering or somebody taking chemistry who wants to go into law might need to be approached very differently." ■



Be a **GAME CHANGER**

Support a new era
in Stinger sports

Give now at
concordia.ca/giving

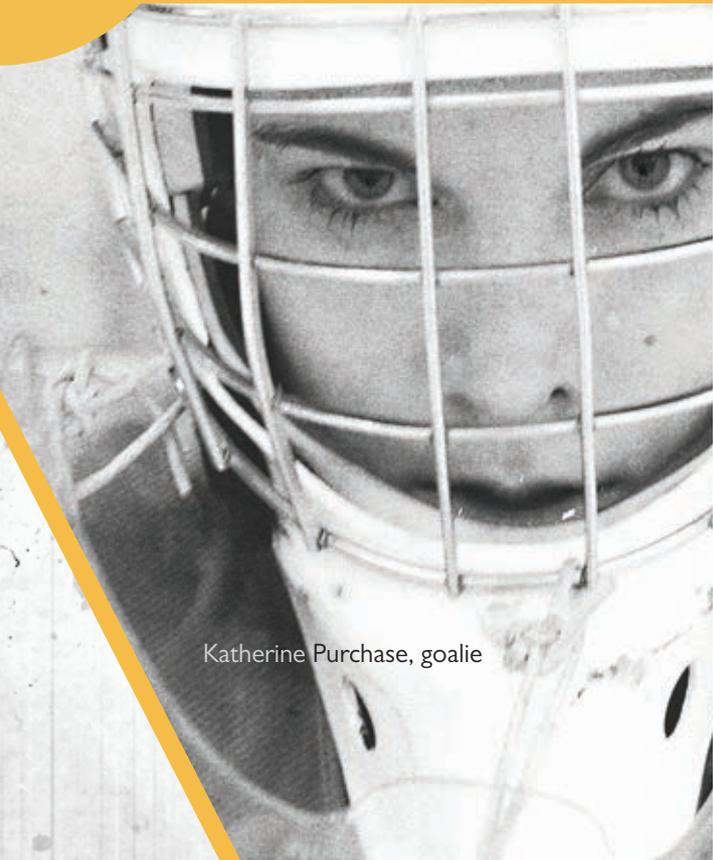
Xander Jean, forward



CONCORDIA
STINGERS

Stinger roots run deep.

Help our student athletes raise their game by showing your Stinger pride this season. To see our schedule of games, visit stingers.ca.



Katherine Purchase, goalie



#StingersUnited #CUalumni #CUgiving

A cooler sting

The Concordia Stingers unveil their new logo



When the Concordia Stingers football team took the field against the Université de Sherbrooke Vert et Or at Concordia Stadium on September 4, fans witnessed something different: a new Stingers look, with fresh uniforms and a new logo.

While the bee isn't gone, the new yellow and burgundy "C" logo — complete with bee stripes and stinger — projects a stronger, sleeker image. It's a bold departure, one meant to help establish a culture of pride at the university, spearheaded by Concordia's sports teams.

In the week leading to the September 4 game, the Department of Recreation and Athletics teased students, staff and fans with flyers, posters and videos on social media about the historic rebranding. And there is much more to come in the next few weeks.

"I'm pumped!" says Patrick Boivin, Concordia's director of Recreation and Athletics, who kickstarted the rebranding project in 2014. "We don't want to overwhelm people, so the soft rollout will continue during the next football games, and then when our basketball and hockey seasons start. Everything will be launched by Homecoming weekend [concordia.ca/homecoming, September 24-27]."

A survey of athletes indicated change was necessary. "They felt isolated on their own in individual team settings," Boivin says. "The Stingers had been around for 40 years, and a lot of athletes didn't feel an attachment to the brand and also questioned the relevance of the logo. When I started getting this feedback, I realized what the real story was: In sports marketing you have to revert back to engaging people and fans, especially those on the front lines — the athletes. To get back to that point, we had to figure out who we were and what we stood for, and that had never really been fundamentally researched and established."

After securing approval from the university last year, Boivin reached out to four advertising agencies. "We ended up choosing Cossette because those

involved at the agency had athletic backgrounds from various universities, including Concordia. They saw a creative opportunity that went beyond a logo change. They pitched a holistic approach that will breathe new life into the Concordia Stingers brand."

Dare to be different

For Cossette project manager Veronik Bastien, the Stingers rebranding is nothing less than monumental. "Concordia needed to define who the community is and assert itself. Together we are establishing a culture that did not exist before. It's an enormous challenge," Bastien says.

"What I have especially enjoyed with this project is Concordia has dared to be original," she adds. "Clients can be very conservative, afraid of going into left field, of going into uncharted territory. But Concordia has had 100 per cent confidence in the direction of this project from the very beginning, and we have created a strategy that is unlike those of other universities in Quebec. We are creating a strong identity for the Concordia Stingers."

"They saw a creative opportunity that went beyond a logo change. They pitched a holistic approach that will breathe new life into to the Concordia Stingers brand."

Beyond the new emblems — some feature slight variations of the core "C" logo, a couple with a redesigned, tougher-looking bee — the rebranding has established what Boivin's team calls the "five pillars" of Concordia's sports program: passion, adversity, roots, the road and the hive. "Roots touches on the old Sir George Williams Georgians and Loyola Warriors sports teams; the road is the path an athlete journeys on to the field; and the hive is fan-focused, about fans



PATRICK BOIVIN, CONCORDIA'S DIRECTOR OF RECREATION AND ATHLETICS. THE STINGERS REBRANDING PROCESS INCLUDED A TEAM OF STUDENTS, WHO CONTRIBUTED A SERIES OF VIDEOS TO HELP LAUNCH THE NEW LOOK.

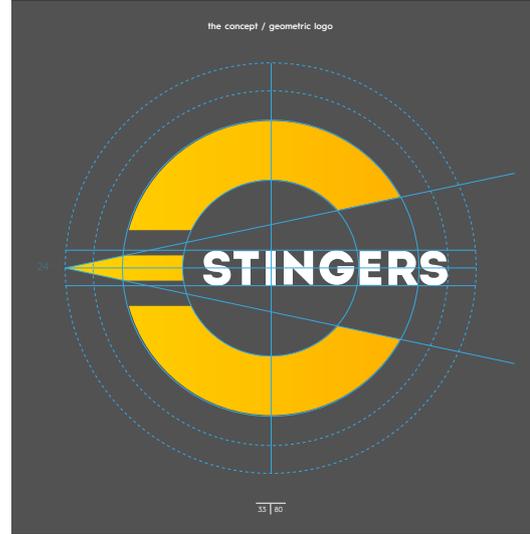
creating hives," Boivin explains.

This strategy coalesced following interviews in the summer of 2014 with university administrators, students, coaches, alumni and athletes. "I sat in on all the interviews and discovered that Concordia's sports program had been pretty much on its own, separate from the rest of the university," says Bastien. "Students in general were unfamiliar with the Stingers. Many had never gone to a Stingers football or hockey game. So we asked people from all over the university about Concordia's strengths and weaknesses, and what inspired them."

What they came up with were the "five pillars" that Cossette pitched to Boivin and his team, along with the new logo and bold marketing strategy. "There was a lot of collaboration, and they loved the first logo we presented to them," Bastien says.

Recreation and Athletics then put out a call in March 2015 for students to get involved in the Stingers rebranding project. A wide diversity of applicants were pared down to a multidisciplinary team of 20 students led by award-winning photographer John Londono, BFA 11, who has worked with everybody from Adidas to Arcade Fire.

"The students are assisting with videos for each pillar, and each video features Concordia athletes," says Bastien. "It's a very big project. Even though students are involved, this is a professional project.



THE NEW STINGERS LOGO CONCEPT

“during orientation and their frosh weeks, to offer them fun activities at Stingers games.”

The rebranding strategy aims to improve the fan experience at Stingers sporting events with various on-site activities, something Cossette says will help create a real emotional attachment to the brand.

Boivin says the Stingers experience is more than just about winning on the field: “First we want them to feel some school pride. We want students to have a good time regardless of what happens on the field of play.”

Meanwhile Mahoney, who played football for the Stingers from 2007 to 2010, is thrilled with the new logo. “I have an affection for the old Stingers logo because that’s what I grew up with and wore on my jersey, but it was definitely time for a change,” he says.

“Some alumni attached to the old Stingers logo may think this is too young, and I anticipate a transition period, which is natural. But we had to become more interesting—cooler—from an aesthetic standpoint,” says Mahoney. “I think the vision at Cossette is very Concordia, very Stingers, and for someone who has a lot of pride in the sports program, I think this launch is going to be a big success. This rebranding truly represents what the Stingers are, and this is the perfect time to do it.” ■

For updates on the Stingers, visit stingers.ca.

—Richard Burnett, BA 88, is a Montreal freelance writer.

ONE OF THE REBRANDING CAMPAIGN POSTERS THAT REPRESENTS THE CONCORDIA SPORTS PROGRAM’S “FIVE PILLARS”: PASSION, ADVERSITY, ROOTS, THE ROAD AND THE HIVE – WHICH IS ABOUT CREATING HIVES OF FANS.

The first video — *Passion* — was released on September 4.” (Visit stingers.ca to watch the videos as they are released.)

“I’m super excited because we are involving students in the project, notably from fine arts,” Londono says. “Just getting them and their friends involved in the launch will help bring a new awareness of the Stingers that did not exist before.”

The right message

Over at Recreation and Athletics, communications assistant and rebranding project leader Liam Mahoney, BFA 13, has had a busy summer preparing for the launch and coordinating the schedules of team participants: “The students had summer jobs, so getting them all in the same room together was a challenge!”

With the Stingers’ new season underway, Boivin is thrilled with his team’s efforts and results. “You may have great content but it’s all about how you message,” he says. “This project was about

getting up to the current times in our messaging and branding that targets our athletes and student population. If we’re showing a video and reaching out via social media, students will become more engaged.”

“We had to become more interesting – cooler. I think the vision is very Concordia, very Stingers.”

The rollout has now begun under the guidance of Cossette, which will remain on board until Recreation and Athletics fully takes the reins.

Boivin points out that, in addition to messaging via social media, posters and flyers, the Recreation and Athletics team is working hands-on with student associations at the start of the academic year,

Like father, like daughter

As Concordia launches its new logo for the Stingers varsity sports teams, we take a look back on a bit of Stingers history through a pair of outstanding alumni athletes from the same family.

Before embarking on a successful pro career in the Canadian Football League (CFL), Larry Tittley, BA '78, played football for Concordia as well as both of its founding institutions.

In 2008, more than 30 years later, his daughter Jackie Tittley, BA '12, joined the Stingers women's rugby team. A three-time CIS All-Canadian, she was a cornerstone of the program for five years.

Just how did Larry end up playing for Sir George Williams University, then Loyola College and finally Concordia? "I think, more than anything, it has to do with me being a young man who didn't have much direction in his life," he says from his office at Braley Winton Financial in Pointe-Claire, Que., where he works as a financial advisor. "It's nothing I can puff my chest up about."

The offensive lineman was recruited by the Loyola Warriors, a football powerhouse, but he chose to play for the Sir George Williams Georgians instead. "It was almost a rebellion against the institution of Loyola being so big and strong," he recalls. Larry left after one year for the University of Memphis, then returned to Montreal in the fall of 1973 to play for Loyola. "I came back with a heckuva lot more composure on the football field. I was ready to put my butt on the line for the team," he says.

Larry began to distinguish himself as a key element of the Warriors' offence. They merged with the Georgians to form the Stingers in 1975. During Larry's final season the Stingers squeaked into the Ontario-Quebec Intercollegiate Football Conference playoffs, but lost to the favoured University of Toronto Blues.

Three months later he was drafted into the CFL along with four of his teammates — John Montelpare, BSc '76; Bernie Muldoon, attendee; Dave McMillan, BComm '80; and Gary

Anderson, BSc '78. Larry went on to play nearly 10 seasons in the league. "I was more of a journeyman player than an elite player," he says modestly. In 1998 he was inducted into Concordia's Sports Hall of Fame.

The next generation

Larry met his wife, Kathryn Atkinson, BA '76, while they were both studying at Concordia. They were delighted when their third child, Adam, and his younger sister, Jackie, decided to attend their alma mater.

In 2008, her first season with the Stingers, Jackie was named Rookie of the Year and CIS All-Canadian. "She's such a dominant force, other teams in Quebec scheme to run away from her," coach Graeme McGravie said at the time.

During the 2009 regular season, Jackie was the team's leading scorer and helped the Stingers earn a berth at the National Championships in Vancouver. The next season the Stingers earned silver at the National Championships in Trent, Ont.

By 2012, Jackie's final season, the Stingers were stacked with new recruits. The team needed a leader and, as McGravie recalls, Jackie effortlessly slipped into the role. "She just brought the team together," he says. The Stingers made it to the Conference Championships that year, where they faced the Laval Rouge et Or. "Jackie made sure we played down in their end and kept us afloat for the 12 minutes we needed, and we won," McGravie says.

Today Jackie works at the Coaching Association of Canada in Ottawa and plays with the Barrhaven Scottish Rugby Football Club. Looking back at her five seasons with the Stingers stirs up a lot of emotions. "My best friends are from the program," she says. "I feel this attachment and a responsibility to be an ambassador."

The Tittley legacy endures, except as Larry points out it's a little different than it used to be. "You walk in with this young lady who's always been known as Larry's daughter," he says. "You're a Hall of Famer at the school — but now you walk on campus and you're known as Jackie's dad."

—Tom Peacock



LARRY TITTLEY AND JACKIE TITTLEY IN THEIR STINGERS DAYS.



The socioeconomics of public health

At Concordia's Pediatric Public Health Psychology Laboratory, Jennifer McGrath and her team are discovering that childhood factors can lead to adult health issues



JENNIFER MCGRATH (RIGHT), DIRECTOR OF CONCORDIA'S PEDIATRIC PUBLIC HEALTH PSYCHOLOGY LABORATORY, IS AMONG THE TOP FIVE PER CENT OF FUNDED RESEARCHERS IN CANADA.

SIMONA RABINOVITCH

Can young children's self-perception of where they fit in the world affect their health in later years? The answer just might be yes.

According to Jennifer McGrath, associate professor in Concordia's Department of Psychology and director of its Pediatric Public Health Psychology (PPHP) Laboratory, when it comes to certain adult health outcomes, a child's understanding of his or her social and economic status may prove to be a more significant factor than the reality, past or present. "We look at several health behaviours and health risks during childhood; that's often when lifestyle behaviours are established," says McGrath.

She and her collaborators from Montreal and around the world study the impact of unequal incomes on health. McGrath, also principal member of the

university's Centre for Clinical Research in Health, is distinguished for her innovative interdisciplinary approach and statistical modelling expertise. "There's fascinating work demonstrating that even if your socioeconomic status changes over time, behaviours and phenomena get ingrained during childhood," she says. "Low socioeconomic status during early childhood not only affects child health, it jeopardizes future health."

McGrath looks to untangle how self-perception may relate to health status. For example, a child who feels inferior, isolated or low on the playground's totem pole may perceive him- or herself in a manner that could foreshadow cardiovascular disease or other future health issues — even if the child lives in a supportive, upper-middle-class environment. "There is in fact work that suggests your perception matters more than objective measures," she says.

Much funded

The American-born McGrath earned her PhD from Bowling Green State University in Ohio. She then earned a Master's of Public Health while completing her postdoctoral fellowship at the University of Pittsburgh in Pennsylvania. Most recently, she was awarded the inaugural PERFORM Chair in Childhood Preventive Health and Data Science. McGrath has published more than 40 peer-reviewed articles and with her students has presented at over 100 conferences. She also won the Canadian Psychology Association's Mentorship Award in 2009 and was recently nominated to the Royal Society of Canada College of New Scholars, Artists and Scientists.

Her funding success is an achievement in itself — more than \$11.3 million since she first arrived at Concordia in 2004. McGrath is the principal investigator of four grants from the Canadian Institutes of Health



JENNIFER MCGRATH'S RESEARCH HAS MADE HEADLINES IN THE MONTREAL GAZETTE AND TIME MAGAZINE.

Research (CIHR) worth over \$7 million in funding, and a co-investigator of six other grants totalling over \$3 million — placing her in Canada's top five per cent of funded researchers.

She's also a passionate teacher, as described by Simon Racicot, MA 08, PhD 14, who was McGrath's graduate student between 2006 and 2014, and a co-investigator on the AdoQuest II Cohort (see the sidebar on page 29, "Pediatric Public Health Psychology Laboratory research"). Racicot's dissertation examined how adolescents exposed to second-hand smoke are more vulnerable to becoming smokers due not only to observation, he explains, but exposure to airborne nicotine. "She was very dynamic, motivated and thrilled about her research projects," recalls Racicot, now a clinical psychologist at Montreal's St. Mary's Hospital. "She was also a very good communicator. The rigour and critical mind I developed in the PPHP Lab have really helped me be a good clinician, and I carry its work ethics and

"There were people who were so well off they had private jets, yet I remember one child thought they were not well-to-do because they didn't also have a helicopter."

methodology wherever I go."

At the PPHP Lab, three major projects are currently underway, each funded by a different CIHR grant (see the sidebar). "Each project shares the idea of looking at cardiovascular risks in kids, but they're focusing on aspects in a unique way that makes each quite distinct," McGrath says.

Certainly, socioeconomic inequality is a significant global health issue.

According to McGrath, four million Canadians (or more than 11 per cent of the population) report before-tax incomes that fall below a threshold used by Statistics Canada called the Low Income Cut-Off.

It's been demonstrated that children raised in poor environments are more likely to develop high blood pressure and cholesterol and be overweight. And recent studies show one's early childhood socioeconomic status is better at predicting cardiovascular disease and premature mortality than adult socioeconomic level.

An advocate of interdisciplinary research and admirer of McGrath's work, Concordia professor and political economist Marguerite Mendell, BA 72, also speaks to the correlation between low income and poor health. "I've been working for many years on the social economy and ways to engage citizens in initiatives that will improve their lives, reduce income inequality and generate economic well-being — as opposed

to the dominant preoccupation with economic growth,” says Mendell, graduate program director at Concordia’s School of Community and Public Affairs.

Ultimately, the big question linking much of McGrath’s current research is, “How does socioeconomic status get under the skin? The work we’re doing shows that it’s likely through the stress-response pathways,” she reports.

As part of her dissertation, McGrath’s former PhD student Elizabeth Quon, MA 10, PhD 14, examined associations between societal income inequality and adolescent health. Quon, now a psychologist at the IWK Health Centre in Halifax, says McGrath taught her the importance of interdisciplinary research and the unique contributions psychology researchers can make in epidemiology, health policy and medicine. “Specifically, our research together focused on the subjective experience of socioeconomic status,” she says.

“We were curious about the effects of income inequality on lifestyle factors and health behaviours associated with cardiovascular disease, like physical activity, smoking, obesity and sleep problems,” says McGrath. Using population-based studies in Quebec and Canada, they found that family socioeconomic status indicators — lower household income and parental education — “were linked to sedentary behaviour, breakfast skipping, cigarette and alcohol use, as well as aggression, low self-esteem and hyperactivity.” She adds that income inequality was associated with “more injuries, headaches, stomach aches, backaches, and physical or emotional conditions that limited activities at home and school.”

Power of perception

From Brazilian ghettos to the penthouses of Manhattan’s Upper East Side, McGrath has also discovered that in most communities, rich or poor,

you’ll find some people who rank themselves as higher status, some lower and some in-between. Like many other researchers, to measure this relative status she uses a “subjective socioeconomic status measuring tool” that is, simply, a 10-rung ladder. Each person marks where on the ladder he or she thinks they fall compared to others in society.

“They took three buses to a grocery store that had awful produce and that was extremely expensive. It made real sense why no one would go through that much effort to get healthy food.”

McGrath recalls research she conducted as an intern in New York City. “There were people who were so well off they had private jets, yet I remember one child thought they were not well-to-do because they didn’t also have a

helicopter. It was really striking.”

In contrast, in 2010 McGrath visited Brazil for the annual meeting of the International Network of Research in Inequalities in Child Health. “We had a chance to witness the dire slums of Brazil,” she recalls. “It’s a sea of makeshift homes made with corrugated cardboard and plywood, crowded and covered with dirt and mud.”

At a conference later that year, McGrath met a researcher who had gotten people from these slums to complete the 10-rung ladder test. “I was struck by the results and by the resilience of these individuals, who by all standards would meet extreme poverty criteria yet ranked themselves across the entire ladder, characteristic of the typical ‘bell curve’ often found in social sciences.”

Inspiration struck. She says: “What was it about some of these individuals who could look around them, amid the disorder, uncleanness, laundry lines and broken windows, and still believe they were better off than others? This was a human phenomenon in which their happiness and well-being transcended their material goods. What was behind this? What is it about one’s perception of status that seems to trump objective socioeconomic status? And how might this help us better understand — and level — socioeconomic

RESEARCH AT THE PEDIATRIC PUBLIC HEALTH PSYCHOLOGY LABORATORY INCLUDES USING SLEEP MONITORS, LIKE THE ONE PICTURED ABOVE, TO MONITOR CONNECTIONS BETWEEN CHILDHOOD STRESS AND SHORTER SLEEP DURATION.



gradients in health?"

The link between social inequality and health is also a research topic of Richard Wilkinson and Kate Pickett. On June 26, the British authors of *The Spirit Level: Why Equality Is Better for Everyone* and co-founders of the Equality Trust spoke at Concordia's International Network for Research on Inequalities in Child Health Workshop, hosted by McGrath.

"The most important sources of chronic stress seem to be those worries about how you're seen and judged," says Wilkinson, professor emeritus of Social Epidemiology at the University of Nottingham Medical School. He regards social status, friendship and early childhood as key factors in long-term health. "Those three factors are, in a way, all about whether you're valued or not," he says. "Studies show that what really pushes up levels of stress hormones are situations where there is a strong 'social evaluative threat': threats to self-esteem or social status where you can be judged negatively by others."

McGrath's data supports the value of social capital — the social connection one has with his or her neighbourhood and environment. "Having a community you feel connected to, and you're part of that community, is critical to well-being," she says.

Environment matters

While our individual health choices certainly make an impact, McGrath's findings also demonstrate the significance of social factors. During her postdoctoral training at the University of Pittsburgh, McGrath understood that making healthy choices can be challenging "when inequalities are ingrained or sustained."

To supplement her stipend, she worked for a mental health service that provided help to low-income families in their homes. "The gap of the economic and social patterning in Pittsburgh was remarkable, with neighbourhoods that were extremely wealthy or extremely poor," she says. "I was assigned a case in the Hill District, a poor, high-crime neighbourhood with most properties vacant, covered with graffiti, windows boarded up, broken glass and

abandoned cars missing removable parts." In the home, she reports, "I needed to start at a very practical level. Dinner was often McDonald's or pop-sicle squeeze tubes."

One day, as she was leaving for another appointment, "I asked where I could get take-out, or pick up some food," she says. "And this is what struck me most:

"Every individual can contribute to their health. Even if they have a history of stress or exposure to early adversity, they can still turn things around at any age."

they explained that I could choose from hot dogs at the corner store — the ones rotating on the metal cylinders covered in oil, but if I wanted other food I would need to drive to another store."

Since nobody had cars, McGrath asked how they got food. "They took three buses to a grocery store that had awful produce and that was extremely expensive. It made real sense why no one would go through that much effort to get healthy food when the environment around them made it difficult to make healthy choices regarding lifestyle behaviours." McGrath will be investigating how neighbourhood factors contribute to children's lifestyle behaviours as part of her most recent grant funded by CIHR, through her work with PERFORM Centre researcher Tracie Barnett, an associate professor in Concordia's Department of Exercise Science.

Public health

McGrath is a passionate advocate for interdisciplinary public-health-intervention research. "Economic policies to reduce the widening income inequality gap, combined with interventions to reduce the impact of

inequality on health and well-being, are essential to ensure health equality," she says. "Think about social cohesion, material goods, access to resources, tax benefits; educational policies that would reduce financial barriers preventing highly qualified students from attending college or university; fiscal policies so every household has adequate income, minimum wage increases, earned income tax credits, secure pension plans, skills training; and policies related to environment or neighbourhood: housing, zoning that restricts pollution and lead exposure, traffic safety and reducing crime."

As for local policies that could lead to better individual health behaviours, she says, "Quebec does impressive things with smoking bans, hiding cigarettes from view, nutrition-for-school programs, access to parks." She's also a fan of Montreal's many accessible green spaces and ice-skating rinks. "There are many things that are very positive in Quebec and Canada, but there are many areas where Quebec and Canada could still improve."

Within this perspective, where does personal responsibility for one's own well-being come into play? McGrath says "the silver lining" is that individual choices play a role, too. "Every individual can contribute to their health," she says. "Even if they have a history of stress or exposure to early adversity, they can still turn things around and improve their health at any age. Because you do have control. Personal behaviours matter: exercising, maintaining healthy eating choices, getting good sleep, choosing to buckle your seat belt and not to smoke."

However, McGrath points out, these choices occur in the context of a larger societal environment. "The society sets up access to different things: services, green spaces to play in, access to fruits and vegetables. It's about the safety and cohesion of your neighbourhood, socioeconomic status and thinking about income and equality." ■

—Simona Rabinovitch is a Montreal freelance writer.



PEDIATRIC PUBLIC HEALTH PSYCHOLOGY LABORATORY RESEARCH

At Concordia's Pediatric Public Health Psychology (PPHP) Laboratory, there's much fascinating research underway.

The Healthy Heart Project explores connections between childhood stress, obesity and shorter sleep duration – which are all independent risk factors for heart disease. “We’re seeing how they’re linked and doing laboratory work to look at causal relationships between sleep and obesity,” says PPHP Lab director Jennifer McGrath.

AdoQuest II studies how airborne nicotine via second-hand smoke may affect the health of Quebec teens over time, and early risk factors that lead to becoming a smoker in adolescence.

Elucidating Pathways of Child Health Inequalities (EPOCH) is an international comparative study of birth cohorts across industrialized countries with diverse social policies. The study examines how poverty and socioeconomic inequality impact childhood health.

McGrath points out two other interesting PPHP Lab projects with which she's been actively involved since her arrival at Concordia: **The QUALITY Cohort**, a longitudinal cohort of youth at risk for obesity because of a biological parent's weight status; and the **AdoQuest I Cohort**, a longitudinal cohort of francophone youth starting in grade four that examined the prospective uptake of cigarette smoking and was the predecessor of AdoQuest II.

IRVING LAYTON AWARD FOR CREATIVE WRITING: FICTION



Each year, Concordia's Department of English hands out prizes for excellence in the studies of English literature and creative writing. The Irving Layton Awards for Creative Writing are worth \$500 and are given to undergraduate students for works of poetry and fiction.

André Simoneau, this year's fiction winner, has completed his second year in Concordia's honours English and creative writing program. Trained in professional theatre at Montreal's Dawson College, he has experience directing, screenwriting and acting as a TV host, enabling him to tell compelling and challenging stories through prose, theatre or film.

This excerpt from his Layton-award-winning short story *Bridges We Build* deals with lost friendships and the lengths we go to deal with regret.

EXCERPT FROM *BRIDGES WE BUILD*

ANDRÉ SIMONEAU

And we all jumped together at the same time. All three of us — Joey, Rafi and me — standing on the edge of the bridge, trembling, half-naked, hands gripped to the metal bars until our knuckles went white. Below us the river flowed swiftly, and from the banks we heard the drone of the cicadas in the tall grass, that dull throbbing buzz that drowns out all other sounds. We had walked fast, barefoot on the hot pavement, past the hospital, down the hill to the bridge that crossed from one side of

the river to the other. I don't know whose idea it was, maybe mine, maybe nobody's. We took off our shirts and climbed over the railing.

The summer had been long and hot, and we three had spent most of our days roaming aimlessly along the almost-melting streets, laughing like hyenas as we glided on our bicycles through the thick humid air, and basking in the sun's damp glow until nightfall. We were teenagers, reckless and dumb; we chased and stole and hid out, and held Roman candles in our hands, only to shoot them streaming at each other, instead of at the stars like we were supposed to.

It could have been any one of those endless summer days that I pedalled

my bike out to Rafi's house on the other side of the river, and together we rode back across the bridge into town. We had both turned 15 that year, but already Rafi was bigger than I was. Not only bigger; he was slower, deeper somehow, a man in all the ways I wasn't, and I envied him. Whenever I knocked on the door of his house, I could see the slouching shadow of his dark body through the stained glass window, the broad shoulders and thick hair; I heard his heavy steps as he lumbered down the hall, his deep voice calling to his mother in Pashto while I waited for her to open the door.

Rafi's family had migrated to Quebec from Pakistan three years



earlier, when Rafi was 12. At first they had lived in Montreal, where a small, tight-knit Pakistani community had set roots in the previous decades. But soon Rafi's father — a doctor — was offered a position at a small hospital in the Eastern Townships, and the family took up residence in one of the few old houses that sat on the opposite shore of the slow wide river that elbowed through our town. When the teacher introduced young Rafi Abbasi to our grade-six class, Joey and I were already the outsiders, partly because we were geeks who played with Magic cards, but mostly because we were the only two anglos in an all-French school. Rafi himself spoke only broken French, so Joey and I jumped at the opportunity of serving as interpreters for him, instructing him on where to hang out, who to talk to, and how to mostly avoid humiliation.

Meanwhile, between card games and arm-wrestling matches, Rafi taught us about the world beyond our borders. We would listen to him in silent fascination as he described for us the mountain plains of his early years, or the narrow winding streets of Peshawar, where his family had moved when he was 10. And he told us

of Jalaa, the most beautiful girl in all the world. She had lived across the street from his family in Peshawar, and upon seeing her for the first time, Rafi had vowed in secret to marry her. He recited to us word for word the love poems he had sent her, and showed us her bashful handwritten replies, with their obscure scripts and mysterious fragrances. They continued their correspondence to this day, he said, and every few months he would receive a letter from her — now neatly printed out in English — detailing her daily life and the progress of her education. It was in this way that they planned their eventual reunion; Jalaa hoped to migrate to Canada, but if that proved impossible, Rafi promised to return to Peshawar to build a life with her there. Under other circumstances, Joey and I might have mocked the story as a girlish fantasy, but something about Rafi's calm devotion held us in awe of him. It was as if he were a portal not only into other geographies, but into a whole other spiritual realm; a hero in his own epic love story, one that took place in another time, and at a distance we couldn't fathom. Over the next three years, we would often

ask Rafi for news from Jalaa, and he always gladly obliged our curiosity.

The day we jumped from the bridge, Joey was waiting for Rafi and me in town. Joey had taken a summer job at the local sporting goods store, but that day he'd been let off early, and when Rafi and I rolled up on our bikes, he was slouching against a wall outside the store, smoking a cigarette and trying, as always, to look tough. He said he'd been waiting half an hour, asked where the hell we'd been, and punctuated his speech by spitting on the ground at our feet. We all laughed.

I don't know whose idea it was, maybe mine, maybe nobody's, but at some point we decided to bike back down to the bridge, and jump off it into the river. Joey doubled up on Rafi's bike, and I followed close behind. When we got there we leaned our bikes against a tree, slipped off our shoes, and walked barefoot on the hot pavement to the middle of the bridge, where the water would be deepest. We took off our shirts and climbed over the railing. Standing on the bridge, trembling, half-naked, hands gripped to the metal bars until our knuckles went white. And we all jumped together, at the same time. ■

STEM STARS

Bucking the trend, five female Concordians
build careers on a math and
science foundation

JULIE GEDEON

Women remain under-represented in science, technology, engineering and math — the so-called STEM fields that also include computer science.

The most recent Statistics Canada data indicate that women accounted for 39 per cent of university graduates aged 24 to 34 with a STEM degree in 2011, compared to 66 per cent in other non-STEM

programs. In the Canadian workplace, females account for only 22 per cent of the people employed in STEM fields, and only 9 per cent of Canada's engineers are female. Women employed in STEM fields also earn on average 7.5 per cent less than their male counterparts, according to a recent *Maclean's* article.

Reasons for the discrepancies are varied and complex. The 2013 report *Gender-Based Analysis: Quebec Technology*

Sector concludes that most elementary and high-school girls aren't provided with the kind of encouragement or role models they need to make them consider pursuing a STEM-field career.

The following highly successful female members of the Concordia family have gone against that tendency — and have become exemplary role models for young women and men.



GINA CODY, PRESIDENT OF ENGINEERING CONSULTING FIRM CCI GROUP INC. IN TORONTO, WAS CHOSEN AS A GREAT CONCORDIAN (SEE CONCORDIA.CA/GREATCONCORDIANS)

WELL-CONSTRUCTED CAREER

Gina Cody, MEng 81, PhD 89, broke new ground at Concordia as the first woman to be awarded a PhD in building engineering at the university. The president of CCI Group Inc., a leading national engineering consulting firm based in Toronto, says gender issues may well have been present throughout her career, yet she's never given them much attention or energy.

"I always worked really hard and spoke up for myself," says Cody, who was named one of Canada's Top Women Entrepreneurs by *Profit* magazine in 2010. "If you do your work well, people remember — especially if you're a woman — because there are some individuals who still don't expect that."

The youngest of five children, Cody always had an innate curiosity about how things fit together. "If a table broke, I tried to fix it," she recalls. "If our television stopped working, I took it apart to find out why."

She knew she wanted to focus on structural engineering by the time she entered high school, where she excelled in all her subjects.

At Iran's Aryamehr (since renamed Sharif) University of Technology, Cody was among the approximately 10 per cent of female students in engineering. After earning her BSc in structural engineering in 1978, she was accepted at

McGill University. However, her brother introduced her to Cedric Marsh, who had joined Concordia's Department of Civil Engineering in 1969 and was a founding member of the university's Centre for Building Studies.

"If you do your work well, people remember — especially if you're a woman — because there are some individuals who still don't expect that."

"He invited me to be his graduate student and, since I found his work in developing a way to make buildings more earthquake-proof to be very interesting, I agreed," Cody recalls. "Concordia was one of the few universities with a large-scale shaking table at the time, and I used it to test the effectiveness of friction damper devices in making buildings more earthquake-resistant for both my master's and PhD research work."

After teaching briefly, she worked for the Ontario government to update

the province's building code. Cody next joined Construction Control (now CCI Group) as an engineer and initially focused on temporary structures, developing a manual for crane operating engineers within a year.

Initially she concentrated on heading up smaller CCI divisions, with some of these departments merging as she proved her management and leadership abilities. "Women in general are very detail-oriented, which makes them really good at handling various challenges," she says.

Cody sees gender as slowly becoming less of an issue within engineering. "Of course, there will always be somebody who complains about something, but if you know your job and do it well, it'll be hard to argue with you," she says. "If women shy away because of the occasional controversy, they're doing a disservice to the women who worked hard to advance gender equality."

She also encourages women to find ways to work while raising a family. "I realize that not everyone is fortunate to have a very supportive husband and/or be able to hire full-time help, like I did, to raise my two daughters," she says. "But it's important for both parents to assume equal responsibility for child-rearing and, with affordable daycare now, there are more options."



CATHERINE MULLIGAN IS ASSOCIATE PROFESSOR IN CONCORDIA'S DEPARTMENT OF BUILDING, CIVIL AND ENVIRONMENTAL ENGINEERING. SHE WAS AWARDED THE CONCORDIA RESEARCH CHAIR IN ENVIRONMENTAL ENGINEERING IN 2002 AND HAS WON THE PETRO-CANADA YOUNG INNOVATOR AWARD TWICE.

SUSTAINABLE ENGINEERING PIONEER

Catherine Mulligan, a professor in the Department of Building, Civil and Environmental Engineering and the director of Concordia's Institute for Water, Energy and Sustainable Systems, encountered a few raised eyebrows when she first told people she was studying chemical engineering.

"When you find something that you love doing, you don't let anyone discourage you from pursuing it," she insists.

Fortunately, Mulligan was encouraged by her family in her pursuit of math and sciences. "My mother suggested I apply for chemical engineering after she saw an ad for a chemical engineer in the newspaper," she recalls.

She first became involved in exploring bacteria for the production of an environmentally friendly cleaning agent as part of a summer research fellowship. "We looked at some of the bacteria that could produce these surfactants and how we could screen for these bacteria," she says.

Mulligan subsequently worked for the Biotechnology Research Institute of the National Research Council and SNC Research Corp., trying to determine whether the bio-surfactants could be produced at a high enough yield to make them commercially viable. "We

obtained a patent to increase the bacteria genetically and we determined that some growth media worked better than others in terms of creating those higher yields," she explains.

She later completed her PhD in geo-environmental engineering by focusing on whether the bio-surfactants could remove copper, lead, zinc and other heavy metals from contaminated soils. "Everyone uses these kinds of washing agents now, but I was among the first to do so," she says.

"When you find something that you love doing, you don't let anyone discourage you from pursuing it."

Some of her other research has involved testing a wastewater treatment system at various industries, including a brewery and potato chip factory. "We also captured air solvents at a printing facility, extracting the chemicals out of the air, solubilizing them in water and then biodegrading them."

Being a relatively new field, biochemical engineering has not had such a male-dominated past. "The classes

have always tended to have more female students than if, for example, you went straight into other engineering courses," Mulligan says. "The environmental fields also tend to attract more females who want to make things better in the world."

Mulligan also notices that female students take their studies very seriously and end up winning more of the scholarly awards as a result. "Maybe it's because they feel they have to prove themselves from the outset," she says. "As far as industry goes, I believe women are given equal opportunity and it's up to them what to make of it."

The engineering fields are changing, she adds. With various stakeholders more engaged in projects, engineers must speak more often with individuals and groups with technical and non-technical backgrounds. "And women tend to be good at communicating," Mulligan says.

As the director of the Concordia Institute for Water, Energy and Sustainable Systems, Mulligan is focused on getting all students to become well-rounded engineers by considering the environmental, social and economic aspects of every project.



RANA GHORAYEB IS VICE-PRESIDENT RESPONSIBLE FOR INFRASTRUCTURE TRANSACTIONS AT THE CAISSE DE DÉPÔT ET PLACEMENT DU QUÉBEC. AT CONCORDIA SHE LEARNED ABOUT VALUE ENGINEERING, WHICH INVOLVES FINDING LESS COSTLY MATERIALS WITHOUT SACRIFICING QUALITY.

SOCIALLY CONSCIOUS INVESTOR

Rana Ghorayeb, BA 97, MEng 03, loves her job as vice-president responsible for Infrastructure Transactions at the Caisse de dépôt et placement du Québec, based in Montreal. "It pulls together everything I've learnt over the years," she says. "And I'm increasing the value of pension funds in a country that gave my family the chance for a better life."

She has approved investments in a wide array of infrastructure and energy projects globally, including for Heathrow Airport, public-private partnerships in Australia, gas power-generating plants in the United States and the world's largest offshore wind platform in the United Kingdom.

Ghorayeb's work is fuelled by her passion for science and giving back to society through solid investments. They have been her primary drivers since immigrating with her family to Montreal from Lebanon when she was five. "My dad was an agricultural engineer, so he spent a lot of time explaining how nature, chemicals, medicine and other things work," she says.

After taking advanced math and sciences in CEGEP, Ghorayeb remained unsure about whether to pursue engineering or architecture. A friend recommended urban planning to give her a macro perspective. "I knew after

the first year that engineering was for me, because I prefer function over form," she says. "But I decided to complete the three-year BA in urban studies with a specialization in urban planning, knowing it would be complementary to my career — and it has been."

"My engineering degree and my ability to speak French have been my aces."

Concordia granted her a year of independent study to work towards a master of building engineering degree with a specialization in construction management without first having to complete a bachelor in engineering. "I worked at Tridome Construction as a cost estimator during the day and studied every night for three years," she says.

She later enrolled in the Master of Science – Finance program at New York University, focusing on real-estate investment. Encountering the world's largest and most sophisticated real-estate investment market in the Big Apple was as valuable as the classroom learning, she says.

Upon graduation, Ghorayeb was hired as an acquisition associate by the Teachers Insurance and Annuity Association – College Retirement Equities Fund, "my

chance to learn from some of the best investors," she says. "It was also my opportunity to wisely invest teachers' pensions, and I would be nowhere without all the great teachers I've had."

She later gained international experience as vice-president in Acquisitions at J.P. Morgan, responsible for France, Belgium, the Netherlands and Luxembourg, as well as deals in several other European countries. "My engineering degree and my ability to speak French have been my aces," she says.

Ghorayeb did well at J.P. Morgan but wanted to return to Canada for the birth of her son in 2010. She ran her own consulting firm for a year with projects in the U.S., U.K., Middle East and New Zealand, but jumped when the Caisse position became available. "I feel I am doing something really important by carefully reinvesting Quebecers' pension funds and helping other economies through infrastructure and energy investments at the same time," she says.

She believes it's important for women to be themselves and play to their strengths. "Our instincts are good and we're generally less risk-taking than men," Ghorayeb points out. "At the same time, we can learn from men and apply the 80/20 rule, where 80 per cent is essential and the remaining 20 per cent isn't always worth arguing or fussing about in the grand scheme of things."



LYNE FORTIN HAS WORKED THROUGH A SERIES OF POSITIONS IN THE PHARMACEUTICAL INDUSTRY AND IS NOW SENIOR VICE-PRESIDENT AT THERATECHNOLOGIES INC. IN MONTREAL.

PHARMACEUTICAL ACHIEVER

Lyne Fortin, MBA 84, has worked her way up through a number of marketing, sales and management positions within the pharmaceutical industry to her current role as senior vice-president and chief commercial officer at Theratechnologies Inc. in Montreal. Her career milestones include being the first woman promoted to an executive position at Merck Canada Human Health.

Fortin's business acumen is backed by a solid foundation in science. When scientists discuss medical research, she knows exactly what they're saying. Inspired by a cousin who worked as a pharmacist, she earned a bachelor in pharmacy degree from Université de Montréal in 1982 and completed internships as a hospital and retail pharmacist. "But the business side of the pharmaceutical industry held a stronger interest for me, along with greater opportunities to move up into management positions," she says.

She applied to Concordia's full-time MBA program while working part-time as a pharmacist. "I appreciated the program accepting young people who didn't yet have business experience, and it was a way to improve my English," Fortin says. "The first semester was intimidating but I was voted president of the Commerce Graduate Students Association during my second year."

As her major project, she arranged to do marketing research for Merck Frosst

"The first semester was intimidating but I was voted president of the Commerce Graduate Students Association during my second year."

and the company hired her at the first opportunity a year later. "Over the next 27 years, I worked my way from the bottom through 18 different positions, until I became vice-president," Fortin says. "Management was aware of the lack of women in higher positions and mapped a clear path that enabled me to move up at a fairly rapid pace after the successful completion of each assignment, which included gaining international experience."

Relatively few pharmacists were venturing into corporate positions at the time. "I was the only woman with a pharmacy background in the marketing and sales arena for a while, but I had female colleagues in clinical research, regulatory affairs and policy planning," Fortin says.

Today there are more females than males in the sales positions, yet Fortin says companies realize they still have a way to go to achieve a healthy diversity at the executive levels. "If you let a

company with the right mindset know that you're willing to learn and work hard to move up, you are quite likely to find the mentors eager to support your career advancement," she says.

Dawn Svoronos, one of Fortin's past supervisors and mentors from Merck, approached her two years ago to lead the commercialization of a product discovered in Montreal at Theratechnologies. "It's exciting to me that this specialty pharmaceutical company has developed a medication that reduces the accumulation of visceral fat that builds in the abdomen when people live with HIV," Fortin says.

She recently achieved yet another of her goals when she was named to the board of directors of Telesta Therapeutics Inc., a biotechnology company based in Pointe Claire, Que. The U.S. Food and Drug Administration is currently reviewing the company's Biologics License Application for its non-muscle invasive bladder cancer treatment. "It's really interesting from a science perspective to be involved in this company breaking new ground regarding a condition for which the only other alternative is the surgical removal of the bladder," Fortin says.

Everything relates back to the science that Fortin pursued as a result of being inspired by passionate high-school science teachers. "There's not a day that goes by that I don't learn something new in my business," she says.



ZEYNEP EMIR IS PRESIDENT OF MONTREAL-BASED ENGINEERING CONSULTING FIRM REVAY & ASSOCIATES. SHE SAYS NO ONE EVER CHALLENGES HER ABILITIES BECAUSE SHE'S FEMALE. "MY CREDENTIALS ARE TOO WELL ESTABLISHED."

PROBLEM SOLVER

Zeynep Emir, BEng 89, is president of Revay and Associates Limited, a Canadian consulting firm specializing in construction dispute resolution for infrastructure, industrial, institutional and commercial projects. The disputes are most often related to construction projects that have incurred delays and/or cost overruns.

"We do a forensic analysis to determine who or what caused the delays or cost overruns," she says. "Most of the cases we work on are resolved out of court. Only five to 10 per cent end up in arbitration or litigation."

She advises young engineers to identify helpful mentors. Hired by Revay and Associates after graduating from Concordia, Emir remains grateful for the mentorship of the company's founder. "I have Stephen Revay to thank for most of what I've achieved," she says. "He taught me not only the technical aspects of the business, but also how to engage with clients by taking me to meetings from the very start."

Emir joined Revay and Associates in 1990, became a partner eight years later, and the Montreal branch manager in 2000. During this time, she also earned an MBA from McGill University. She was subsequently appointed vice-president of the Eastern region, and became president two years ago.

As a girl, math came easily to Emir. She had planned to study finance at an

Istanbul university but her parents, who had already emigrated from Turkey, wanted her to live in Canada.

Emir was accepted to Concordia's Department of Psychology. "The psychology courses were interesting but I didn't see how it would give me the career I wanted without my first having to distinguish myself in the field with a master's or PhD degree."

"The male students and professors always made us feel very accepted in the classes and social activities."

She already had it in mind to follow in the footsteps of her older brother, who was studying civil engineering. "I wanted an undergraduate degree that would immediately give me some career options," she says.

When Emir transferred into civil engineering in 1985, she was one of only three women in her class — but never felt any gender bias. "Quite the contrary," she emphasizes. "The male students and professors always made us feel very accepted in the classes and social activities."

She notes the construction industry remains male-dominated. "We're only two women among the 80 directors on the board for the Canadian Construction Association," she points out. "But there are more and more women becoming engineers now."

Half of the junior engineers at Revay and Associates are women. "I try to encourage them not to put their careers by the wayside when they start a family," Emir says. "My son is my number-one priority, but I also did a lot of planning — and forewent considerable sleep — so that I could also do my job. It is possible to parent and work — and do both well." ■

—Julie Gedeon, BA 89, BA 01, MA 09, is a Montreal freelance writer.

On the case

John Molson School of Business undergraduate students dominate case competition podiums worldwide – with the strong support of the school



ISAAC OLSON

For two decades, John Molson School of Business (JMSB) undergraduate students have been winning business-oriented case competitions on the regional, national and international levels. In the 2014-15 academic year, its teams participated in

27 competitions, won 18 gold medals, 20 silver medals, five bronze medals and 10 other awards.

That's not by accident. Their success is thanks to the perseverance of the competitors, who are supported by a dedicated team of some 70 volunteer coaches that includes alumni, faculty and business professionals. It's also due

to the attitude and commitment of the business school itself.

"The lessons students learn from tackling real-life cases and the networking opportunities they get from participating in the competitions are invaluable," JMSB Dean Steve Harvey says. "And employers recognize that."

Students in the program also enroll

in a three-credit case competition class taught by Mark Haber, BComm 71, the competition committee's faculty advisor. He says the course helps students "think about everything." It's not just academic, he adds — it's a thought process.

"I walked into my tryouts super nervous. I was stuttering. I was sweating. But through my coaches, boot camps, workshops, industry professionals guiding us in practising cases and going to competitions, I have grown tremendously both personally and professionally."

A tough audition

Over the years, JMSB has developed the largest — and one of the most successful — undergraduate case competition programs in the world. The program is run by the John Molson Competition Committee (JMCC), made up of 17 students and Haber. The competition committee essentially manages the teams while organizing workshops, events and a wide range of activities designed to boost performance and strengthen bonds.

Every year, more than 400 undergrads try out for a chance to represent JMSB at some 30 international competitions in a full spectrum of disciplines such as accounting, entrepreneurship and international business. "We have to find students from disciplines that complement each other so they combine their knowledge," Haber explains about the process of choosing teams.

Competitors are carefully selected after hours of theatre-like auditions. To make the cut, students must demonstrate academic expertise and an ability to come up with business solutions quickly, as well as be able to deliver an engaging presentation. The program admits about 150 students, and eventually 72 of those will fill the spots in academic teams of two to four people.

The students are thoroughly trained and sent to rigorous competitions

that test more than just their textbook knowledge of business, tax and finance — the competitions challenge their ability to think critically, solve problems and effectively present their ideas and solutions, skills coveted by potential employers.

Before Haber got involved nearly 20 years ago, Concordia students participated in competitions, yet the school didn't have an organized system. The program now runs like a well-oiled machine. After the demanding audition process, each team is assigned a head coach and at least one assistant coach.

The challenge

For each competition, students are given a case study of a business problem, usually based on an actual issue. The team then has a set amount of time — from a few hours to a few days — to analyze the situation and prepare a detailed presentation that demonstrates a recommended solution. That is reviewed by a panel of judges, which often includes a combination of industry professionals and faculty. Students are judged on their solution, presentation and ability to handle follow-up questions.

"They're expected to identify what the problem is, do an analysis, sometimes with research and sometimes without, come up with some alternatives and make recommendations," says Haber, who earned an MBA from the University of Syracuse in 1972 and is a part-time lecturer at JMSB. While the coaches are in place and the students help each other every step of the way, Haber says, "I'm the guy who pushes them as hard as

I can so that they build confidence."

"We have what we call boot camps, where students go through exactly what needs to be done in a case," says Jesse Carmichael, the committee's former president and current academic coordinator. "We get speakers who go through different components, such as a consultant from IBM who will come in to talk strategy, or a VP marketing will come in to discuss different marketing techniques that can be used in any sort of case."

A slice of competition

Like Carmichael, Anthony Esposito, president of the competition committee, is in his fourth and final year at JMSB. Esposito notes the competition committee hosts workshops on how to effectively use Excel or make persuasive presentations. There are also workshops on finance, human resources and much more as JMSB professors help train the young competitors. To do all this and keep up with regular schoolwork, Esposito says students have to carefully manage their schedules.

Recounting his own experiences, Esposito looks back on his 2015 JDC Central competition in Toronto, in the business strategy discipline. His team had three hours to read the case, come up with a solution and prepare a 20-minute presentation complete with slides. There were four judges, including three from the very company that needed a solution, Emco Corporation.

"In that specific case, one of the company's profit centres was having both succession and profit issues," says Esposito. "Basically we recommended concrete steps on how to have good leaders, good people in charge, good HR processes, etc. Then we had a couple of creative solutions on how to increase profit, decrease costs and differentiate themselves from their competitors."

The four Emco judges asked specific questions that directly related to their company, says Esposito, and that experience made it feel very real. His presentation was a success and his team took first place. "I think most JMSB teams are a bit intense," he says. "We



FROM LEFT: ANTHONY ESPOSITO, PRESIDENT OF THE JOHN MOLSON COMPETITION COMMITTEE, FACULTY ADVISOR MARK HABER AND JESSE CARMICHAEL, THE COMMITTEE'S FORMER PRESIDENT AND CURRENT ACADEMIC COORDINATOR

put together about 40 slides in three hours and we had to read a 15-page case on top of that. It definitely works your time-management skills and your ability to work under pressure, but that's what we're training the students to do all year."

Sometimes, says Haber, the solutions presented will be applied to the company in question — a good payback for their sponsorship fee.

A lasting dedication

There are about 40 alumni coaches who have gone through the program themselves. "The best coaches are alumni," observes Carmichael. "They want to give back to the program in any way they can."

Among the volunteer coaches is Agnes Katsouros, BComm 13, currently a manager of personal financial services at TD Canada. While a student, Katsouros was on the entrepreneurship team, earning several recognitions and a gold medal at the 2013 Happening Marketing case competition. Today, she coaches entrepreneurship and her teams have been just as successful as she was. She says she owes many of her accomplishments in life to the program, and now she wants to give back.

"I stay involved as a coach because I thoroughly enjoy being part of the learning and development of my team," she says. "Yes, it's always nice to go

home with a trophy, but the bigger reward is being proud of your accomplishments no matter the result. It really is about the process."

Christopher Labrecque, BComm 11, is now an inside sales representative and product specialist for a private healthcare company. Looking back, he remembers his time as a competing

"Yes, it's always nice to go home with a trophy, but the bigger reward is being proud of your accomplishments no matter the result. It really is about the process."

undergrad as challenging yet also rewarding. He says competitions helped him develop his confidence, and his connection to the competition committee also helped him land his first job. His coach gave him a winning referral in the very field he competed in — human resources.

Now Labrecque coaches human resource teams all the way to the podium. "It was a privilege to be a part of the program and it continues to be a privilege for me to be involved as a coach," he says. "Helping people achieve their goals and live their dreams is almost better than doing it yourself."

A life-changing experience

"It really does change your university experience," says Carmichael, who was on a debating team her first year before discovering case competitions. Her involvement has taken her to Singapore, New Zealand and Spain as well as the closer Jeux du Commerce in Quebec. "In my second year, I applied to do case competitions and I caught the bug."

Haber says case competitions are "very infectious once you're involved." The committee's slogan, adds Carmichael, is, "One passion. One family. One JMCC." It's a small community, she says, "where you get to know people in a different way."

Esposito is going into his third year competing and has gone to the podium many times. Esposito and Carmichael teamed up to win Canada's Next Top Ad Exec in April, out of 178 teams. They each took home a 2015 Chevrolet Cruze. "Usually for the academic case competitions, you win pride for your school, but there are a lot of other competitions, especially in Ontario, where you can win cars, internships, etc.," notes Carmichael. "Companies will sponsor a

case either because they are looking for a solution to a problem or they are looking to recruit top talent."

Esposito credits the committee and competitions for helping his personal advancement. "I walked into my tryouts super nervous," he says. "I was stuttering. I was sweating. But through my personal coaches, the boot camps, the workshops, industry professionals guiding us in practising cases and going to competitions, I have grown tremendously both personally and professionally."

Beyond that, Carmichael says she has formed close bonds with her fellow competitors. Those friendships, she says, will last a lifetime.

Haber believes that as case competitions become more widely known in the business world, the experience helps competitors get noticed when applying for jobs after graduation. They may also get noticed by recruiters at these events. Another vital payoff is connecting to the alumni network, which is full



JMSB UNDERGRADUATE CASE COMPETITION TEAMS ARE USED TO CELEBRATING: IN 2014-15, TEAMS TOOK HOME 33 MEDALS IN 27 EVENTS.

“Companies will sponsor a case either because they are looking for a solution to a problem or they are looking to recruit top talent.”

of well-established, experienced professionals who can help new grads find top-level work as soon as they graduate.

A school that supports

Carmichael and Esposito both say the program wouldn't be nearly as successful as it is today were it not for the backing of the university, which also helps students cover their costs. “Concordia is really, really supportive of this program,” says Carmichael. “We go to more competitions than any other program in the world and that, in large part, is because the dean sees its value.”

The man at the helm of the

undergraduate competition program, Haber, says he appreciates watching students grow and learn from their experiences. A dedicated mentor to the students, Haber admits that he can be hard on them as he pushes them to victory. Yet he believes they get used to it and grow stronger under the pressure. “In my mind, if I can improve the life of half a dozen kids a year, it's a huge success,” Haber says. “But I think we do even better than that.” ■

—Isaac Olson is a Montreal freelance writer.

JMSB'S GAMES

Each year JMSB hosts the John Molson Undergraduate Case Competition, the first of its kind when launched in 1982 (see concordia.ca/concordiafirsts) and still the largest. Organizers select 24 of the world's best business schools to compete in four live business cases. As the website (jmucc.ca) explains, there are four cases, two stages, but only one winner.

The school also holds the Engineering and Commerce Case Competition – the first of its kind (see concordia.ca/concordiafirsts) – which brings together engineering and business undergraduate students to fuel new ideas. The Concordia team took first place in 2015, the second edition.

On the graduate side, JMSB hosts the John Molson MBA International Case Competition, the oldest, largest and most highly respected international case competition, and the Van Berkom – JMSB Case Competition, focused on small-cap investment.

MUST-SEE TV?

IS TELEVISION INDEED IN ITS GOLDEN AGE?

OR IS IT FACING A SEISMIC SHIFT THAT WILL

CHANGE THE WAY WE ALL WATCH?

BY JESSE STANIFORTH



If critics can be believed, we've been living in "the new golden age of television" for at least the past decade. By the time Barack Obama announced that his favourite TV show was *The Wire* during his first run for president in 2008, there was a clear shift toward understanding the spate of morally complex shows emerging out of the pay-TV landscape as a kind of unified genre: serious television for serious viewers.

Yet are we indeed in the midst of a new golden age of television, or is what's happened in the last decade simply that technology has made TV more available than ever before – and convinced us that its quality is, therefore, better? At the same time, what long-term effect will this same technology have on the lasting viability of TV's current model?



COURTESY BENJAMIN WARNER

“We don’t live in an age where executives need to decide if we can make our project. Tens of thousands of fans want our content, so why does somebody else have to decide if that can happen?”

ONLINE-ONLY OFFERINGS LIKE *LARPs: THE SERIES* COULD THREATEN TRADITIONAL TV DELIVERY.

Beginning with *The Sopranos* (1999-2007) and *The Wire* (2002-2008) and running through *Breaking Bad*, *Mad Men*, *The Walking Dead*, *Downton Abbey*, *Game of Thrones*, *House of Cards* and *Orange is the New Black*, there has been an undeniable trend toward more serious subject matter. During the same period, Canadian TV saw the arrival of smart comedies *Slings and Arrows*, *Being Erica* and *Little Mosque on the Prairie*. “Today there’s a notable rise in programs of quality, often with adult content, sophisticated themes, complex characterization and sustained, accomplished storytelling,” says Haidee Wasson, associate professor of film studies in Concordia’s Mel Hoppenheim School of Cinema and associate dean of Research and Graduate Studies in the Faculty of Fine Arts. “They often use cinematic aesthetics and borrow from film genres. They’re very sophisticated stories, and often very dark.”

Charles Acland, professor in Concordia’s Department of Communication Studies, co-edited the 2011 book *Useful Cinema* with Wasson. He adds that the shows lumped together under the heading of



LESLIE SCHACHTER

HAIDEE WASSON

“the new golden age” have an advantage over those from the past. They tend to have larger production budgets that can support more varied visual styles, more elaborate special effects and more expensive writers and stars. Also, since these shows mostly are not on broadcast TV, they can get around the constraints of broadcasting standards. “That means they can take advantage of certain degrees of explicitness, whether in terms of language, violence or sexuality, that the broadcast shows can’t,” he says.

RELATIVE POPULARITY

The recent critical attention has mostly been heaped on non-network shows from HBO, Netflix and subscription providers. Yet René Balcer, BA (comm. studies) 78 — writer, director and showrunner of NBC’s *Law & Order* and creator of the spinoff *Law & Order: Criminal Intent* — is quick to caution that praise isn’t the same thing as popularity. “For better or for worse, network shows like *Blue Bloods*

or *CSI* still pull 10 to 15 million viewers every week,” he says. “Other than *Walking Dead*, you’re not going to find any cable show that pulls in that kind of viewership.

Those shows are getting five, six, seven million people. You get far bigger audiences for dramas and comedies with network television.”

Quality TV isn’t relegated to cable, though. He notes that *Law & Order*’s 20-year run effectively straddled

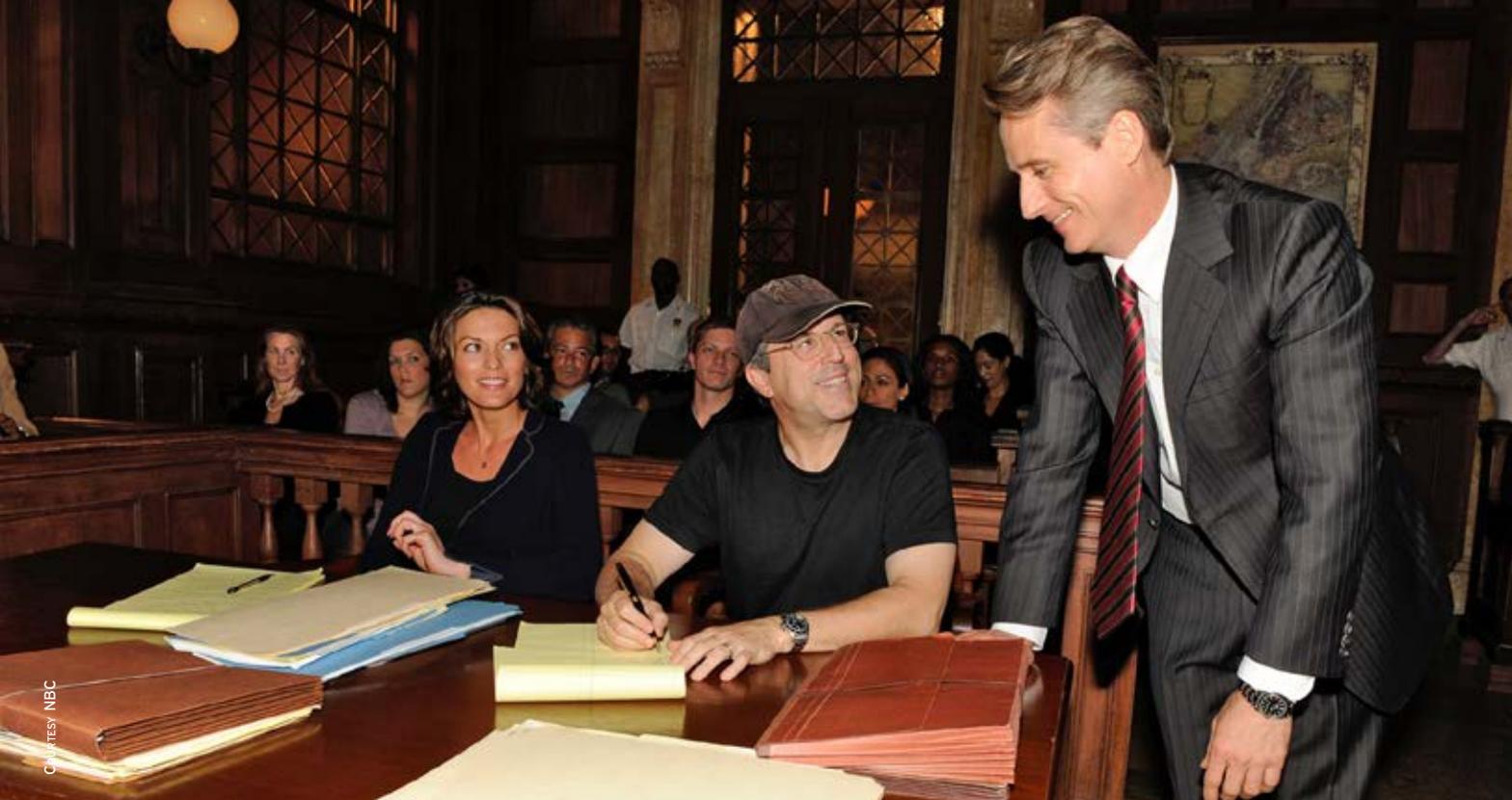
two “golden ages” of television — the 1990s, when broadcast television began experimenting with an auteur model, through the post-*Sopranos* present day.

Acland says that much contemporary praise for quality television shows sounds suspiciously like the acclaim heaped on shows like *Twin Peaks* and *Picket Fences* in the 1990s. “Then, people were talking about a new golden age, where you had film auteurs moving into TV,” he says. “Oliver Stone had his miniseries *Wild Palms* in 1993 precisely because, as he said, there was a new era of creative expansion in television. So much was written at the time about why people were thinking of TV as a respectable art form where they hadn’t in the past. And those



CONCORDIA UNIVERSITY

CHARLES ACLAND



COURTESY NBC

RENÉ BALCER (CENTRE) GOES OVER A SCENE WITH ALANA DE LA GARZA AND LINUS ROACHE ON THE SET OF *LAW & ORDER*. BALCER'S RESUMÉ INCLUDES BEING CREATOR OF *LAW & ORDER: CRIMINAL INTENT*.

shows rode on a critical wave that began even earlier, in the 1980s, with *Hill Street Blues*, *Wiseguy* and *Miami Vice*.”

Balcer concurs, pointing out that in the aftermath of *Star Wars*'s success in 1977, the allure of the massive blockbuster became difficult for movie studios to pass up, and interest in making smaller, socially conscious feature films effectively evaporated. “What happened in the late '70s and into the '80s was subject matter that used to be treated in film — more socially conscious themes — gravitated into television,” he says. “So in the early '80s you had shows like *Hill Street Blues* and *St. Elsewhere* taking on a bit of an indie, cinematic vibe.”

SLOW ACCEPTANCE

Why, then, has that earlier quality been largely forgotten? Wasson feels part of the reason that we have such a poor sense of what constitutes television's “golden ages” is that for most of the history of film study, “TV” has been considered a bad word and film schools have largely avoided including it in their curricula. She recalls that it took years for the notion of studying film to be accepted by academics — and then film was only allowed into the academy when it could be considered art. Television — more bluntly

commercial and more geared toward popular entertainment — has had an even tougher entry.

However, she believes that television, film and other forms of moving-image media are at a point of transformation. “People who think about the history of cinema cannot responsibly ignore TV anymore,” she says.

Another practical reason that television has not historically been studied in academia, she adds, was that until very recently it was nearly impossible to see vintage TV. “The only way you could watch old TV shows was the way you did it when you were a kid — you'd just catch it as it passed by the TV screen,” she says. “You had no control over when it would appear, in what sequence or at what time of the day.”

With the widening availability of television from across the medium's history, scholars are now discovering that it has offered a far richer canon than previously believed. “The narrative that TV was a low art and is now a high art is also being rewritten as scholars and historians of television go back and

recognize there were all these interesting interfaces with the art world,” Wasson says — both in early TV's high-concept experiments like *The Twilight Zone* and *The Outer Limits* and in the corresponding interest artists like Andy Warhol took in exploring the world of televised culture. Wasson recently served as a consultant on a current exhibit at the Jewish Museum in New York City called “Revolution of the Eye,” which explores the long history of television's relationship to modern art.

Even with the arrival of VCRs in the early 1980s, the accessibility of old television shows depended on stations airing them. Yet following the rise of DVDs and the sudden availability of complete old series for sale or rent, the public's relationship with television changed greatly.

Acland believes one of the most im-

portant recent developments in television history was the discovery that the public was willing to pay money to own entire seasons of TV shows. “In the late '90s and early '00s, it was shocking to the industry that people were interested in actually buying television — not just renting!”

he says. “This was a revelation, and so much of the entertainment industry reordered itself to the idea they could produce and broadcast programming,



COURTESY NBC

RENÉ BALCER

and then be able to have this really lucrative subsidiary market of DVDs.”

Acland notes that while DVDs facilitated the now prevalent practice of “binge watching” programs for hours at a time, we have also seen the miniaturization of television programming, with major network shows designed to be segmented and circulated as short clips on such platforms as YouTube, easily viewable on smartphones or tablets.

WEB IMPACT

Television has long been dependent on changing technologies. Yet what long-term effects have recent technological changes had on viewing habits?

Wasson says it’s becoming more and more difficult to talk about “television” when fewer young people actually have televisions of their own. “Most of my students today watch TV on an iPhone or tablet or computer,” she says. The new model of TV viewing, she notes, is mainly determined by viewers rather than by programmers, as the shift from DVD rentals to streaming sites like Netflix and Hulu have enabled viewers to shift from seeing episodes whenever they were broadcast to watching entire series in one evening’s binge.

As one engaged in producing new filmed entertainment, Balcer says that differentiating between network TV, cable TV, online shows and streaming as a series of separate media independent of one another is growing quickly obsolete.

“Now it’s all one platform, basically. You can call it television or something else, but really it’s all ‘scripted entertainment,’” he says. “They’re going to have to come up with a new name for it. It’s on 10 different platforms and it doesn’t really matter what it is. Feature films, at least for the time being, will have the edge because you can muster huge international grosses. But once everyone gets wired and half the planet is streaming, I think the economics will dictate that you’ll end up with one form of entertainment, and it won’t be called television, or cable or

pay-per-view or online. It’ll have one name encompassing all those platforms.”

Benjamin Warner, BFA (film production) 10, is one of the young minds at the avant-garde of this era of new scripted entertainment — one that could upset the current TV model. Warner is the producer of the web series *LARPs: The Series* (larpsthseries.com).

“The narrative that TV was a low art and is now a high art is being rewritten.”

The first 10 episodes of five-minute comedic shorts about live-action role playing were released in 2014. Its success led the producers to raise over \$40,000 in crowd-funded support for a second season.

He agrees with Balcer that the malleability of media makes it possible to think in creative terms not previously accessible to many artists. “We had a project we wanted to do,” Warner says. “And as artists and storytellers, we had to figure out before we began to tell our story what the best medium would be to tell it in. We were thinking of our story practically: we wanted to get the project made and seen.”

The internet, says Warner, provided prospects never before possible to bring a project like *LARPs* into reality. Because the story dealt with what he calls “geek culture” and role-playing games, it had a built-in audience almost by definition heavily connected to the internet, and it spoke to that audience directly with both its form and content.

“We faced the amazing opportunity to make a show and put it on a platform where the people most likely to love it would have the easiest access to it,” he says. “We don’t live in an age where executives need to be the ones who decide if we can or can’t make our project. Our

Indiegogo campaign proved that. Tens of thousands of fans want our content, and we want to give it to them, so why does somebody else have to decide if that can happen? Why does there have to be a middleman? For all intents and purposes, our fans are paying us directly and completely to make this show.”

The malleability of the web series

form, he adds, means that producers can respond quickly to audience demands. “A web series allows you to connect to your fan base directly

through social media, with no one else influencing the show but us,” he says. “We can decide to listen to our fans’ feedback, from the smallest themes to the largest.”

MONEY MAKERS

As the accessibility and flexibility of media forms increase, says Acland, it becomes more important for media companies to find high-quality shows as flagships for their brands. Networks have employed this practice as far back as the 1980s. Though NBC’s *Hill Street Blues* had a modest viewership, it was embraced by critics — which provided the means by which the broadcaster could make itself distinct. “It was a form of competition between other networks at the time,” Acland says. “NBC was the network that was broadcasting this ‘important’ show. So the monetary value associated with that is very difficult to assess without considering the entire slate of its programming.”

He says the obvious modern corollary is Netflix, which produces small batches of critically acclaimed shows like *House of Cards* and *Orange is the New Black*. While the company has been successful in drawing viewers with those shows, its primary corporate identity is not as a producer but rather a redistributor, to make available a wide variety of existing works.

“Some of the shows we talk about as



particular to this new era of high-quality television might be presented as flagship shows designed to brand a channel or distribution service rather than to necessarily make money themselves,” Acland says. The number of Netflix viewers actually watching *House of Cards* may be small. “The money comes from their ability to attract more attention to the service,” he says.

Producers’ most pressing question remains: how do they make their television shows profitable? Bill Harris, BA 84, national TV critic for the *Toronto Sun* newspaper and Postmedia Network, highlights the challenges facing the industry. “In terms of content, TV is in a golden age, but parts of the TV business are in free fall,” he says. “The challenge is that we have an entire generation who believe they don’t have to

pay for things.”

This certainly has been an issue faced by the music and newspaper industries over the past decade or more. Now TV is facing it as well, as more people find alternative ways to access their favourite shows, with or without paying. “High-quality TV costs money, and who will pay



for this? Advertisers still pay much, much more for space on TV than online. Those ads won’t pay the bills. The challenge for the industry will be to monetize the online content.”

Wasson points out that the greatest profits for traditional TV continue to be made in “residual markets” — meaning television markets outside of those in which the shows were initially broadcast. “Whereas in one country — especially Canada — you might not have enough people to justify a zombie show, if you internationalize the concept of your audience and you have little segmented audiences from 20 countries, then suddenly you can justify a revenue stream for what would have been a niche, off-scale, B-grade production — I’m thinking of *The Walking Dead* — which is now one of the most successful television shows in the digital age,” she says.

“With digital downloading, both legal and illegal, the geography of television has changed. The concepts of the local and the national have been supplanted by a very different geographic footprint that’s global and more multidirectional.”

Balcer believes the only way to move forward as a content creator in this rapidly changing media environment is to work with whatever medium seems the most practical. “You can’t afford to be a specialist anymore,” he says. “I think you have to go wide. You come up with a story and you think, ‘Which media would be the best to tell this story the way I want to?’” ■

—Jesse Staniforth is a Montreal freelance writer.

WAVES OF BROADCAST

Each decade of North American television history has had its own trends.

1950s: The original “golden age of television” was the dawn of pre-filmed series, including popular Westerns like *Gunsmoke*, *Bonanza* and *Have Gun, Will Travel*, and the first wave of situation comedies typified by *I Love Lucy*, *The Honeymooners* and *Leave it to Beaver*. At the same time, *Playhouse 90* and *Kraft Television Theatre* were presenting filmed theatre in the form of the “teleplay,” live plays designed for the camera.

1960s: From the beginning of the 1960s, television changed the way the public experienced politics and culture, from the first televised American presidential debate between John F. Kennedy and Richard Nixon in 1960 to the live coverage of Kennedy’s assassination three years later (as well as the murder of Lee Harvey Oswald). By the end of the decade, the public had seen the moon landing live on television — as well as footage of the Vietnam War and American civil unrest. Meanwhile, colour TV was expanding its reach and variety shows introduced new musicians and comedians.

1970s: Television in the 1970s became concerned with social issues, exploring them in comedies like *All in the Family*, *M.A.S.H.* and *The Mary Tyler Moore Show* and dramas like *Roots*. Networks strove for hipper audiences with gritty cop shows and more bawdy fare like *Three’s Company*.

1980s: The gritty cop show came of age with *Hill Street Blues*, which tackled difficult ethical questions about policing and presented cops as troubled individuals. *St. Elsewhere* took the same style of drama and applied it to a hospital setting. Hugely successful prime-time soap operas such as *Dallas* and *Dynasty* spawned countless others.

1990s: *Law & Order* started the decade with its quick-cut portrayal of the frequently bleak experiences of detectives investigating and district attorneys prosecuting disturbing crimes. The term most often applied to TV in the ‘90s is “quirky,” which applies to all its most successful genres: the bizarre, dark vision of *Twin Peaks*, the supernatural allure of *The X-Files*, the brash working-class comedy of *Roseanne* and the neurotic misbehaviour of *Seinfeld*. 1990s television strove for quick writing and engaging characters, whether in cartoons like *The Simpsons* and *Beavis and Butthead* or engaging comedy-dramas like *Northern Exposure*.

2000s: The premiere of *Survivor* in 2000 launched an entire new brand of television, the reality show. *Survivor*’s enormous popularity quickly led to an array of copycat reality game shows (like *The Apprentice*, *The Bachelor* and *Top Chef*) as well as reality documentaries capturing makeovers, social problems, bizarre social experiments (like *Wife Swap*) and the supposedly unscripted lives of celebrities.

LATE 2000s AND 2010s: As a counterpoint to the reality wave, cable TV introduced high-concept adult dramas such as *The Wire* and *Breaking Bad*. The advent of downloading and streaming, and the sale of DVDs, allowed these series to become readily available. By the second decade of the 21st century this led to a wave of grim dramas for mature viewerships, such as *The Walking Dead*, *Boardwalk Empire*, *Orange is the New Black* and *House of Cards*.



1 JOHN MOLSON SCHOOL OF BUSINESS IS IN THE TOP 10 IN THE WORLD WHEN IT COMES TO EXPERTISE IN FAMILY BUSINESS (FROM LEFT): ALEXANDRA DAWSON, DIRECTOR OF THE NATIONAL BANK INITIATIVE IN ENTREPRENEURSHIP AND FAMILY BUSINESS; PETER JASKIEWICZ, CIBC DISTINGUISHED PROFESSOR IN FAMILY BUSINESS; ROB NASON, ASSISTANT PROFESSOR; AND MICHAEL CARNEY, CONCORDIA UNIVERSITY RESEARCH CHAIR IN STRATEGY AND ENTREPRENEURSHIP.

2 GREG ADELSTEIN IS THE FOUNDER OF IGOTCHA MEDIA, A MONTREAL-BASED DIGITAL SIGNAGE AGENCY.



The entrepreneur's B-school

Concordia's John Molson School of Business is becoming a knowledge hub for business owners and entrepreneurs

YURI MYTKO

Greg Adelstein, GrDip (sports admin.) '93, knows a thing or two about entrepreneurship. Founder of iGotcha Media, a Montreal-based digital signage agency, he has been developing high-tech companies for more than 15 years. What he enjoys most though is sharing tips and tricks with young business students. As the new entrepreneur-in-residence at the John Molson School of Business (JMSB), Adelstein does just that.

"I meet with students one-on-one or in groups in the classroom and try to help

guide them through the entrepreneurial process," says Adelstein. "I also act as a judge in some of the entrepreneurship-focused competitions that JMSB runs."

In addition to mentoring students, Adelstein guides research projects and delivers lectures in JMSB's entrepreneurship classes. His position is part of the National Bank Initiative in Entrepreneurship and Family Business, established at JMSB in 2014 thanks to a \$1 million gift from the National Bank. The initiative aims to further knowledge and understanding of the distinctive character of family enterprise and entrepreneurship — key drivers of economic growth in

Quebec and Canada. It funds research, scholarships and fellowships for students with an interest in entrepreneurship, a speaker series and the National Bank Entrepreneur-in-Residence.

Alexandra Dawson, associate professor in the Department of Management and director of the initiative, says that research-probing issues that affect small- and medium-sized enterprises (SMEs), like succession planning for instance, can play a very important societal role. The CIBC estimates that in the next 10 years half of all small- and medium-sized businesses in Canada will experience transfer of ownership. "Over 70 per cent of those businesses,

according to estimates, are family-owned and -managed, so advancing knowledge in this area is vital," says Dawson.

"I would say that at the moment we are in the top 10 business schools in the world when it comes to knowledge creation in the area of family business," says Peter Jaskiewicz, associate professor in the Department of Management and CIBC Distinguished Professor in Family Business. His hiring in 2013, and the recruitment of Rob Nason, a PhD in entrepreneurship from Syracuse University, are among the many exciting developments at JMSB that promote its new direction toward becoming a hub of entrepreneurial expertise.

JMSB faculty members have been tremendously successful in recent years in their applications to federal and provincial agencies for SME-related research grants.

"We have made great strides in entrepreneurship and business ownership over the course of the last few

years," says JMSB Dean Steve Harvey, who also notes that a new academic chair in this field will be announced soon. "It has been an area of focus for JMSB and we are now seeing the positive results of our collective efforts." Harvey sees the spirit of collaboration among faculty members as the key to this success. "As we begin to further the function of this cluster, we also look to replicate these achievements in other areas of business scholarship."

Harvey says that a number of initiatives are being planned for this fall that will focus on business ownership as a fundamental part of entrepreneurship. A central part of these initiatives will be the creation of additional entrepreneur-in-residence positions like Adelstein's.

"There's just no substitute for experience, and there is no shortage of successful businesspeople willing to share their experiences and impart some wisdom," says Adelstein. "It's important for young entrepreneurs to have someone

to bounce ideas off and to share their hopes and fears with. Surrounding oneself with experienced individuals is very valuable."

According to Dawson, this type of mentorship is a powerful complement to theoretical instruction. "Hearing Greg's stories and anecdotes really gets students' curiosities going," she says. "He makes the notion of being an entrepreneur come to life. Programs like this can help sow the seeds of entrepreneurship because many students don't know they want to be entrepreneurs. In the safe environment of a classroom, where you can make mistakes, they feel comfortable asking questions like, 'Is this for me?'"

Through its education and support of young entrepreneurs, and through the expertise that it shares with the business community, it is evident that JMSB is well on its way to being regarded as a top resource for the next generation of business mavens. ■

7TH ANNUAL GRADUATE RESEARCH EXPOSITION

Get a taste of MSc and PhD research at JMSB. The Annual Graduate Research Exposition showcases the research findings and talent of JMSB's doctoral (PhD) and master of science (MSc) programs. Everyone is invited to meet our faculty and students and ask them questions about their work.

The event uses a "poster" format that provides students in the PhD and MSc programs a forum to present their original research to the academic and business communities. The participants' posters and presentations are judged by executives from Montreal's business community, who express great enthusiasm for the event. They are often hard pressed to choose the winners for the Best Poster prizes, as the calibre of the work displayed is very strong.

November 12, 2015 4 p.m.-5:30 p.m.
John Molson School of Business Building Atrium
1450 Guy St., Montreal
concordia.ca/agre



For news on the full slate of recent and future Concordia Advancement and Alumni Relations events in Montreal, across Canada and the world over, visit concordia.ca/alumni



COURTESY OF CRAIG SILVERMAN

1



COURTESY OF INGRID PERITZ

2



COURTESY OF PEARSON COLLEGE

3

To listen to podcasts or watch videos of Advancement and Alumni Relations events, please visit concordia.ca/alumni/podcasts.

SILVERMAN MAKES A BUZZ

Less than two months after being named the editor heading BuzzFeed's expansion into Canada (buzzfeed.com/tag/Canada), **Craig Silverman** **1**, BA (journ.) '99, was awarded the Canadian Journalism Foundation's Innovation Award for his website **emergent.info** in June. The award recognizes the current demands of a changing information age by celebrating innovations that enhance the quality of journalism.

Silverman received a fellowship with the Tow Centre for Digital Journalism at Columbia University in New York City to create Emergent, which looks at how online news organizations cover rumours and viral stories that often turn out to be false. It was developed in partnership with Adam Hooper, a Montreal-based journalist and software engineer, and Normative, a Toronto software design company.

In an age where social media can provide a near-constant deluge of information, Silverman works to ensure its veracity. "We have to find better ways to make the truth spread because the things that tend to go viral are often hoaxes," he says.

Silverman first got involved in the verification business when he started the blog *Regret the Error* in 2004. Focused on media accuracy and dealing with corrections, he pursued his

research and eventually wrote the book *Regret the Error: How Media Mistakes Pollute the Press and Imperil Free Speech* (2007).

His research led him to the Poynter Institute, a global organization dedicated to training journalists, where he continued his work through writing and creating online courses. The Poynter Institute was eventually a partner in the *Verification Handbook* (2004, verificationhandbook.com), a resource edited by Silverman that provides invaluable practical support for journalists substantiating user-generated content in emergencies.

It was his work with Emergent that initially got BuzzFeed reaching out to Silverman and led to his position as Canadian editor. "It was the perfect mix of things that I love to do and that I really care about," he says about starting Canadian operations. "BuzzFeed is a pretty mature start-up, but being able to start BuzzFeed Canada is an opportunity to do a start-up within a very successful framework."

While the site itself is no longer being updated, Silverman continues his work with Emergent by training journalists on debunking and verification. He's in partnership with Google's News Lab, a division of Google focused on the future of media, and does editorial trainings for BuzzFeed internationally.

With BuzzFeed's combination of viral

lists, pop culture and quizzes, as well as news coverage, Silverman is buoyed by the growth of the Canadian arm of the organization, which includes a seven-person editorial team and, with the upcoming federal election, two political journalists in Ottawa.

"We're definitely doing a mix of hard news and human interest news that people love to share and read, as well as the really fun Buzz-type content. I think it's an interesting mix, and the election is a great testing ground for us on that," he says. "We're committed to being a strong voice in Canada."

—Guenivere Neufeld

CONCORDIA GRAD REWARDED FOR THALIDOMIDE REPORTING

Journalist **Ingrid Peritz** **2**, BA (journ. & urban studies) '82, received multiple honours this spring for her reporting for *The Globe and Mail* on Canada's tragic history with thalidomide. The series garnered a National Newspaper Award (NNA) for project of the year, the Canadian Journalism Foundation's Jackman Excellence in Journalism Award and the Michener Award for journalism that significantly impacts the public good.

The coverage, including extensive interviews, photography and continued in-depth reporting, was instrumental in

raising awareness of the plight of thalidomide victims. It influenced a unanimous parliamentary all-parties vote to secure necessary funding for them.

For Peritz, who had previously received two NNA nominations, the impact of shining a light on what she calls “one of the worst public health catastrophes in Canadian history” was reward in itself.

“What I did, to me, is why journalists get up in the morning,” says Peritz, a Montreal-based reporter for *The Globe and Mail* since 1998. “A story like this really helps demonstrate that journalism remains vital and has an important role to expose injustice and give a voice to the powerless.”

The federally approved drug, available in Canada from 1959 to 1962, was taken by pregnant women to prevent nausea and aid sleep. The drug resulted in irreversible birth defects and life-long disabilities for an estimated 6,000 to 10,000 babies worldwide. The nearly 100 victims still alive in Canada face continual deterioration of their bodies as they progress through their 50s.

With inadequate funding from the government, the thalidomide victims’ requests to meet with Canada Health Minister Rona Ambrose went ignored until Peritz’s original story came forward. “What I hoped I accomplished in writing about the thalidomide victims was to give a voice to these people who had borne the burden of the mistake that the country had made,” she says.

In December 2014, a week after Peritz’s special report was published, Parliament unanimously voted to provide continued financial assistance to thalidomide victims. While the details of the financial settlements have yet to be worked out, Peritz knew the historic vote meant Canadians were finally recognizing an injustice had occurred.

“I will never forget that moment I was up in the galleries,” she says. “All the MPs rose and started to applaud and turned toward the victims. It was the most emotionally charged moment I have ever been a part of.”

Peritz is clear that the awards she won through her work were only possible

because of the struggles of the victims and their families. “I do remain very grateful to the victims who opened up their hearts and homes to me and who shared their stories and told me about their hardships,” says Peritz.

—Guenevere Neufeld

DÉSIRÉE MCGRAW NAMED PRESIDENT OF PEARSON COLLEGE

Désirée McGraw **3**, BA (econ.) 93, recently became the first female president of Pearson College UWC in Victoria. McGraw, who began her term on August 1, moved to Pearson College following a prestigious 25-year career as an educator, advisor and advocate focused on youth engagement in global issues. She most recently was executive director and president of the Jeanne Sauvé Foundation in Montreal.

In 2010 McGraw was designated a Young Global Leader by the World Economic Forum and in 2014 was named one of Canada’s Top 100 Most Influential Women by the *Financial Post*.

Pearson College UWC is one of 14 United World Colleges around the globe. The two-year college is a pre-university school for up to 160 students from more than 100 countries who live, study and learn together in pursuing an International Baccalaureate. “Pearson College is more important than ever before, and I’m excited to work with

students, alumni, staff, faculty, volunteers and partners in fulfilling its mission,” McGraw says.

“The world needs a new generation of change agents, undaunted by complexity, to tackle national and global issues,” she adds. “There is an unparalleled sense of commitment, community, empathy and intellectual curiosity here at Pearson. It’s a great place to learn together, and to learn to lead in uncertain times.”

—Salim Valji

ALUMNI RECOGNITION AWARDS

The Concordia University Alumni Association held its 24th Alumni Recognition Awards at Le Westin Montreal on May 26. The awards honour graduates, students, friends, faculty and staff for their significant contributions to Concordia. The 2015 award recipients were (from left to right) **4**:

John Dore, BSc 75, Outstanding Staff Award; **Lauren Small**, BA 95, MA 97, Alumna of the Year; **Xavier-Henri Hervé**, BEng 87, LLD 11, Humberto Santos Award of Merit; **Francesco Ciampini**, BA 72, Benoit Pelland Distinguished Service Award; **Alexandra Meikleham**, Outstanding Student Award; **Nick Tedeschi**, Honorary Life Membership; **Awel Uwhanganye**, BA 08, Young Alumnus of the Year; and **Rhona Richman Kenneally**, Alumni Award for Excellence in Teaching.





ELECTION 2015: CONCORDIA STUDENT TAKES AIM AT LOW VOTER TURNOUT

Canadians will head to the polls October 19 to vote for the country's next government.

While the key to any election is to attract the most votes, an important question is: who's actually voting? According to Elections Canada, 61.1 per cent of Canadians turned out to the polls in the 2011 federal election. However, the number of young people who cast a ballot was markedly lower: 38.8 per cent for those aged 18 to 24.

"How do you get them to vote if they have no interest in politics?" asks Matt Heuman, a second-year Concordia journalism student. His answer: the VoteNote application. "I tried to make it more fun and easy for the voter," he says.

Heuman had been looking to create a tool that would encourage young people to engage with the democratic process. In early 2015 a friend put him in contact with Devin Colado, an app developer at the University of British Columbia. The two began working together to create VoteNote.

Now available for download in the Google Play Store, the VoteNote app walks users through each step of the voting process. It works like a Twitter feed, communicating information in a user-friendly manner.

The idea, Heuman explains, is that "you can go through the whole app in five minutes and find all the information you need to vote."

In July, Heuman presented his app to Elections Canada in Ottawa. He also spoke with the four leading parties about VoteNote. Many officials gave positive feedback in the weeks prior to its official release. "The app

functions as a way to open contact with the younger demographic that political candidates are having so much trouble connecting with. It's there to fill a hole," Heuman says.

Although its target market may be the youth population, Heuman insists that VoteNote will also prove useful for the general public in the lead-up to the 2015 federal election. It's important that people feel equipped to make the right decision when choosing their candidate, he says. "It's not as simple as just going out to the ballots and casting your vote."

The free app, in French and English on Android and iOS, will eliminate many obstacles that stand between citizens and the ballots. "Get out, get registered, get voting and change the country," Heuman says. "It's not going to happen by itself."

—Hélène Bauer

From 29\$ per person, per night
2, 3, 5 or 7 nights

FOR RENT

15 HOUSES AT THE BASE OF MONT-SAINTE-ANNE,
30 MINUTES FROM DOWNTOWN QUEBEC CITY

GROUPS OF 10 TO 80 PEOPLE
FROM 4 TO 32 BEDROOMS

1 800 461-2030
WWW.CHALETSVILLAGE.CA



CONCORDIA UNIVERSITY HONG KONG FOUNDATION

Concordia President **Alan Shepard** (right) joined **William Yip**, BA 67, LLD 98 , president of the Concordia University Hong Kong Foundation, and other Hong Kong-area alumni at the Hong Kong Golf Club on April 22. Concordia hosted a dinner to thank members of the foundation for their years of service. The foundation was established in 1999 to offer scholarships to local Chinese students to attend Concordia, with the hope that they will return and contribute to their home country after they graduate. It also aims to strengthen the presence and activities of the Concordia University Alumni Association chapters in Hong Kong, Beijing and Shanghai. ■

Calling Florida snowbirds

Are you a Concordia graduate who heads to Florida for the winter? Don't miss our alumni events in the Sunshine State. Send us your seasonal address and contact information: alumni@concordia.ca, 1-514-848-2424, ext. 4856, or 1-888-777-3330, ext. 4856



CONCORDIA UNIVERSITY
ALUMNI ▾ ASSOCIATION

YOU'RE A MEMBER
ENJOY THE PRIVILEGES

The Concordia University Alumni Association lets you:

- Keep in touch with fellow graduates
- Enjoy exciting programs and activities
- Take advantage of special benefits and savings

Find out more: concordia.ca/alumni

Alumni with more than one degree from Concordia, Sir George Williams and/or Loyola are listed under their earliest graduation year.

58 Kenneth D. Craig, BA (psych.), is professor emeritus of psychology at the University of British Columbia. On July 1, Ken was named an Officer of the Order of Canada. "My years at Sir George

Williams College were powerful and memorable formative experiences, with involvement with other students in the YMCA Fellowship Society among the most important. My fondest regards go to those friends."

61 Harold Bedoukian, BA, is the semi-retired owner of Ararat Rug Company in Montreal. In honour of the 100-

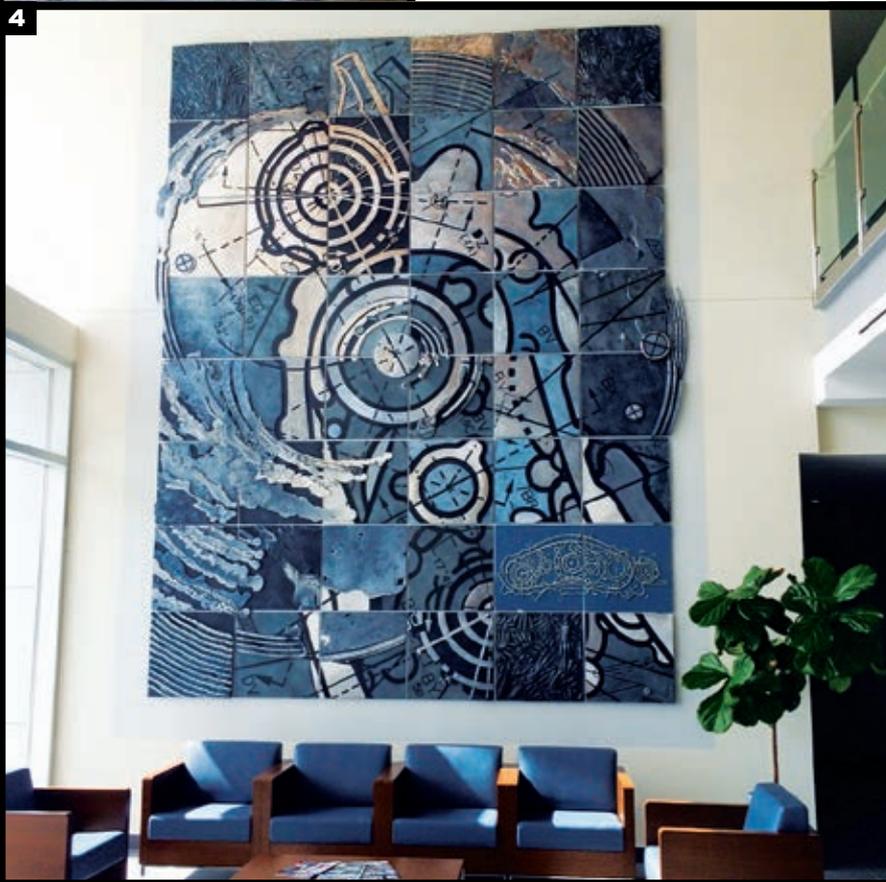
year commemoration of the Armenian Genocide, Harold has been giving a series of lectures in the United States, Armenia and Canada on "Oriental rugs woven by Armenian orphans."

70 Sam Tsemberis, BA, a psychologist, is founder and CEO of Pathways to Housing in New York City. The organization has helped

resolve chronic homelessness by offering homes to vagrants. pathwaystohousing.org

71 William Levy, BSc, recently published *Terrorism and Human Rights Violations in Canada's Divorce Courts (Family Court Inc.)*. "This white paper exposé is a collage of information taken from actual Family Court Inc. rulings, various government agency letters and many victims of non-egalitarian decisions by family courts."

77 Paul Hartal, MA (hist.), is the creator of Lyrical Conceptualism. His 1997 novel, *The Kidnapping of the Painter Miró*, was recently published by the Commercial Press of Taiwan in a Chinese translation. This art-adventure story explores how meaningful coincidences influence the lives of its characters.



78 Gertrud Antoine Jurgenliemk Barwick, BFA, MA 82, taught high school in the Montreal region for 25 years. She began painting after retirement in 1995, and has since received a number of prizes recognizing her colourful, large-format acrylics and poetic collages. Recent highlights of Antoine's artistic career include *Vimy Ridge 1914-17* (2014), commissioned for the war museum of the Montreal regiment of the Canadian Grenadier Guards, and *King of the North* (2015), a large-format painting selected for permanent display on the Arctic Floor of the new Shriners Hospital for Children in Montreal.

81 Jim Smith, MA, practices civil law for the Ontario Attorney General, defending the Crown and Ontario Provincial Police in court. Jim's play *I Love You, Judy Merrill* opened at the Toronto Fringe Festival on July 3. Its main character — also named Jim Smith — has been abducted by aliens, who have scanned his brain and want to know about Jim's relationship with Judy Merrill, the late science fiction writer.

82 William Bardosh, BSc (biol.), EMBA 00, is founder and CEO of TerraVerdae BioWorks, an industrial biotechnology company in Beverly, Mass., developing advanced bioplastics and environmentally

sustainable biomaterials. In June, the company released a line of biodegradable, natural microspheres for use in personal care and cosmetic products.

84 Faycal El-Khoury, BEng, is the Liberal Party of Canada candidate in the Quebec riding of Laval-Les Îles for the October 19 Canadian federal election. faycalelkhoury.liberal.ca

Janet Mrenica, BA (urban studies), BComm (acct.) 92, is director of Financial Policy, Systems and Controls Division, Finance Branch, for Environment Canada in Ottawa. Her division won the 2015 CPA Canada team Award for Excellence in Public Sector Financial Management: Innovation. "The team I led focused on accounting for contaminated sites or environmental liabilities."

86 Stewart Matthew Hersey, BA (phil.), is an engineering techwriter for GE's Power and Water Renewables in San Ramon, Calif. Stewart is writing cloud application documentation for the industrial internet at the GE Software Center of Excellence. His work is integral to supporting GE's Digital Wind Farm.

87 Gerry Wagschal, BA (Eng.), was recently promoted to coordinating

investigative producer, Specialized Units, for ABC News in New York City. Gerry had been working as a producer for ABC for nine years. He was previously a producer for CBC's *the fifth estate* and CTV's *W-5*.

89 Jean-René Ello, BA (film studies & journ.), is director of promotions and marketing for Comiccon in Montreal, Ottawa and Quebec City. This is a new adventure for him after overseeing promotions at Bell Media in Ottawa for 17 years. "It's fun being a professional geekster."

94 Alope Chaudhuri, MAsc (elec. eng.), is VP of product marketing at Intrinsic Technologies in Vancouver, responsible for new business development, global product management and strategic marketing initiatives. In addition to his many scientific publications, he has been awarded multiple patents and has several more pending. An avid photographer, wine connoisseur and outdoor enthusiast, Alope has travelled to more than 35 countries around the world and speaks four languages.

99 Chris Kaposy, MA (phil.), writes, "I was recently given tenure in the Faculty of Medicine at

Memorial University. I started out in philosophy, did a PhD and ended up writing about and teaching ethics in a medical school. I am program director for our new Master of Health Ethics program."

07 Robert Daoud, BComm (mgmt.), writes, "At Concordia, I was president of the Commerce, Entrepreneurship & Management Association, a director of the Commerce and Administration Students' Association and involved with the Concordia Student Union. After graduating, I pursued a career in real estate. Eventually I started Axwell Management Inc., a full-service real estate advisory and property management firm in Montreal. I recently shared my experiences for the newly formed Concordia Real Estate Club. So a big thank you to Concordia!"

09 William Hébert, BA, MA 12, was recently selected as a 2015 Pierre Elliott Trudeau Doctoral Scholar. William is a PhD student in social-cultural anthropology at the University of Toronto. He is conducting research on how Canada can learn from Brazil to better protect transgender prisoners' rights and life conditions — within prison walls and beyond. ■

Notepads to iPads: 40 Years of Great Journalism Education

September 26, 2015, 1 p.m.-10 p.m.

Celebrate the Department of Journalism's 40 years of excellence with faculty and former chairs Enn Raudsepp and Lindsay Crysler at Homecoming 2015. The event includes campus tours, a Chair's Reception and a keynote lecture by creative strategist Justin Kingsley, BA 96.

For more information or to register: concordia.ca/homecoming, 514-848-2424, ext. 4397, or 1-888-777-3330

1 Jackie Rae Wloski, BA 71, won first place in the Women's Art Society of Montreal annual art show for her painting *MMFA Staircase #2*. Jackie participated in the Mount Royal Cemetery art show on August 22-23. 1) *Rocky Mary*

2 Hoda Ackad-Wenger, BComm 81, BFA (studio arts) 01, held an exhibition of her portraits called "Power Behind the Scenes: Culture Montreal" at the Reginald J.P. Dawson Library in Town of Mount Royal, Que., from July 27 to August 19, 2015. 2) *Ethel Bruneau*

3 Dana Velan, BFA 88, participated in a group exhibition called "Fuoco" ("Fire") at the Sulbiate Auditorium in Sulbiate, Italy, from April 11 to 30, 2015. 3) *Fire project*

4 Jarmila Kavena, BFA (studio arts) 97, MFA (studio arts) 01, installed her metal-sculpture mural in the lobby of Canerector Inc.'s new headquarters in Toronto in April. 4) *The Gearbox*



Picture This Productions is producing a documentary film, *Seen & Heard*, on Seeing Voices Montreal, the only combined deaf and hearing theatre troupe in Quebec. Seeing Voices Montreal is headed by Jack (Giacomo) Volpe, BFA 09. David Fitch, BA 92, is the film's senior producer and director, and **Andre Lai**, BA 15 (pictured above, left), is the producer's assistant and **Maureen Marovitch**, BA 91 (right), is creative director. Other Concordia alumni involved with the film are David Hall, BFA 99, Jordan Goldman, BA 09, and Riki Shimoda, BFA 11.



Colleen Curran, BA (Eng.) 76, is a Montreal playwright. Her comedy *Cakewalk*, which has been produced about 40 times across Canada and the United States, was recently mounted in Penticton, B.C., by the Shatford Players. Colleen is pictured above, seated; **Leslie Manion**, BA 77, is pictured holding the wedding cake. The Seaway Valley Players in Long Sault, Ont., will premiere Colleen's new thriller-comedy *Bearings* in November. "Also in November I will be at the helm of a fabulous concoction, 'Lady Painters: The Beaver Hall Group,' in conjunction with an exhibit at the Montreal Museum of Fine Arts."



A Nightmare for Oberon, written by Concordia theatre student Julie Foster, directed by Noa Nussbaum, BFA 12, and featuring **Miriam Cummings**, BFA 13 (pictured above, left), and **Samantha Megarry**, BFA 13 (right), premiered at the Montreal Fringe Festival in June. The play twists the familiar world and words of Shakespeare and looks at gender, sexuality and femininity.

Communication Studies 50th Anniversary

September 26, 2015, 1 p.m. - 5:30 p.m.

The Department of Communication Studies will celebrate its 50th anniversary at Homecoming 2015. The event includes an open house, a screening of *A Journey to Ithaca*, by Nicolas Zavaglia, BA 77, a moving portrait of the department's early beginnings, a vernissage and a celebratory cocktail reception.

For more information or to register:

concordia.ca/homecoming; 514-848-2424, ext. 4397, or 1-888-777-3330



Bestsellers for \$3 and up?

Shop for bargains and support students at 19th Annual Concordia Used Book Fair

October 5-6, 10 a.m. to 7 p.m.

Atrium of the Engineering, Computer Science
and Visual Arts Integrated Complex
1515 Ste. Catherine St. W.

New location this year!

All proceeds go to Multi-Faith Chaplaincy's
Student Emergency and Food Fund as well as
the Concordia Used Book Fair Scholarship.

L. Jacques Ménard, BComm 67, LLD 06 (right), received an honorary degree from McGill University's Faculty of Education in May. He also recently was named one of two winners of an award from the Public Policy Forum and selected as the 2015 Honorary Associate by the Conference Board of Canada. Jacques is chairman of BMO Nesbitt Burns and president of BMO Financial Group, Quebec, and chancellor emeritus of Concordia.



OWEN EGAN

Virendra K. Jha, PhD (mech. eng.) 82, won the 2015 Allan D. Emil Memorial Award, presented annually since 1977 by the International Astronautical Federation to individuals for their outstanding contributions to space science, space technology, space medicine or space law. He will receive the award in October. Virendra is advisor to the president at the Canadian Space Agency in Saint-Hubert, Que.

John K. Grande, MA (art hist.) 97 (right), received an honorary doctorate from University of Pécs in Hungary in March. John is an art critic, writer, lecturer and interviewer. He lives in Grenville-sur-la-Rouge, Que.



Bruno Paul Stenson, BA (psych.) 84, MA (hist.) 00, lives in Montreal. He recently won the 2015 Museum Volunteer Award from the Canadian Museums Association and the Canadian Federation of Friends of Museums. Bruno's citation reads: "He combines a love of science with his broad experience as a historian and musicologist to establish a realm of knowledge and fun as he leads his justly famous weekly tours of the main gallery of the Redpath Museum in Montreal."

Three graduates working at CBC Montreal won 2015 RTDNA (Association of Electronic Journalists) awards:

Reporters **Morgan Dunlop**, GrDip (journ.) 10, and host **Debra Arbec**, BA (broadcast journ.) 89, won the Sam Ross Award for editorial/commentary in television for speaking out about a vulgar prank known as "FHRITP."

Reporter **Andie Bennett**, BA (comm. studies) 01, won in the radio sports category for her story about a strength and conditioning coach who runs a boxing class for people with Parkinson's disease.

Three graduates of Concordia's creative writing program recently won awards:

Sina Queyras, MA (Eng.), 95, received the Pat Lowther Award from the League of Canadian Poets for her collection *M x T* (Coach House Books). The \$1,000 prize is given for a book of poetry by a Canadian woman. Sina is an assistant professor in Concordia's Department of English.

Alessandra Naccarato, BA (cr. writing) 07, GrDip (comm. econ. dev.) 09, won the RBC Bronwen Wallace Award for Emerging Writers in May, worth \$5,000. Alessandra was chosen for her poetry collection *Re-Origin of Species*.

Susan Paddon, MA 11, received the J.M. Abraham Poetry Award (formerly the Atlantic Poetry Prize) for her first book, *Two Tragedies in 429 Breaths* (Brick Books). The award, part of the East Coast Literary Awards, is given by the Writers' Federation of Nova Scotia.

HONORARY DOCTORATES

Concordia bestowed honorary doctorates to six distinguished individuals at its spring 2015 convocation ceremonies at Place des Arts from June 8 to 10.

Christiana Figueres, LLD 15, is executive secretary of the United Nations Framework Convention on Climate Change. She has devoted her career to public service.



Angèle Dubeau, LLD 15, was honoured for her success in making classical music accessible to a wider audience, as well as for her virtuosity as a violinist.



Kenneth Deer, LLD 15, a journalist, educator and political activist, was celebrated for his many outstanding accomplishments in service to his community.



Emanuele (Lino) Saputo, LLD 15, is founder and chair of the Montreal-based dairy company Saputo Incorporated. One of the most successful businessmen in Canadian history, Lino is also a visionary benefactor for many causes.



K.G. Terry Hollands, LLD 15, a distinguished professor emeritus in the Department of Mechanical Engineering at the University of Waterloo, has made outstanding contributions to the field of solar energy.



Anne-Marie Hubert, LLD 15, managing partner of Advisory Services for Ernst & Young Canada, has made a considerable impact on the national governance landscape.



Dr. Philip Luner, BSc 47, May 3, 2015, Tampa, Fla. He was 89.

James P. Agapitos, BSc 48, May 1, 2015, Ottawa. He was 90.

Desmond Lartigue, BA 49, December 27, 2014, Montreal.

Harry J. Pinker, BA 50, April 22, 2015, Montreal. He was 87.

Frank D. McGuire, BSc 51, April 18, 2015, Newport, R.I. He was 86.

Dr. Ralph Y. Barolet, BSc 52, March 22, 2015, Montreal. He was 85.

Robert W. Thornton, BComm 52, May 11, 2015, Toronto. He was 86.

John Thomas McCallum, BComm 56, March 24, 2015, Oakville, Ont. He was 79.

Raymond J. Baillie, BA 59, May 10, 2015, Montreal. He was 80.

George Juliver, BComm 59, BA 61, May 2, 2015, Montreal. He was 79.

Gordon R. McConnell, BA 60, March 10, 2015, Montreal. He was 85.

Peter Crossgrove, BComm 61, June 2, 2015, Sudbury, Ont. He was 78.

Alexander Zimakas, BA 61, April 7, 2015, Montreal. He was 84.

Douglas N. Carlaw, BA 62, June 5, 2015, Horseshoe Valley, Ont. He was 81.

Harry Fainsilber, BSc 62, May 26, 2015, Montreal.

Kevin Connolly, BA 63, May 8, 2015, Montreal.

Kendrick Davis, attendee 63, March 14, 2015, L'Original, Ont. He was 82.

Gordon LeRiche, BA 63, March 17, 2015, Mississauga, Ont.

Frank Baugh, BSc 64, April 1, 2015, Camlachie, Ont. He was 82.

Stephen G. Pond, BSc 65, May 9, 2015, North Vancouver, B.C. He was 70.

Doreen Walsh, BA 66, BFA 88, May 19, 2015, Montreal. She was 88.

Stephen C. Johnstone, BComm 67, April 1, 2015, Montreal. He was 70.

Marilyn Isenberg, BA 67, May 16, 2015, Montreal.

Charles Lloyd Sandell, BA 68, April 18, 2015, Montreal. He was 76.

Richard J. Mahoney, BComm 69, April 22, 2015, Kelowna, B.C. He was 68.

Bernard Najman, BComm 69, March 4, 2015, Toronto. He was 67.

Malcolm Young, BSc 70, March 22, 2015, Lake Havasu City, Ariz. He was 70.

Normand R. Berriman, BComm 71, MBA 72, April 10, 2015, Montreal. He was 73.

Thomas Doré, BA 71, June 7, 2015, Regina, Sask. He was 65.

Leonard Moran, BComm 71, May 16, 2015, Montreal. He was 90.

Michael Waldron, BComm 71, April 22, 2015, New Westminster, B.C. He was 70.

Stephen G. Adams, BA 72, April 25, 2015, Montreal. He was 65.

Edward A. Roberts, BComm 72, MBA 75, November 19, 2014, Victoria, B.C. He was 76.

Dr. Irene Devine, BA 74, April 5, 2015, Toronto. She was 77.

Serge Fontaine, Cert 74, BComm 76, May 14, 2015, Montreal. He was 72.

Charles Rabie, BCSc 74, May 15, 2015, Brookline, Mass.

Robert Elkin, BA 75, April 16, 2015, Montreal. He was 64.

Stephen Malo, BA 75, March 27, 2015, Montreal. He was 61.

James Robson, BSc 75, May 23, 2015, Toronto. He was 73.

Marilyn F. Henry, BA 76, June 6, 2015, Fredonia, N.Y. She was 62.

Antonius R. Felicien, BSc 77, April 13, 2015, Montreal. He was 81.

Susan F. Greer, BA 77, May 3, 2015, Montreal. She was 60.

Pasqualino Lalla, BEng 77, March 30, 2015, Montreal. He was 60.

Mary A. Wells, GrDip 77, MSc 84, February 25, 2015, Ottawa. She was 64.

Allan S. Brzezinski, BComm 78, March 14, 2015, Ottawa. He was 66.

Michael T. Cassidy, BComm 80, February 19, 2015, Montreal. He was 73.

Roger Dugal, BEng 80, February 15, 2015, St. John's, Nfld. He was 56.

Steven Goldman, BFA 83, April 30, 2015, Los Angeles, Calif. He was 53.

Vincenzo Guzzo, BFA 83, May 20, 2015, Montreal. He was 70.

Marion Hadley, BA 83, April 13, 2015, Hemmingford, Que.

Lorna Scherzer, BFA 83, April 30, 2015, Montreal.

Carolyn Rioux, Cert 84, BA 88, May 2015, Montreal. She was 72.

Anne Marriott, BA 86, May 15, 2015, Courtenay, B.C. She was 87.

Norman Andre Beauregard, BCSc 87, March 2015, Ottawa. He was 53.

Philip Townsend, BComm 87, March 24, 2015, Montreal. He was 60.

Barbara Ballantyne, BFA 89, April 13, 2015, Hudson, Que. She was 55.

Rekha Divgikar Suresh, BA 91, MA 97, March 29, 2015, Montreal. She was 67.

Martha Twik, BA 99, April 19, 2015, Montreal. She was 63.

Raphael W. Jabbour, BSc 00, May 2015, Montreal. He was 41.

Stephen Pietrantoni, GrCert 07, April 30, 2015, Montreal. He was 55.



Embark on an adventure!

2016 Concordia University Alumni Travel Program

**Alumni Campus Abroad:
Spain, Ronda**

April 26 to May 14, 2016

Village Life in Dordogne

May 19 to 27, 2016

In the Wake of the Vikings

June 8 to 16, 2016

Alaska Discovery

July 12 to 23, 2016

Baltic and Scandinavian Treasures

July 3 to 10, 2016

**Island Life in Ancient Greece
and Turkey**

September 26 to October 4, 2016

Sorrento

October 25 to November 3, 2016

Holiday Markets

November 25 to December 6, 2016

For more information or to be added to the travel program mailing list,
visit concordia.ca/alumni/travel.

Email: alumnitravel@concordia.ca | Phone: 514-848-2424, ext. 3819

Tequila, mob bosses and the realities of the ordinary

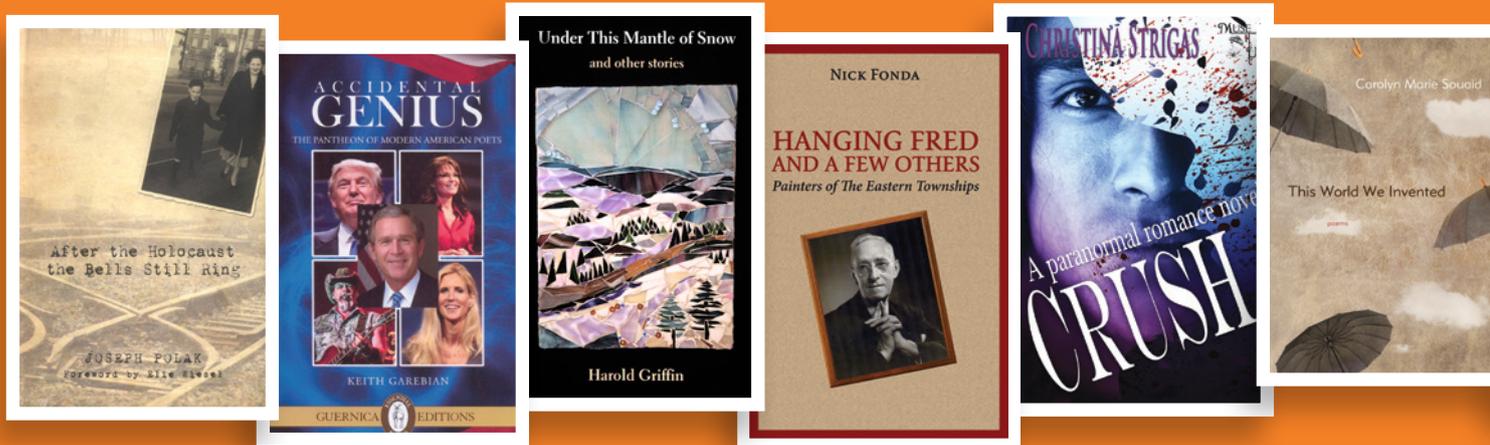
After the Holocaust the Bells Still Ring (Urim Publications, \$23.99), is a heartfelt memoir by **Rabbi Joseph A. Polak**, BA (psych.) 64. The book examines Polak and his mother's struggle to re-enter society after miraculously surviving two concentration camps. Polak tackles the challenge

Keith Garebian, MA 71, transfigures the often illiterate pronouncements of powerful public figures into poetry, stitching them together with tongue-in-cheek comments. From George W. Bush, Donald Trump and Sarah Palin to Tom Cruise and Newt Gingrich, no right-wing American is spared.

story recounts the typical day of a 12-year-old from a rural community. Griffin, a retired teacher, lives in Vaudreuil-Dorion, Que.

Hanging Fred and a Few Others: Painters of the Eastern Townships (Baraka Books, \$24.95) delves into the role of place by revisiting the work of

a vampire tale set in Saint-Tropez. Years after Maria and Jack instantly fell in love after an encounter at the beach, Jack disappears. Maria becomes closer with Hunter, Jack's best friend, who had concealed his feelings for her. She has to choose between the man she's in love with and the man who is her soul mate.



of functioning in the world of the living after having been in the midst of countless thousands of corpses. Nobel Peace Prize recipient Elie Wiesel provides a foreword. Polak served as chief justice of the Rabbinical Court of Boston for nearly 20 years and is now rabbi emeritus at Boston University Hillel.

The upper echelons of Republican America are slyly served with political satire masquerading as faux poetry in **Accidental Genius** (Guernica, \$20).

Garebian, (stageandpage.com) author of 21 books, won Armenia's William Saroyan Medal in 2013.

Under This Mantle of Snow (Borealis Press, \$19.95) is the second collection of short stories by **Harold Griffin**, BA (comm. studies) 72. Mostly set in the Montreal area, the stories chronicle the obsessions, dreams and experiences of the Quebec Irish. Some tales follow Alphonsus, a character from Griffin's first collection, **fragile boys, fragile men** (2009). The title

Frederic Coburn, a painter from Quebec's Eastern Townships. Edited by **Barbara Rudnicka**, BEd 82, author Nick Fonda shares interviews with Coburn's neighbours and admirers to reveal his colourful life. Brief biographical sketches of contemporary Eastern Township artists round out the exploration and include Kevin Sonmor, MFA 91.

Christina Strigas, BA (Eng. lit.) 90, introduces readers to **Crush: A Paranormal Romance Novel** (MuseItUp Publishing, \$3.67, ebook),

Strigas writes poetry on her blog, christinastrigas.wordpress.com, and teaches English and French at her own private daycare in Montreal.

Carolyn Marie Souaid, MA (Eng.) 95, created her seventh book of poetry by mixing the imagination with an element of responsibility. In **This World We Invented** (Brick Books, \$20), Souaid takes the reader on journeys through an imperfect world to find its source of wonder. Souaid is an activist and producer of

local literary events and a founding member and editor of *Poetry Quebec*. She won the David McKeen Award for Poetry in 1996.

In his first poetry collection, ***Catullus' Soldiers*** (Cormorant Books, \$18), **Daniel Goodwin**, MA (Eng.) 96, wrestles with traditional dichotomies: love and war, the personal and the public, high culture and pop culture, and the an-

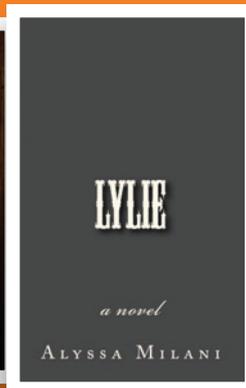
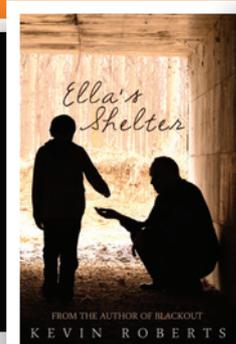
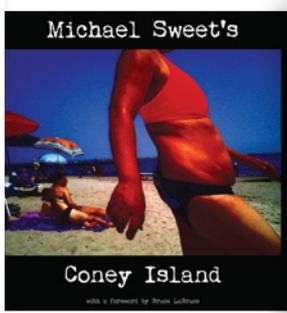
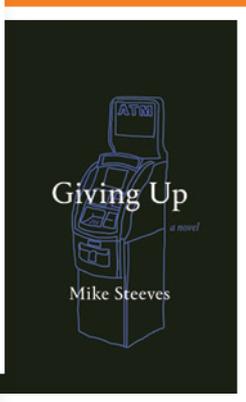
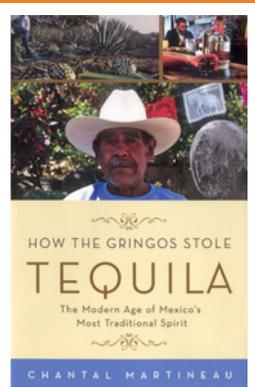
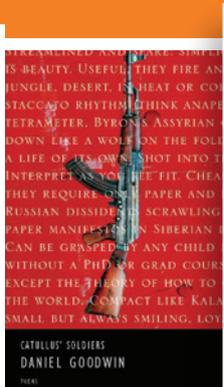
whisks readers through a tour of everything tequila. Exploring the growing \$2 billion industry, Martineau delves into the socioeconomic and environmental effects a crop of agave can have on the people of Mexico and includes an unprecedented guide to the top 99 tequilas and mezcales. Martineau lives in New York City and writes about food, drink and travel.

Concordia's Advancement and Alumni Relations.

Michael Ernest Sweet, MA (edu.) 08, recently published his second full-length collection of street photography, ***Michael Sweet's Coney Island*** (Brooklyn Arts Press, \$38.03). Sweet documents the local populace of Coney Island with a Japanese Harinezumi camera, producing vibrant colours

when tragedy strikes both him and the shelter, he is faced with the difficult balancing act of coping with grief, defending his dream and proving his benevolent intentions. The Montreal-born Roberts is also the author of *Blackout* (2015) and *Dissociated* (2015).

On the run from her troubles in England after the mysterious death of her mother, a young woman is



cient and modern worlds. Whether writing about a Roman surgeon treating the wounds of gladiators, or a contemporary father reluctantly destroying a wasp nest to protect his children, Goodwin's desire to bring readers back to poetry is the undercurrent through the entire collection.

In ***How the Gringos Stole Tequila: The Modern Age of Mexico's Most Traditional Spirit*** (Chicago Review Press, \$31.95), **Chantal Martineau**, BA (comm. studies & journ.) 99,

Readers are exposed to the inner anguish of modern coupledom in the first full-length novel by **Mike Steeves**, MA (Eng.) 06. Oscillating between heart-breaking and funny, ***Giving Up*** (Book Thug, \$20) centres on two small events and the consequences they will have in the lives of James and Mary. Exploring themes of reality and the self, James remains focused on achieving greatness in his life's work, oblivious to Mary's worries about starting a family. Steeves is a development officer in

and slightly grainy, distorted images. The collection includes a foreword from filmmaker, writer and photographer Bruce LaBruce. Sweet is a teacher with the English Montreal School Board.

In ***Ella's Shelter*** (Createspace, \$9.58), **Kevin Roberts**, BA (psych.) 11, introduces readers to Steven Gallagher. After amassing a vast fortune with his cunning and street smarts, Gallagher uses it to establish the world's largest homeless shelter. But

forced into the lurid business of New York's most notorious mob boss, her father. ***Lylie*** (Createspace, \$17), the second novel by **Alyssa Milani**, BA (cr. writing) 14, follows the exhausting story of a woman who aches to take control of her own life until she meets a man who changes everything. Milani lives in Vaudreuil-Dorion, Que. ■

—Guenevere Neufeld
and Antoni Nerestant

A marriage of true minds

ROBERT CALDERISI, BA 68

Robert Calderisi, BA 68, was Concordia's first Rhodes Scholar. He is the author of The Trouble with Africa: Why Foreign Aid Isn't Working (2006) and Earthly Mission: The Catholic Church and World Development (2013). To commemorate the 10th anniversary of Canada's Civil Marriage Act, which legalized same-sex marriage, Calderisi contributed this shortened version of his memoir, which can be found at robertcalderisi.com.

We met in Paris in an apartment on the rue Dante — appropriately, as we both loved history and both had Italian fathers. Jean Daniel was from Saint-Malo, the hometown of the “discoverer” of Canada, and I was from Montreal. But we seemed an improbable match. I was working at the Organization for Economic Cooperation and Development (the rich countries' think-tank in the tony 16th arrondissement) and he was studying for the priesthood. He was frugal, practical and punctual, while I was extravagant, intellectual and always worrying about arriving early. But we had common traits to build on. Neither of us took anything for granted, or believed we deserved our achievements or happiness. We enjoyed the mystery and beauty of life, but also its amusing sides.

After a year, I left to join the World Bank in Washington, D.C., and he abandoned the seminary to become a monk at Mont Saint Michel. We thought we were parting as friends, but it was only that first night when we lay on our respective pillows, sobbing, that we realized we were in love. Within months, he had joined me in the States. A little nervous about what the future held, we also were eager to take on life's challenges together. Except at the end, they turned out to be smooth. In the early



JOSEPH DRESNER

ROBERT CALDERISI, RIGHT, WITH JEAN DANIEL AT TIERRA DEL FUEGO, THE SOUTHERN TIP OF SOUTH AMERICA, IN 2006.

1990s, when I was named head of the World Bank's Regional Mission in Western Africa, we were the first same-sex couple assigned by a UN agency to a senior position overseas. Côte d'Ivoire was a better place for such an experiment than, say, Zimbabwe, but its success surprised even us. In fact, it hardly created a ripple, except for the occasional smile. One reason for this was that we were entirely relaxed and open about ourselves, setting others in turn at their ease; the other was that Jean Daniel had a quiet but compelling character that no one could resist or forget.

He died of ALS in December 2008, just two weeks after our 30th anniversary, but not before we had been able to declare our love formally and publicly. Taking advantage of Quebec's new civil unions law, we celebrated our 25th anniversary at the Palais de Justice in Old Montreal in November 2003. It was one of the happiest days of our life. (In a similar ceremony the following year, we were the first Quebec couple to convert this into a full marriage.)

Why did this matter so much to us? Almost subconsciously, we had always accepted a degree of narrow-mindedness and injustice in society and tried to

be patient, understanding the depth and complexity of the prejudice modern civilization was trying to cast off. Sophisticated and self-confident, we saw little serious connection between our rights and larger causes. We were content to be ourselves, hoping that our cheerful level-headedness and example would contribute to broader progress. Yet, somewhere in the depths of our idealism, we were hurting badly, and a public marriage would be the perfect antidote and a celebration not just of our love but also of the progress society was making.

“A public marriage would be a celebration not just of our love but also of the progress society was making.”

The night of the big day, before going to bed, I put my wedding ring on the bedroom dresser. “Did your parents take theirs off at night?” Jean Daniel asked me. “I don't know,” I answered wryly. “I was never with them at that hour.” “Well, if it means so little to you...” He walked over

to the dresser, removed his own ring and placed it emphatically next to mine. This looked like being our first tiff as a married couple, so a few seconds later, I slunk out of bed and slipped the ring back on. After a respectable interval — perhaps a minute — Jean Daniel did the same. We never took them off again. ■

Imagine
that



ALUMNI

TERM LIFE INSURANCE

To a child, anything is possible. With **Alumni Term Life Insurance**, you can help your loved ones live their dreams. Get a quote today and see how affordable it is to protect their future.

To learn more visit www.manulife.com/concordiamag
or call toll-free **1-888-913-6333**



CONCORDIA UNIVERSITY
ALUMNI ASSOCIATION



Get an online quote
for **Alumni Term
Life Insurance**
to enter!

Underwritten by
The Manufacturers Life Insurance Company.

Manulife and the Block Design are trademarks of The Manufacturers Life Insurance Company and are used by it, and by its affiliates under license.
© 2015 The Manufacturers Life Insurance Company (Manulife). All rights reserved. Manulife, PO Box 4213, Stn A, Toronto, ON M5W 5M3.

No purchase necessary. Contest open to Canadian residents who are the age of majority in their province or territory of residence as of the contest start date. Approximate value of each prize is \$1,000 Canadian. Chances of winning depend on the number of valid entries received by the contest deadline. Contest closes Thursday, December 3, 2015, at 11:59 p.m. ET. Only one entry per person accepted. Skill testing question required.

MONTREAL
GAZETTE

REIMAGINED

FOR LATE NIGHTS

Check out our new, free smartphone app. It's concisely crafted for the small screen, with content updated throughout the day. Skim, share and follow local news anywhere, how and when you want it.

Download our free smartphone app now.

Download on the
 App Store

ANDROID APP ON
 Google play

Apple, the Apple logo, iPhone, and iPod touch are trademarks of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc.