

# UBC REPORTS

2 UBC IN THE NEWS

3 NARDWUAR

4 JURASSIC RELIC

5 JAWS UNDER ICE

6 BEAUTY INTERVENTIONS

9 STI's IN BOOMTOWN

## Christmas Clerks Beware: Flattery Ploy Won't Work

BY LORRAINE CHAN

**"You look great in that jacket!"**

"Fuchsia is really your colour."

"I bought that exact pair of shoes myself."

Sales pitches like these will be flying fast and furious as retailers ramp up for the year's busiest shopping season.

However, these ploys do little to clinch a sale and may confirm shoppers' negative views of the sales game, says Assoc. Prof. Darren Dahl, who teaches marketing and consumer behaviour at UBC's Sauder School of Business.

"Consumers today are enormously wary of marketing tactics and have an automatic mistrust of flattery from a salesperson," says Dahl.

He says according to a 2003 Ipsos-Reid survey, only 10 per cent of consumers expressed any degree of trust in sales agents. In comparison, national politicians came in at nine per cent, while



Assoc. Prof. Darren Dahl turns a keen eye on marketplace behaviour and consumer patterns.



**United Way**  
Still Time to Donate!  
see p. 2

reporters earned 27 per cent, lawyers 29 per cent and auto mechanics 33 per cent.

Dahl recently published *Deliberative and Automatic Bases of Suspicion: Empirical Evidence of the Sinister Attribution Error* in the *Journal of Consumer Psychology*. His study looks at the reaction of consumers to flattery from store clerks. Along with co-authors Kelley Main at York University and Peter Darke at Florida State University, Dahl explores whether consumers decide a salesperson is untrustworthy

*continued on page 3*

## Campus Station an Incubator of Ideas, Talent

BY BASIL WAUGH

**A campus radio station** that has launched some of the brightest talents in independent music is ready to rock an iPod near you.

For 25 years, the University of British Columbia's student-run CiTR 101.9 FM has nurtured local passions for music and radio – and in the process, helped to launch some of the biggest names in the Canadian independent music scene, including alt-country crooner Neko Case, MuchMusic "guerilla" interviewer Nardwuar The Human Serviette and CBC Radio 3 personality Grant Lawrence.

With the introduction of a new podcasting service, CiTR on Demand, music fans can now fill their portable MP3 players with CiTR's eclectic mix of music, talk, sports and news, including such shows as *Cute Band Alert* (pop/rock), *These are the Breaks* (hip hop), *Live from Thunderbird Hell* (live bands), *Juicebox* (sex/relationships), *Democracy Now* (news), *Queer FM* (talk) and *Let's Get Baked* (cooking).



CiTR 101.9 FM's Nardwuar the Human Serviette (left) and Alison Benjamin (right) are ready to rock MP3 players around the globe with a new podcasting service.

The station's expansion into podcasting comes at a time when digital technology has given music fans unprecedented

control over how and when they consume music, says CiTR president Alison Benjamin.

"Up until recently, radio and

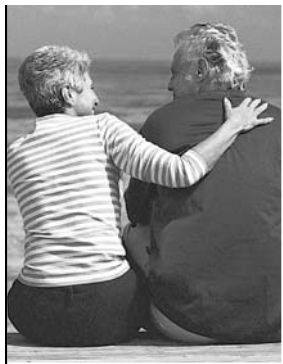
record companies controlled access to music," says Benjamin, a fourth-year student in the Faculty of Arts. "But the

digitization of music has really given that power back to individuals. More and more, people are finding their music online and listening to it when and where it is convenient for them."

"We want to give UBC students and others better access to CiTR, and podcasting does that," adds Benjamin, 22. "Now no one needs to miss class to catch to their favourite show – they can simply go to our website and subscribe to the podcast."

CiTR's podcasts join a series of initiatives that have made the station synonymous with independent music and art in Vancouver, including the award-winning *Discorder* magazine, for which music fans with a literary bent can write reviews and interview bands. (The CBC's Grant Lawrence is a former *Discorder* feature writer). The station also promotes concerts by local and traveling artists, and has presented gigs by *The Ramones*, *Nirvana*, *Public Enemy*, *DOA* and *Iggy Pop*.

*continued on page 3*



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## IN THE NEWS

Highlights of UBC Media Coverage in November 2006. COMPILED BY BASIL WAUGH

### Just Thinking About Money Can Turn the Mind Stingy

Scores of international media, including the *New York Times*, ran an *Associated Press* report on UBC research that found that merely showing money to people can change their behaviour.

In a series of experiments, **Miranda Good**, a graduate student in marketing at UBC and co-author of a study published in the journal *Science*, found that subconscious reminders of money prompted people to become more independent in their work, and less likely to seek help from others or to provide it. They became reluctant to volunteer their time and stingy when asked to donate to a worthy cause.

### O.J. Outrage

UBC Psychology Prof. **Don Dutton** appeared in interviews on *CNN* and *CNN Headline News* about public outrage over O.J. Simpson's now-cancelled book and TV special, which explore how – hypothetically – Simpson would have committed the 1994 slayings of his wife Nicole and waiter Ron Goldman.

Dutton has served as an expert witness in criminal trials involving family violence, including Simpson's pre-trial, where he testified for the prosecution, and the subsequent civil trial, where Dutton acted as a consultant.

"Simpson's not doing it out of guilt because he was quite capable at rationalizing – from cheating at golf to up to a double homicide," said Dutton. "I think he's much more likely doing it because of his narcissistic personality, a sense of entitlement and his desire to be in the limelight – having a little bit of money on the side probably doesn't hurt either."

### Teens Online up to 8 Hours a Day

Media across Canada, including the *Globe and Mail*, the *National Post* and *CityTV* reported on studies on teen Internet use by **Jennifer Shapka**, UBC Professor of Educational and Counselling Psychology and Special Education.

In the first study in Canada to directly monitor the online activities of young teens, Shapka found that some spend up to eight hours per day online. She will be tracking 500 young people in 400 households through 2009 to determine how Internet use affects cognitive development, social skills and obesity rates.

Shapka wants to study whether the Internet helps or hinders children's social development, and if children who spend a lot of time online are lonely, depressed or shy. She will also explore whether children who use online instant messaging are safer than those who visit social-networking sites. **R**

### Still Time to Donate!

As the 2006 UBC United Way Campaign draws to a close this month, donors and volunteers are continuing their support for this expression of *Trek 2010's* commitment to global citizenship and building a sustainable and civil society.

"With over \$318,000 raised, we have achieved 83 per cent of our fundraising goal to support social programs and services," says Andrew Parr, Director of Food Services and UBC Vancouver campaign chair. "With the support of staff, faculty and students, we are optimistic that we will reach or exceed our target. We also hope to increase campus participation by 100 new donors."

UBC Okanagan's campaign, chaired by Terry Flannigan, has raised more than 90 per cent of its \$30,000 goal.

With 54 presentations under his belt, Loaned Representative Andy Carr, UBC Plant Operations,



United Way

has been busy spreading awareness about United Way and its many connections to UBC.

"For more than 75 years United Way have been shepherds in our community, working to identify its social needs and helping to address them through fundraising and other initiatives," says Carr. "Eighty-nine

cents of every dollar raised goes directly to programs in over 400 local agencies."

Donation pledge forms will be accepted until the end of the tax year, Dec. 31, but only those received before Dec. 13 will be eligible for the grand prize draw of two Air Canada tickets to anywhere in North America, plus other great prizes.

For more information on the campaign, visit [www.unitedway.ubc.ca](http://www.unitedway.ubc.ca) or call Kate Petrusa at 604.822.8929 (UBC Vancouver) or Elizabeth Kershaw at 250.807.8436 (UBC Okanagan).

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CiTR continued from page 1



Another major community initiative is SHiNDiG, CiTR's 13-week annual battle-of-the-bands competition, in which hundreds of Vancouver bands – including former winner *Maow* (featuring Neko Case on drums), *The Organ*, *Three Inches of Blood* and *The Nasty On* – have vied for recording, mastering and promotion prizes during the contest's 20-year history. Twenty-seven bands duked it out this year, with the winner crowned Dec. 5 at the Railway Club. (The winner had not been announced by the time of *UBC Report's* print deadlines.)

In addition to receiving a portion of funding from UBC's Alma Mater Society's \$4 student levy, CiTR operates on annual membership fees (\$20 for students, \$35 for others), which give members access to production and programming training, and CiTR's two massive libraries of more than 40,000 CDs and records, which are topped up weekly with shipments from record labels and artists from around the world.

However, to upgrade and maintain equipment used by over 300 volunteers members –

including 100 programmers – the station has introduced several so called “fun-draising” initiatives: its first on-air funding drive, which raised over \$10,000 between Nov. 10-24, and the introduction of a Friends of CiTR card (\$5 for members, \$15 for others) gets holders discounts at 20 local restaurants, clothing stores and music and book shops.

The community response to these two initiatives has been overwhelming, says Benjamin. “Although fundraising is standard in our sector, we really didn't know what to expect because this was our first time,” she says. “We realize now that a lot of individuals and small merchants have been waiting for opportunities like these to thank

the station for its support of the local music scene for all these years.”

CiTR supports student events with public service announcements and in-depth news and sports coverage, but Benjamin says the station is working to take advantage of its position as a campus radio station. Some recent successes

include a new free legal advice show by UBC's student Pro Bono Law Society; the student science show *My Science Project*; and last year, a partnership with UBC's First Nations House of Learning, in which a group of 20 Aboriginal students learned production skills and created a radio project on media representation of indigenous peoples.

“CiTR is a great complement to student life,” says Benjamin. “It's full of cool, intrepid journalist-types, great volunteers with big personalities, who are passionate about cutting-edge alternative and under-represented music and ideas. We are not all music snobs like Jack Black's character in *High Fidelity*,” she says. “Okay, some of us are.”

Benjamin says student involvement is the key to CiTR's unique sound and its success at launching careers in music and media. “Young minds – excited by new music and ideas, willing to try new things – make for great radio,” she says. “With new students joining CiTR every year and setting its direction, it keeps the station fresh.”

In honour of its 25th year on the FM dial, in June 2007 CiTR will host the National Campus and Community Radio Association conference, an annual national gathering of more than 40 community-oriented radio broadcasters.

For more information on CiTR, and to subscribe to podcasts, visit [www.citr.ca](http://www.citr.ca).



PHOTOS: MARTIN DEE

UBC's student-run radio station has launched some of the biggest names in Canada's independent music scene, including MuchMusic “guerilla interviewer” Nardwuar the Human Serviette (left).

## Serviette, Please

**One person** who has seen CiTR's impact on Vancouver's music scene is MuchMusic's Nardwuar the Human Serviette, whose variety show has been running on UBC's campus radio station every Friday since 1987.

Nardwuar, a UBC alumnus, is best known for his energetic, hyper-

researched interviews of celebrities, including Canadian politicians Jean Chrétien, Paul Martin and Jack Layton, former Soviet Union leader Mikhail Gorbachev, and pop culture stars Kurt Cobain, Courtney Love, Snoop Doggy Dogg, Destiny's Child, Marilyn Manson, and Michael Moore.

“CiTR is the best radio station in the world – and any so-called

success that has come to me is 100 per cent thanks to CiTR,” says Nardwuar, who also fronts his band *The Evaporators*, as well as presenting local all-ages concerts, and running Nardwuar Records, which releases music and special projects like his 2007 Punk Rock Calendar.

“CiTR taught me how to put together a radio show, gave me

the press pass that got me the interviews, and exposed me to all these great bands I would have never known about otherwise.”

Other former CiTR/UBC Radio Society members include: Terry McBride, former CiTR DJ and founder of Nettwerk Records, home of Sarah McLachlan, Avril Lavigne, and *Barenaked Ladies*; Bill Baker and Randy Iwata,

founders of Mint Records, home of Juno-winning artists *The New Pornographers*; former prime minister John Turner; the late historian Pierre Berton; B.C. Entertainment Hall-of-Famer Dave McCormick; CTV's Chris Olsen; The Vancouver Province's Tom Harrison; and CBC radio personalities Wilson Wong, Lauren Burrows, and Sarah Effron.

FLATTERY continued from page 1

through a deliberate or automatic decision-making process.

To gather data, the researchers ran three experiments that involved consumers buying sunglasses at a sales kiosk in UBC's Student Union Building. The 102 study participants were all university students: 37 males and 65 females.

In the first experiment, sales clerks flattered consumers before their purchase. During the second, sales clerks flattered consumers after their purchase. In both instances, they used three statements, “That's a great pair of sunglasses. I think they look good on you. They really suit you.” With the third experiment – which acted as a control – sales clerks chatted with consumers but didn't proffer any flattery.

After buying a pair of sunglasses, participants then

completed a questionnaire that asked whether they received any flattery from the sales clerk, when the flattery occurred and how trustworthy they found the salespeople.

“Our findings show that even when it was obvious the compliment didn't serve any underlying sales motive, the participants didn't trust what the sales agent had to say,” says Dahl.

“In a way it's sad that the marketplace has become so suspicious,” adds Dahl, “but it seems that when someone flatters us, we get our back up even if it's not called for. It's the consumers' default position to react negatively to what is perceived as an attempt to manipulate them.”

However, it doesn't mean that businesses can't be nice to customers – they have to really mean it, and be more

## Are you a Market Maven or a Bargain Hunter?

**Before setting off to the mall** with their Christmas shopping list, people may want to pay attention to what psychologists term “heuristic” behaviour.

“Heuristics are the simple rules of thumb that we use to make shopping or other tasks easier,” says Sauder School of Business Prof. Darren Dahl. “It's the path of least resistance.”

Businesses tailor their storefronts, products and marketing campaigns to tap these entrenched shopping patterns. What are they?

Dahl says a common heuristic for many shoppers is the price. “If it's expensive, we believe it's good quality, which may or may not be true.”

And obviously, the power of the brand plays a huge part. “We choose what's representative of the prototype,” says Dahl. “We want something that's recognizable, a name we can trust.”

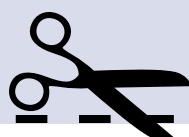
Or there's the heuristic of guilt. The shoe store clerk trots back and forth, bringing you pair after pair. After trying on about 40 different styles and sizes, you end up not buying a single pair and leave feeling quite guilty.

“Why?” asks Dahl. “After all, that's what the clerk is there to do.”

But often shoppers do feel guilty because of the “reciprocity norm,” explains Dahl. “When someone does something for us, we feel a need to reciprocate – in this case by buying those shoes.”

“Market mavens” are people who religiously clip coupons. “It doesn't make sense really when you think of how much effort it takes to clip the coupons, organize them and make sure you take them to the store. But coupons appeal to consumers who love the thrill of the hunt.”

In a similar category are bargain hunters who'll drive across town if it means savings. “It's irrational the lengths some people will go to: they'll burn \$2 to \$3 gasoline just to save 50 cents.”



**CLIP and SAVE!**

continued on page 4

# Jurassic Relic Offers Clues to Climate Change Survival

Learning secrets of conifer evolution could benefit forestry in a time of global warming

BY BUD MORTENSON

A long-lost tree species will soon begin to tell its 200-million-year-old story at UBC Okanagan, where Prof. Susan Murch, Canada Research Chair in Natural Products Chemistry, is nurturing a grove of baby Wollemi pines (*Wollemi nobilis*) in her office.

"In ancient times, the Wollemi was found across Australia," says Murch. "But in modern times, the Wollemi occupies only one tiny habitat in the wild."

The Wollemi dates back to the Jurassic era – outlasting dinosaurs, enduring 17 ice ages, long droughts and other climate catastrophes. The Wollemi are conifers with unique bubbly "popcorn" bark and tall, multiple trunks. Their distinctive swooping branches make the mature trees look a bit like chimney brushes, densely packed with attractive, unusual dark green foliage that's flat-bladed, not needle-like.

An Australian park naturalist discovered a single mature



Susan Murch is nurturing 50 small Wollemi pines in her UBC Okanagan office, where research is underway to discover this extremely rare conifer's chemical and evolutionary secrets.

PHOTO: BUD MORTENSON

"No one could possibly have foreseen this opportunity. I thought I might get one plant and with that I'd be able to

beginning to put the small plants through several experiments to measure growth rates, reactions to environmental stress such

dioxide (CO<sub>2</sub>).

"CO<sub>2</sub> levels today may actually be too low for the Wollemi to thrive," says Murch.

have evolved. Today's ponderosa or lodgepole pines might drop a few needles now and then, but that's highly evolved behaviour compared to the much more ancient Wollemi – instead of dropping needles, they drop entire branches.

"You could get hurt walking under these trees," she says, noting that the Monkey Puzzle tree closely related to the Wollemi has indeed hurt people with falling boughs.

Murch is actively campaigning for greenhouse facilities at UBC Okanagan, explaining that greenhouse space would benefit her research with plants that might have medicinal uses, and also the research of colleagues investigating chemical cross-talk between the roots of trees and beneficial microbes that help plants grow.

These areas of research can have far-reaching impacts on timber and food production, she says, pointing out that the B.C. economy continues to lean heavily on the success of our conifer forests.

**"CO<sub>2</sub> levels today may actually be too low for the Wollemi to thrive," says Murch. "It's a fascinating idea. In understanding the chemistry of that, we can learn a lot about how to help other species survive."**

Wollemi in the Blue Mountains 200 km northwest of Sydney in 1994. A grove of mature trees was later found nearby in a rocky canyon. Since then, botanists at Wollemi Pine International – an organization determined to conserve the Wollemi for future generations – have been attempting to propagate plants from the remaining trees.

"Most of the seeds do not germinate but the Australian team has successfully produced Wollemi for the horticultural industry through rooted cuttings," says Murch. "We know very little about the Wollemi growth, development or reproduction. There's so much we can learn here."

Earlier this year, a selection of the first-release Wollemi was offered for sale through the auction house Sotheby's. Nearly 300 trees were sold, raising more than \$1 million. Intrigued by the opportunity to study the species, Murch asked for a tree "if there were any leftovers." She received 50 small Wollemi.

do something little. But with this many plants I can actually do science. It's an amazing opportunity," says Murch.

Though they're mere seedlings right now, in their natural Australian habitat they can grow up to 40 metres (131 feet) tall. She is investigating the chemistry of this unique species, looking for clues to help understand why so few Wollemi survived into modern times, how the Wollemi adapted to changing environments, and how it may be related to more modern conifers.

For a brief moment after its discovery, the Wollemi's distinctive flat needles were mistaken for fern fronds. But botanists now classify the unusual growth pattern as a "modified Cook model," says Christina Salvadore, a recent graduate from Stanford University visiting Murch's labs at UBC Okanagan to work on the Wollemis. It's another clue to the mystery of where the Wollemi fits into pine evolution.

With Murch, Salvadore and fellow grad student Ian Cole are

as hot and cold temperatures, and they're already looking at the chemical compounds in the pine's tissues. Eventually, they'll be able to compare the Wollemi's chemical profile with related species.

"Rare species are particularly interesting as they provide a snapshot into the chemistry that must occur for a species to survive as climates change," Murch says.

"Most people have heard of climate change and global warming and the effects of greenhouse gasses. One of the things that interests me is human adaptation versus plant adaptation. With the Wollemi, here is a species that has adapted very well even through changing conditions."

The Wollemi might be a survivor, but one of the mysteries locked in its past is why it has been reduced to a few dozen wild trees. Murch says Earth's atmosphere may hold the key. The Wollemi dates back to a time when the atmosphere had much higher levels of carbon

"It's a fascinating idea. In understanding the chemistry of that, we can learn a lot about how to help other species survive."

Old genes are valuable in other ways, too. They can show us the paths along which species

"These Wollemi are conifers and most of British Columbia relies on conifer trees for economic benefit," she says. "The Wollemi can teach us about how conifers evolved. We will learn a lot from a better understanding of ancient but related species." **R**

## A Gift for the Person Who has Everything

Looking for an extraordinarily rare gift for someone on your holiday shopping list? Consider the Wollemi pine. Adult population in the wild: fewer than 100.

A new program by Wollemi Pine International and the National Geographic Society hopes to place propagated Wollemi in countries around the world – including Canada. Proceeds from the sale of small seedlings will fund conservation of endangered plant species. Widespread distribution of the plants ensures that the rare Wollemi are never again limited to a potentially vulnerable single spot on Earth.

Making Wollemi available for purchase is also expected to relieve pressure from visitors to the Blue Mountains in Australia seeking up-close encounters with a plant that until recently was known to science only through fossil records.

Wollemi pines are suitable for growing indoors as ornamental trees, and outdoors where temperatures stay above -12 Celsius. Sales through Canadian garden centres are planned for 2007 but until then, Wollemi-seekers can follow their availability in Canada through the Wollemi Pine International website [www.wollemipine.com](http://www.wollemipine.com).

## FLATTERY *continued from page 3*

sophisticated.

"A lot of consumers appreciate good customer service, but it becomes negative if businesses cross the line."

Dahl says when cashiers at Safeway address you by name after each transaction, that's one approach. Or companies will segment their brand to capture different markets.

"The same company owns Best Buy and Future Shop. You'll notice Best Buy TV ads stress, 'No commissions, no hassles.' So the company is aware that a lot of consumers don't want salespeople all over them, but they're offering a choice for those who don't mind that and may see it as a level of service they want."

He says an example of real trailblazing would be online bookseller Amazon, which was one of the first websites to build customer profiles, whose pop-ups for suggested books give shoppers a sense their tastes are recognized.

Dahl says with the Internet being used for shopping and researching product information,

consumers hold the upper hand. Further, consumers are taking the control away from companies.

"They can create their own markets for products as we're seeing with YouTube. If they like your product, they'll make their own commercials about it and put it on the Internet. The power lies with consumers."

By documenting these

trends, Dahl says he and other researchers provide valuable insights for policy makers, government, consumers and businesses.

"We're chronicling major aspects of society. That's the fun part of my job as an academic. I can see something interesting at the store that piques my interest and I get to research it." **R**

# Jaws Under Ice:

## Mysterious Arctic sharks found in Québec



PHOTOS: COURTESY CHRIS HARVEY-CLARK

Marine Biologist Chris Harvey-Clark (right) took the first videos of Greenland sharks in shallow water.

**BY BRIAN LIN**

**In the frigid, murky waters** of the St. Lawrence River in Québec, UBC marine biologist and veterinarian Chris Harvey-Clark is painting a clearer picture of a mysterious predator that could be the longest-lived vertebrate on the planet.

The Greenland shark typically inhabits the deep, dark waters between Greenland and the polar ice cap. At over six metres

“All the questions a Grade two class would ask – where do they go, what do they eat, how do they breed, how big do they get or even how long they live – we can’t say for sure.”

Various historic accounts and anecdotes portray the Greenland shark as a scavenger that dwells in extremely deep water – one was spotted at a depth of more than 2,100 metres. They favour seal carcasses but will eat almost anything – one was found with

Since then, Harvey-Clark and Gallant, a regional director of the Shark Research Institute, based in Drummondville, QC, have organized a group of local volunteer divers who help them survey the region every summer. The team has uncovered new information about Greenland sharks, raising even more questions.

“They seem to hang around for the summer months, then disappear completely,” says

By tagging the sharks and tracking them in real time, the team has learned that some females remain in the area, in extreme depths, while males travel up-river towards Québec City, where marine mammals are abundant.

“We’ve seen one female at the same location, around the same date, three years in a row. It’s exciting because this kind of behaviour, termed philopatry, has been documented in migratory

the works, Harvey-Clark has organized an interdisciplinary team for next summer’s expedition – funding it with equipment donations and out of his own pocket. He has designed field experiments to find out how the sharks use various sensory modalities to find their next major meal, which could be months or even years apart.

“My take on the Greenland sharks is that they’re probably like hyenas, capable of both

**“The sharks in the St. Lawrence have beautiful, crystal clear eyes and are quite visual. As you swim by, their eyes swivel and follow you, which sets them apart from the population in the Arctic.”**

long and weighing up to 2,000 kilograms, it is the largest shark in the North Atlantic and the only shark in the world that lives under Arctic ice. Once heavily harvested for its vitamin A-rich oil – as many as 50,000 were caught annually according to a 1948 estimate – little is known about the animal.

“All the papers published on the species, including magazine articles, can barely fill two shoeboxes,” says Harvey-Clark, who became fascinated by sharks at age 12 after seeing a photograph in the *Ottawa Citizen* that depicted an ice fisherman and what he now knows was a Greenland shark.

an entire caribou in its stomach. The only age analysis to date, by Norwegian researchers, pegs them growing about half a centimetre a year, which would put a seven metre adult at several hundred years old, easily beating the giant tortoise by decades, even centuries.

In 2003, after tracking the enigmatic animal for five years, Harvey-Clark and fellow diving enthusiast Jeffrey Gallant followed leads to Baie-Comeau, a small town about 400 kilometres northeast of Québec City. There, the pair documented – for the first time under natural conditions – Greenland sharks reveling in shallow water.

Harvey-Clark, who treats every encounter with the sharks – the team has seen 85 in total, and as many as 11 in one dive – as possibly the last.

“We really have no idea why they come to waters as shallow as 10 metres deep, why they return every summer so far, or what brought them here three years ago in the first place,” says Harvey-Clark.

“Prey abundance is poor here and certainly not enough to justify so many large predators in one small area. We think it may have something to do with ecological shifts taking place in the St. Lawrence right now, or it could just be a sunken whale carcass nearby on the ocean floor that is attracting them.”

Finding these rare, deep sea animals in shallow water is unique. The Gulf of St. Lawrence, with water temperature hovering around two degrees Celsius, had been a scuba diving training ground for decades without notable Greenland shark sightings.

“Now it’s the only place on the planet where people can see this species on any kind of predictable basis, behaving in a natural fashion,” says Harvey-Clark.

birds, but rarely in sharks,” says Harvey-Clark.

“We’ve also found that the sharks are active in what we call a diel pattern. Essentially they stay in deep water during the day but from dusk till dawn, they rise up from 60 metres and begin a cycle of swimming vertically to the surface every 20 minutes, all night long,” says Harvey-Clark. “We think they may be either hunting seals, or it’s social.”

Another major finding is that almost none of the sharks observed in this area have parasites on their eyes, a disease that affects 98.9 per cent of Arctic sharks and severely affects their vision, virtually blinding them.

“The sharks in the St. Lawrence have beautiful, crystal clear eyes and are quite visual. As you swim by, their eyes swivel and follow you, which sets them apart from the population in the Arctic,” says Harvey-Clark.

“They probably don’t see very well but using a variety of other sensory modalities, they are very effective, stealthy predators and could take out an agile seal in zero visibility without alerting it.”

With a number of journal papers published and more in

predating and scavenging. They have lower teeth like an old-fashioned straight razor that take a five kilogram chunk out of a whale like an ice cream scoop. But they can also suck up a large flounder like a vacuum cleaner. It gives you pause when you are diving with them.”

For more information on the Greenland shark and Harvey-Clark’s research, visit [www.geerg.ca](http://www.geerg.ca). **R**



Baie-Comeau, where Greenland sharks were discovered reveling in shallow water, is 400 km northeast of Québec City.

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# Beauty Interventions for Boomers



PHOTO: MARTIN DEE

*Is our youth-obsessed society putting the pressure on older women to halt the hands of time?*

BY LORRAINE CHAN

**There was a time when a grandmother could look like a grandmother. No longer.**

Not when Sophia Loren, at 72, still holds her voluptuous allure, and fellow actress Susan Sarandon demonstrates that 60 is indeed the new 50.

“It’s becoming socially unacceptable to look old,” says School of Human Kinetics’ Laura Hurd Clarke. “We live in a culture that denigrates old bodies and equates the physical signs of aging with moral decay and the loss of social and sexual desirability.”

Since 1996, Asst. Prof. Hurd Clarke has been studying women aged 50-70 and their complex relationship with body image and aging. She says while much has been written about body image, cosmetic procedures and younger women, her research is among the first to delve into the

experiences of boomers and pre-boomers.

Her current study investigates older women and non-surgical cosmetic procedures (NSCP) such as chemical peels, Botox injections, injectable fillers, laser hair removal, laser skin treatments, and sclerotherapy (a treatment to remove varicose veins).

Hurd Clarke says there has been astronomic growth in cosmetic procedures over the past nine years. While there are no reliable data for Canada, the American Society for Aesthetic Plastic Surgery registered 11.5

million cosmetic procedures in 2005, of which 81 per cent were non-surgical procedures. Ninety per cent of surgical and

non-surgical procedures were performed on women. About a quarter of these procedures were performed on 55- to 64-year-olds.

“There’s more pressure on people to have beauty interventions, such that it has become normalized and socially sanctioned,” says Hurd Clarke. “I want women to sit and think about why we’ve decided that beautiful looks a certain way. What is that we value and why? Why do we place so much emphasis on women’s appearances? Why do we fear looking older, let alone *getting* older?”

foreign substances under the skin. For example, most of the women were leery of Botox and other injections, but were open to microdermabrasion or chemical peels, for example.”

Women who had work done felt the need to keep it secret. “Women talked about feeling how it should look natural, and not as if they had to work really hard at it or spend a lot of money.”

She says two women even kept their beauty work hidden from their partners. “They were afraid of being seen as vain and shallow, but they were also

up in poverty, experiencing rape, being assaulted by husbands, being verbally abused by parents. One woman said, ‘I have to do something because I see my mother’s face every time I look in the mirror. I hated her, she was so mean to me.’”

Hurd Clarke says that she’s not suggesting that women undergo NSCP solely because of trauma. “But these brutal experiences have shaped how they perceive their bodies, their appearances and growing older. Especially for 50- to 70-year-olds who carried this around with them since it was socially unacceptable to talk about these traumas and they often had no one to turn to for help or affirmation when they were young children.”

Hurd Clarke says those who expressed no interest in halting the hands of time were usually women who enjoy supportive, loving relationships. “They were often women who were happy with life, who viewed their bodies as instruments for action rather than objects for people to look at. They derived their sense of identity from something other than their appearances and had supportive social networks.”

## Why do we place so much emphasis on women’s appearances? Why do we fear looking older, let alone *getting* older?”

For her study, Hurd Clarke conducted in-depth interviews with 44 women, volunteers aged 50-70. Half of them had purchased some form of cosmetic procedures, while the other half hadn’t.

Her research data didn’t yield a definitive trend or linear findings, but pointed to what Hurd Clarke calls the “beauty work continuum,” a term she coined for how women tend to rank their choices – as necessary, too dangerous or a possible future option – each according to their upbringing and ideals of feminine beauty.

“If anything, the data confirmed the contradictions and tensions women feel toward self enhancement,” she explains. “Women who never work out and don’t even dye their hair were okay about getting injectable fillers. Other women who wax everything that can be waxed, were really opposed to anything like Botox or Restylane.”

One constant did emerge. “There’s a distinction between surface treatments and injecting

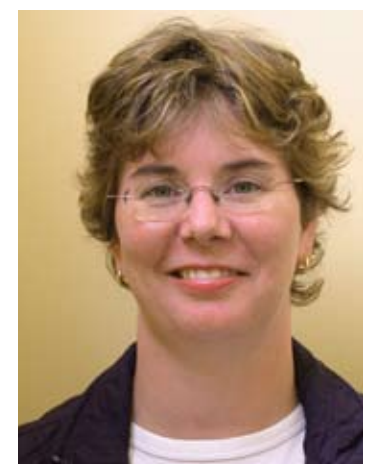
afraid if they didn’t do it, their partners would leave them.”

These kinds of insecurities, along with the desire to remain competitive on the job market or dating scene were among the main reasons women gave for beauty interventions. In some cases, it was simply having the means, says Hurd Clarke. “Their children have left home. They have the cash and they want to invest in themselves. They want to look more youthful because they feel youthful on the inside.”


She adds that women who have been valued for their appearance their whole lives would certainly view beauty work as a worthwhile investment. “This is their social currency. In some cases it becomes a priority. For example, one woman was cleaning houses and using that money to pay for procedures.”

Hurd Clarke says one in three of the study participants disclosed heart-rending stories.

“I was really surprised by the amount of trauma I heard,” recalls Hurd Clarke. “Many of the women talked about growing



Asst. Prof. Laura Hurd Clarke

For more information about Asst. Prof. Hurd Clarke, visit: <http://www.hkin.educ.ubc.ca/faculty/clarkel/clarkel.htm#> 

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# Health Sciences Online: Building a Global Virtual Learning Centre

BY HILARY THOMSON

**What would happen if** health professionals and students around the globe had access to free, comprehensive learning resources – provided by some of the world’s most prestigious institutions – just by clicking a mouse?

Dr. Erica Frank has the answer. “It would fix the world.”

A UBC professor of Health Care and Epidemiology, Frank is heading a complex and ambitious international project – to create a global virtual health science learning centre where health professionals in training and practice can access high-quality, current courses, reference libraries and other learning resources to improve global health.

The only project of its kind in the world, Health Sciences Online (HSO) is scheduled to launch next summer and will include comprehensive resources in medicine, nursing and public health.

With a background in preventive medicine and a passion for disseminating health information, Frank says this project – budgeted at \$2.5 million over three years – will democratize health science knowledge around the world. Her vision includes users ranging from a village healer in a developing country to a senior clinician in the U.S. or Canada.

“Our special interest is preventable chronic and infectious diseases like

of Technology, Columbia University; Johns Hopkins; and the Association of American Medical Colleges. (UBC and the World Bank are also founding collaborators.)

A pilot, focused on HIV/AIDS education, is being launched in January 2007. There are 13 pilot locations and audiences include clinicians, medical residents, nursing students, public health workers, and faculty members at clinics, medical schools and universities in countries ranging from the U.S. to Sri Lanka, Armenia, Nigeria, China and Japan.

Participants will be able to search using any HIV/AIDS-related key word and HSO will produce a list of links to research articles, reports, clinical case studies and other learning materials.

In Canada, groups from UBC graduate students to the Cowichan Band are interested in participating in the pilot.

“We do have access to some continuing health education, but it’s never enough,” says Fairlie Mendoza, community health nurse at the Tsewulhnutun Health Centre of the Cowichan Tribes, in Duncan on Vancouver Island. “Also, meeting travel expenses is a challenge – a virtual learning centre could supplement what we’re doing with no additional cost.”

A portal with browse and search functions, HSO will link to material that will usually be e-texts and stand-alone courses that can be used without



PHOTO: MARTIN DEE

Erica Frank is taking health sciences education beyond the boundaries of books.

computer skills to participate in HSO.

Frank has a core team of only three other people, but a large cadre of volunteers. She is currently gathering additional volunteers and seeking funding. She has set out what she calls

**This project harnesses the power of the Internet to the best health education materials available. It’s a free, world-class education.**

cardiovascular diseases, cancer and HIV, although prevention and treatment of all types will be covered,” says Frank, who is Canada Research Chair in Preventive Medicine and Population Health. “Our primary target audience is health professionals in developing countries, but we anticipate the resource will be widely used.”

Frank conceived the idea of HSO about six years ago and has since established a volunteer advisory committee that reads like a Who’s Who of distance and world health education. Her own volunteering work has given her a broad network of colleagues – committee members include representatives from the founding collaborators: the American College of Preventive Medicine; the U.S. Centers for Disease Control and Prevention; and the World Health Organization as well as from Massachusetts Institute

additional instruction. Although the primary language is currently English, quality materials in other languages will also be linked and a translation function will allow access to all materials.

Prestigious institutions such as Harvard University, the U.S. National Institutes of Health, Cornell University and Emory University have already committed courseware and references.


A needs assessment surveyed researchers, policy-makers, and health professionals in India, Africa, Europe and the Caribbean and found that reliable information and learning resources, such as textbooks, are often inaccessible, both in developing countries and in industrialized nations. By working with organizations such as the World Bank’s Global Development Learning Network, users will also gain the necessary hardware, connectivity and

a “huge dragnet” to define, identify and obtain web content from reputable sources, such as universities, specialty societies and government organizations.

“The number of websites is big, but it is finite,” she says, explaining that the team will likely access tens of thousands of sources.

The content team is evaluating all resources against a content criteria checklist that looks at quality, depth, credibility, design and updating capacity. All content is donated, hosted and maintained by the content partners and is provided free and without passwords to whomever wants to learn.

“This project harnesses the power of the Internet to the best health education materials available. It’s a free, world-class education.”

For more information about Health Sciences Online, contact Frank at Erica.Frank@ubc.ca. 

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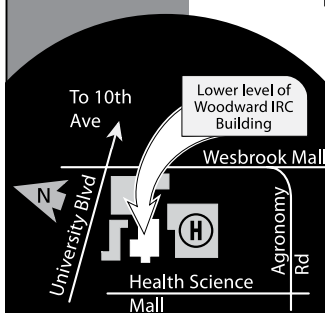
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# New Tools Help Preserve Old Ways

Remote, marginalized peoples use high-tech to record and share culture and knowledge

BY BUD MORTENSON

In 1962, residents of remote Turner Island near the north end of Vancouver Island were relocated, ostensibly to provide them with better access to government services. The people of the Tlowitsis nation found themselves in Nanaimo, Victoria, the Lower Mainland and as far afield as Manitoba. Over time, relocation had a devastating impact on the community's knowledge of their traditional territory.

"They needed to do something to re-engage in the relationship between themselves and the land," says UBC Okanagan Geography Prof. Jon Corbett. He received a Social Sciences and Humanities Research Council (SHRCC) grant to work with the Tlowitsis community, providing them with cameras and training to video record elders as they revisited Turner Island more than four decades after leaving.

"We wanted to look at how technologies like these can be used from a cultural and participatory perspective – how they can contribute to nation-building," he says. "It was amazing to see people in



PHOTO: JON CORBETT

Video recording and digital mapping tools are being used by many indigenous communities around the world to help express their relationship to and knowledge of their traditional territories.

their 60s and 70s going back to Turner Island for the first time since they left in 1962. The elders were sharing wonderful stories with young people who really had no connection with this place. It was helping them build a sense of national identity."

Community members developed a DVD of the

nation's culture and heritage and presented it at the Tlowitsis annual general meeting. "Many in the audience had never been to Turner Island because it's so hard to get to," he recalls. "They were overwhelmed."

His research has taken him to many remote indigenous communities – from Indonesia,

the Philippines, the Australian outback, and more recently on Vancouver Island.

"One of the great joys of geography is the scope you have to explore things," says Corbett, who once spent two years living in a Borneo longhouse as part of his research. "I engage in research with people in

the community, and they are co-researchers. It's all done collaboratively, the research process itself can become a form of emancipation."

Every community uses and responds to the technology differently. In one Indonesian village, the women described where they drew their water and how they carried it home. "In another community, illegal logging was taking place on their land and using a camera they were able to record video to use as evidence.

"We went back to one community 18 months later and found that they had become so skilled with the video camera that other people came to them and asked, 'Do you think you could make us a video?' In another community we found them recording wedding ceremonies – their video camera had broken and they raised the \$250 to fix it straight away. It had become an economic resource for them."

Gathering histories on tape and connecting maps with information about people and culture is important, but it's not the whole point, he cautions.

*continued on page 11*

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# STIs up in Boomtown:

## Changes needed to education and treatment

BY HILARY THOMSON

**When the oil and gas boom** came to the northeastern town of Ft. St. John, an unwanted visitor came along with it.

Sexually transmitted infections (STIs) among youth 19-24 are spreading in this and other oil and gas communities at rates that far outstrip provincial averages. Chlamydia incidence in the region is 30 per cent higher, but youth seeking testing and treatment are encountering significant obstacles, according to UBC grad student Shira Goldenberg.

A master's student in the Dept. of Health Care and Epidemiology, Goldenberg is looking at the socio-cultural

serious concerns about health and social service provision, including STI testing," says Goldenberg.

She says many youth are unaware of the consequences of STIs, which for women can include pelvic inflammatory disease as well as risk for cervical cancer. Chlamydia, one of the most common STIs, is one of the primary health concerns because individuals can carry the infection but have no symptoms to alert them to seek treatment.

Ft. St. John has a population of 18-25,000 depending on time of year. A migrant community has developed consisting almost entirely of young men who work in high-paying jobs in remote areas with virtually no access to health services. The men come

behaviour. Working away from home for weeks or months at a time can mean family breakdown and change in sexual habits.

The system is pushed beyond maximum capacity and is not well designed for youth, says Assoc. Prof. Jean Shoveller, Goldenberg's thesis supervisor. "There needs to be an investment to respond quickly and responsibly."

"The fast growing population in the city of Fort St. John has created some challenges and community dynamics that may have impacted sexual health and attitudes on testing and treatment," says Penny Gagnon, Regional Manager of Preventive Public Health at Northern Health. "Next year

**Chlamydia incidence in the region is 30 per cent higher, but youth seeking testing and treatment are encountering significant obstacles.**

and structural forces that limit youth's ability to stay healthy. Her findings and recommendations will help tailor and target STI testing services for youth living in northeastern B.C.

"In addition to resources, there are real and complex concerns around trust, confidentiality, and gender dynamics," says Goldenberg. "The gap between services and the needs of youth is large."

In the only such study in Canada, Goldenberg is examining factors ranging from structural issues, such as testing clinic location and layout, to socio-cultural forces such as bar culture and how high wages influence sexual behaviours.

Since May, Goldenberg has spent time in Ft. St. John to recruit 25 youth, aged 15-24 years, and 15 service providers, including public health nurses, community outreach workers and other adults who work with youth.

"The rapid growth of the city as a result of the 'boom' raises

into town on days off, but testing services may not be available. Taking a day off to come into town for testing at the public health clinic would mean a significant loss of wages.

Additional practical barriers to getting tested include lack of awareness of the location of the public health centre, no public transit to get there and only four testing appointments offered each week, all during school or work hours. Also, anonymity is an issue for many youth who seek testing at local clinics because waiting rooms are busy with patients there for other services.

Physicians' offices, walk-in clinics and the emergency room offer STI testing but often do not have time to provide important detailed educational information and counseling.

While an oil and gas boom is good for business, it has complex social and sexual impacts, says Goldenberg. Labels like "rig pig" and "gold digger" emerge to describe sexual behaviour, related to perceptions about wages and work schedules affecting sexual

will show some very concrete and appropriate changes to our sexual health services."

Goldenberg recommends STI testing and treatment services be adapted to serve boom communities as well as specific risk groups such as youth. Strategies might include increasing hours and available appointments at the health clinic, drop-in testing services, advertisement of testing sites and services, and possibly even a traveling clinic to improve access to testing at rig sites.

The study is funded by the B.C. Medical Services Foundation. Results from the study will be linked with studies that are part of a five-year CIHR Interdisciplinary Capacity Enhancement Team led by Shoveller, which investigates how gender, place and culture affect youth sexual health disparities.

Other members of the research team are Asst. Prof. Mieke Koehoorn and Assoc. Prof. Aleck Ostry of the Dept. of Health Care and Epidemiology. **R**

NEW TOOLS *continued from page 10*

"This is a lot more complex than just creating a digital repository of information. The key is the process – it's about young people learning new skills and learning from elders, and learning more about themselves."

A larger project through the SHRCC-funded Community-University Research Alliance has Corbett working with several First Nations on Vancouver Island to record their languages. An interactive DVD with clickable maps allows viewers to choose from among Vancouver Island's 14 long houses. Selecting a site on the map presents a video of elders speaking in their native language with English subtitles, and in English with the native language subtitles.

His work has the attention of the European Union-funded

and French-administered Technical Centre for Agricultural and Rural Cooperation (CTA). Corbett is now on the steering committee for a major international conference in Rome in September 2007 and is exploring several near-term research projects with CTA.

"They're looking at how social computing – things like YouTube and virtual communities – can be used in a developing world context. I'm hoping this is something we'll build on with projects at UBC Okanagan around the power of maps and the web, looking at how we manage information and whether the medium of a map can be an effective way to do that," he says.

One of his next projects is to create a system using

GoogleMaps technology to help people organize their car-pooling requirements. "It's not necessarily the technology that will make car pooling work, but it would make car pooling much easier to organize."

A car-pooling helper could take your postal code and quickly look at all the options, produce a map of the best routes and even reserve your spot in a car. Simplifying the task could make community programs more successful here at home and in developing countries.

"I really enjoy what I do," Corbett says. "Ultimately, I'm fascinated with how we can use technology to benefit marginalized people in society – and bring about positive change." **R**



## Introduction

The Vancouver Senate conducted a review of its activities during the 2004/2005 academic year. In its May 2005 report, the ad hoc Senate Committee that undertook the review observed a need to raise awareness of the Senate's role and activities within the University. To help address this need, the Senate Secretariat and the Senate Agenda Committee were asked to compile an annual report on the activities of the Vancouver Senate for the information of the University community. This first such annual report covers the period from September 1, 2005 to August 31, 2006.

## Background

The Vancouver Senate is established and vested responsibilities related to the academic governance of the University under the University Act, R.S.B.C. 1996, c. 468. The Senate has 85 members, including faculty members, student senators, convocation senators, representatives of affiliated theological colleges, and senior administrators of the University, including the President as Chair of the Senate, the Chancellor, the Vice-President-Academic, the University Librarian, 12 Deans and one Principal. The Senate has 12 standing committees that perform much of the Senate's work. Committees deliver reports for consideration at Senate meetings for information, discussion and/or approval. Some of these reports are annual reports on committee activities, some present routine matters for the approval of Senate, while others address more ad hoc matters for particular consideration or decision. The Senate schedules nine meetings per academic year. During 2005/06, the Senate met eight times from September 2005 through May 2006. Meetings of the Senate are generally open to the public, with a few matters being considered in closed session. The 2005/2006 year was the first year of a three-year Senate electoral term.

## Regular Activities of Senate

Matters brought forward during the 2005/06 year included the following:

The Curriculum Committee and/or Admissions Committees brought forward matters relating to admissions policy and over 870 curriculum changes, including new and revised degree and diploma programs and their related courses. The Student Awards Committee recommended for approval over 100 new student awards. The Nominating Committee brought forward revisions to the terms of reference and composition of Senate committees and recommended committee assignments for new members.

Based on recommendations from the Vice-President Academic & Provost, the Senate:

1. Revised the voting membership of the Faculty of Medicine
2. Approved and recommended for approval by the Board of Governors the establishment of two departments and two centres, as well as two departmental mergers
3. Approved and recommended for approval by the Board of Governors the establishment of seven Chairs

At the November and May meetings, the Associate Vice-President, Enrolment Services & Registrar presented for approval lists of candidates for degrees and diplomas. The Vancouver Senate granted a total of over 8800 degrees and diplomas. The Associate Vice-President Enrolment Services & Registrar also submitted for information dates relating to the 2006/2007 Academic Year (January meeting).

In closed session, the Tributes Committee recommended a list of candidates for honorary degrees, which the Senate discussed and approved. The Tributes Committee also recommended 77 individuals for emeritus status and prepared short tributes known as "memorial minutes" for two former Senators who had recently passed away.

Annual reports were presented by the Committee on Student Appeals on Academic Discipline, the Committee on Appeals on Academic Standing, the Interim Budget Committee and the University Librarian. At the November meeting, the Vice President Administration and Finance presented for information the University's financial statements for the 2004/2005 fiscal year.

## Review of Senate

An Ad Hoc committee to Review Senate delivered its report to Senate at the May 2005 meeting. The review arose largely because of a sense that the levels of responsibility of the Senate and the extent and nature of its debate had diminished in recent years. Subsequently, the Agenda Committee has been engaged in following up on the Review Report's various recommendations, and otherwise attempting to enhance Senate's overall role in various ways. The Review recommendations included:

1. Adjustments to the terms of reference and operating procedures for Senate standing committees, including a streamlining of the presentation of routine matters by the Curriculum and Admissions Committees;
2. Prospective changes to the University Act, including a recommendation that the Senate elect its own Chair rather than having the President serve ex officio in this role; and
3. Changes to Senate meeting agenda preparation. These included provisions for substantive debate on academic issues from time to time; a suitable orientation of Senators; regular reports to Senate from the Vice-President Academic & Provost; an increased use of electronic meeting materials; the preparation of an annual report; and modifications to the Rules and Procedures of Senate. Many of the recommendations have already been implemented, with a few still in the final stages of consideration for implementation.

## UBC Okanagan and the Vancouver Senate

A number of activities of the Vancouver Senate during 2005/2006 were related to the creation of UBC Okanagan and the resulting establishment of the Okanagan Senate and the Council of Senates.

During the 2004/2005 academic year, the Vancouver Senate had established an ad hoc committee to serve as the Interim Academic Governing Body (IAGB) for UBC Okanagan, until such time that the Okanagan Senate was established. The Okanagan Senate was established in the fall of 2005, and held its first meeting in December 2005. Accordingly, the Vancouver Senate dissolved the IAGB at its December meeting.

Secondly, a joint committee of the Vancouver Senate and the IAGB made recommendations relating to the composition of the Council of Senates, consistent with the provisions of University Act. Although the recommendations of this joint report were accepted by the Vancouver Senate at its November meeting, they were rejected by the IAGB, largely because the IAGB would have preferred equal representation of the two campuses on the Council of Senates. In light of these circumstances, the President opted to initially establish the Council with three Committee Chairs from each Senate, and requested that the Council consider its own future composition. This process has unfolded, and at its June 2006 meeting the Council of Senates approved its permanent membership structure.

Thirdly, guidelines were established on how the two Senates communicate with one another and collaborate to approve routine matters affecting both campuses without creating unnecessary business for the Council of Senates. These were approved at the March meeting.

Fourthly, the Okanagan Senate had approved the granting of UBC degrees to a group of alumni of the former Okanagan University College. This arrangement was challenged by some members of the Vancouver Senate who felt that it was important to consider the input of both campuses. President Martha Piper then referred this matter to the Council of Senates for final disposition. The Council considered the matter at its June 2006 meeting and approved a framework for the granting of these degrees by the Okanagan Senate.

## Other Topics

Finally, a number of other non-routine items were considered by the Senate over the past year. These included the following:

The Chancellor provided an update on the status of the Presidential Search Committee that included a number of Senators among its members.

The Director of UBC International delivered status reports on the activities of Universitas21, and U21 Global. The Senate then established an ad hoc Committee of Senate to review U21 Global; that Committee is expected to deliver its report early in the 2006/2007 academic year.

The Tributes Committee presented a revised policy on the Emeritus/Emerita status for retiring and resigned faculty members. The revised policy included, for the first time, a mechanism to revoke emeritus status of an individual. Senate approved the new policy.

The Admissions Committee made recommendations about the University's use of third party agencies in student recruitment, and the Senate accepted those recommendations at its May meeting. The Admissions Committee also considered issues related to institutional membership in the Association of Universities and Colleges in Canada (AUCC) and delivered a report to the Senate.

The Academic Policy Committee presented a proposal to use First Nations names for languages in the University calendar; the Senate requested more information about implications and costs, and the Admissions Committee is due to report once again on this matter during the 2006/2007 year.

At the April meeting, the Vice-President Academic & Provost presented for discussion a report entitled "Optimizing Interdisciplinarity at UBC." Discussion about interdisciplinarity and the future of the Faculty of Graduate Studies will continue in 2006/2007.

At the May meeting, Senate accepted a number of recommendations from the Teaching and Learning Committee regarding student evaluation of learning experiences. The Senate approved University-wide Enrolment Targets for the 2006/2007 cycle at the May meeting, and requested additional data about enrolment targets by Faculty and program.

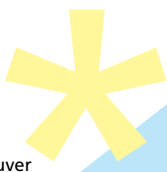
Finally, at the May meeting Senate paid tribute to President Martha C. Piper in wishing her farewell.

## Concluding Remarks

Overall, the Vancouver Senate had an active year, dealing with both regular and ad hoc matters. A major focus of its activities has been the academic governance aspects of the transition to a multi-campus, multi-Senate institution. The Senate has also been working diligently to implement changes to its own operations in light of the Review, so as to optimize levels of responsibility and engagement.

**Did you know?**

That students attending UBC Vancouver come from over 120 countries and comprise 12.7% of the total student population?



## UNIVERSITY TOWN



ISSUE NO.8 DECEMBER 2006

# times

- UNIVERSITY BOULEVARD
- HAWTHORN PLACE
- HAMPTON PLACE
- WESBROOK PLACE
- EAST CAMPUS
- CHANCELLOR PLACE
- NORTH CAMPUS

SERVING UBC'S EMERGING COMMUNITY

## UBC Recognized for Commitment to Sustainability

The Association for the Advancement of Sustainability in Higher Education (AASHE) has awarded the University of British Columbia a Campus Sustainability Leadership Award. The award recognizes institutions that have demonstrated an outstanding overall commitment to sustainability in their governance, academics, operations, and community outreach.

UBC was given the award for adopting a comprehensive Sustainability Strategy, which sets 68 targets and actions for achieving nine major sustainability goals. Other winners include Berea College, Warren College, and Lane Community College.

UBC recently completed the largest efficiency upgrade ever to take place on a Canadian campus and expects to reduce energy use by 20 per cent and water consumption in core facilities by 30 per cent.

The University offers more than 300 courses dealing with sustainability and several departments have adopted sustainability as a core value. The University's sustainability efforts are coordinated through its Sustainability Office, which is funded entirely by savings from its energy reduction programs and currently employs seven staff members and 10 students. For further information visit [www.sustain.ubc.ca](http://www.sustain.ubc.ca).

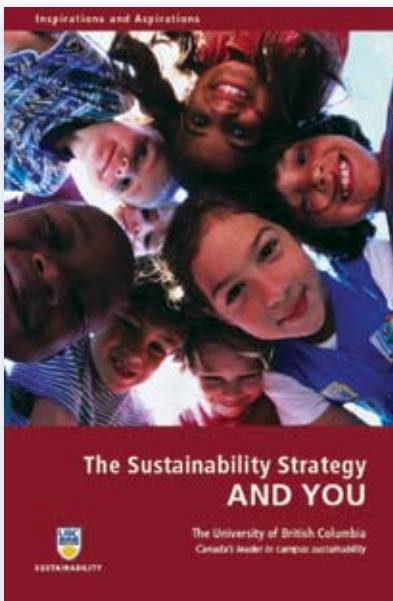
## University Town Funds \$8 million in Research & Teaching

A \$5 million research fund to honour his predecessor and a \$3 million project to help researchers enhance undergraduate teaching were committed by Stephen Toope during his installation as the University of British Columbia's 12th president and vice-chancellor.

The Martha Piper Research Fund will honour the remarkable contributions of UBC's former president, said Toope, who is appointed for a five-year term. The fund will provide support for collaborative research projects, with a focus on interdisciplinary and international research teams.



Citizen UBC – Lisa Johnson.



Toope said \$3 million would support the recruitment of post-doctoral Teaching Fellows to team up with top university researchers in undergraduate classrooms. The initiative will produce up to 50 new courses or course sections to improve undergraduate students' learning experience.

The source of funding for both of these initiatives comes from the proceeds of the University Town development.

## Resident, Staffer, Alumna – Meet Citizen UBC

Lisa Johnson has a special interest in University Town. Not only is she the Manager of Community and Strategic Initiatives with UBC Campus & Community Planning, she is also a resident of Hawthorn Place Neighbourhood, and both she and her husband are UBC Alumni.

For the past five years, working with the UBC community has been a big part of Lisa's job. She has overseen several community programs, including LEAP – Leadership Experiences & Adventure Programs, which assists local elementary and high

school students in developing leadership and team-building skills through adventure-based activities. Another recent success is the University Town School Bus Program, which currently transports over 250 students living on-campus to University Hill Elementary, Queen Elizabeth Elementary, and Queen Mary Elementary.

Over the next year, Lisa will work with campus stakeholders to develop a Social Plan to refresh the vision and values of University Town from a social and community perspective.

Lisa is also an active volunteer in her community. She chairs the University Neighbourhoods Association (UNA) Arts Council, and sits on several other UNA committees. For several years, she has worked with a team of volunteers to organize Happening on the Hill, an annual fair that celebrates the diversity of the "west-of-Blanca" area. Lisa looks forward to watching University Town evolve over the next five years.

## University Boulevard Project Moves to Design Phase

Plans for the redevelopment of University Boulevard have now moved from the conceptual to the design stage. Following on the winning submission for the 2005 University Boulevard International Architectural Competition, Vancouver architects Hughes Condon Marler Architects, in partnership with Kuwabara Payne McKenna Blumberg Architects (KPMB), recently presented their latest project design to the University Town Committee for review. Although this design is an important step forward in the development of the Boulevard project, Bruce Kuwabara of KPMB stressed it is by no means final, but reflects where the design team is in terms of fulfilling the vision of the 2005 competition.

Kuwabara noted that the main concept behind the design is to

convey a sense of "arriving" on campus. Key to this is the development of a University Square, which would form a major social crossroads for the community and will include new university-related shops, services, university housing for faculty, staff, or students, and an underground transit station.

The architects drew comparisons with other successful campus and city interfaces, such as the renowned Harvard Square in Boston. Kuwabara suggested the use of Douglas Fir for the proposed outdoor roof structure as an appropriate and welcoming building material.

The design team welcomes input from the public on these latest plans. For more information, visit the University Town website at [www.universitytown.ubc.ca](http://www.universitytown.ubc.ca).



The Proposed New Social Heart of UBC