

Surgite

Vol. 3, No. 2, September 2011

**An NHL star
returns to his
alma mater**

Meet Dennis Hull
on Alumni Weekend

Suitcase in Point:
Theatre grads put
ideas in motion

George Ward would
like a word with you

Want to create leaders?
Try starting with yoga



Thank you



A well-timed student award can change a student's life. Last year, Brock alumni, other members of the Brock community and the Ontario government's matching funds program, the Ontario Trust for Student Support, joined together to raise more than \$2 million towards student awards.

With the ever-increasing cost of a university degree, these student awards truly do change lives. Every year, recipients of Brock student awards write to express their gratitude in their own unique way. The thank you notes all share one thing in common: they are written from the heart.

I was excited to hear that I had been chosen to receive the Patrick Urlocker Memorial Award this year. As the recipient of this award, I feel very fortunate to have been selected and cannot thank you enough. This scholarship will be very helpful to me in pursuing my education.... Your generosity has inspired me to help others and give back to the community. I hope one day I will be able to help students achieve their goals just as you have helped me.

I would like to take this opportunity to extend my utmost gratitude for your donation of the E. A. Cherniak Founders Prize in Chemistry. It is truly an honour to be the recipient of this esteemed award. It is difficult to express the magnitude of my heartfelt thanks for the support of this generous contribution. Through your donation, young scholars like myself have been given the opportunity to pursue post-secondary studies in the field of our choice at Brock University....

For information on how you can help support Brock, please contact the Annual Fund.

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Surgite

Surgite/sur-gi-tay/ Latin for "Push On"
The inspiring last words of Maj.-Gen. Sir Isaac Brock

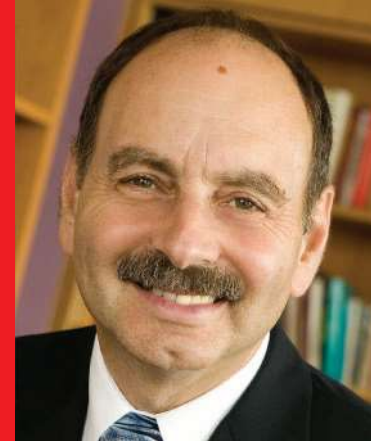
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As summer draws to a close, Brock University is welcoming new undergraduate and graduate students to campus. You probably remember the heady mix of excitement, nervousness, anticipation and determination when you started your post-secondary academic career.



Jack Lightstone

If you have not visited Brock since your graduation, you might not recognize the campus. This issue of Surgite will update you about all of the dramatic changes that are taking place.

Some of these changes involve the construction of state-of-the-art facilities. The flagship Cairns Family Health and Bioscience Research Complex will play a key role in advancing Canada's science and technology infrastructure. In downtown St. Catharines, Brock's Marilyn I. Walker School of Fine and Performing Arts will find an exciting and greatly expanded home in an attractive and rehabilitated industrial landmark.

But Brock is more than bricks and mortar. It's people. Read the entertaining cover story about Dennis Hull (BA '81), who was part of the celebrated 1972 Summit Series when Canada beat the powerful Soviet Union team. Almost 40 years later, the nail-biting hockey match is still cited as a Canadian cultural benchmark. Be inspired by the account of Gordon Murray (MA '98), retired managing editor of the *Niagara Falls Review* who returned to Brock in his 60s to earn a degree in Philosophy. This issue also features Brock alumni who have made their marks as novelists, founders of theatre companies, and inventors of board games.

If you are a new member of our alumni family, this may be the first time you have received an issue of Surgite. I am sure you will find the magazine to be a thoroughly enjoyable and informative way to keep in touch with your alma mater.

Best wishes

Jack Lightstone
President and Vice-Chancellor

An NHL star returns

After 30 years, Dennis Hull is coming back to Brock for Alumni Weekend

By Doug Herod

from hockey and was about to start his first year of classes at university.

He almost didn't make it.

"I thought, 'I can't do this. I'm going to stick out like a sore thumb with all these kids,'" remembers Hull, who was then a couple of months shy of his 34th birthday.

So he called Billy Reay, his longtime coach with the Chicago Blackhawks and someone he regarded as a mentor.

"I'll tell you what's going to happen," he recalls Reay saying. "You're going to go into that school, and the three years are going to be over before you know it."

His old coach was right.

"It went so quickly, and it was such a wonderful experience. Man, I would've been sick if I hadn't gone through with it."

But flash further back 16 years, and a different education decision had to be made.

Hull was a rising raw talent with the Ontario Hockey League St. Catharines Black Hawks, and had seen the professional success achieved by his celebrated brother Bobby. So Dennis quit high school after Grade 10.

"I decided to put all of my efforts into trying to be a hockey player," he said.

No second-guessing required here. He enjoyed a long, successful career as a pro, made lifelong friends and along the way accumulated an endless supply of stories that helped him become one of Canada's most accomplished after-dinner speakers.

Hull's oratory prowess will be on display Sept. 17 when he returns to Brock as the Alumni Weekend keynote speaker.

Being the featured alumnus at a university wasn't exactly on the radar screen during Hull's playing days. When he wasn't focused on hockey, his attentions turned to the eastern Ontario beef farm he and his brother Gary bought in the early 1970s.

But after Hull retired from hockey in 1978, an opportunity arose when Ridley College started a summer sports camp, which included a hockey camp. The private school asked Hull to sign on as an instructor.

"I liked being around Ridley. It was fun."

He thought it'd be even more enjoyable if he could teach there full-time. Tell you what, said Ridley's board chairman Alan Orr. Get your Bachelor of Arts and we'll hire you.

Hull passed a high-school equivalency test, applied to Brock and was accepted. And after his crisis of confidence in the parking lot that day, all went smoothly. Well, almost.

Dennis Hull (BA '81) was used to feeling pressure.

After all, the St. Catharines junior hockey graduate had played 14 years in the National Hockey League and participated in three Stanley Cup finals.

Plus he played in the famous 1972 Summit Series against the Soviet Union, games that had all of Canada living and dying with each rush up the ice.

But none of that prepared him for the stress he was feeling in September 1978 as he pulled into the parking lot at Brock University.

Hull had retired



Dennis Hull (BA '81) in his days in the NHL. Photo courtesy of the Chicago Blackhawks

When Hull walked into class that first day, the professor took a look at the man in his mid-30s and said, "Finally, the plumber is here!"

A sink at the back of the room was plugged up, and the professor assumed Hull had been dispatched to fix it.

Once that mistake was corrected, a university education proceeded.

"I loved every single minute of it," said Hull of his three years at Brock. "I never missed a class."

Hull received his BA and became the first person in his family of 11 to graduate from university. The family went en masse to the 1981 Spring Convocation.

As planned, he did become a teacher at Ridley, but left after a couple of years when he was offered the athletic director's job at the Illinois Institute of Technology in Chicago.

He filled that role for about 10 years, but his popularity as a speaker was soaring — he did 50 engagements a year out of 200 requests. Hull didn't believe the time lost was fair to the school, so he handed in his notice.

As with attending university, being a public speaker was never part of any grand plan. But life had been preparing him for it.

When Hull got to Chicago in the fall of 1964 there was still an afterglow to the team's 1961 Stanley Cup victory. Players were in demand to speak at various community functions.

"(Coach) Reay didn't want any of the key players going out to these banquets. He thought it would interfere with their play."

So when anyone would call for a Blackhawk, Reay would volunteer "bit players" Hull and fellow St. Catharines junior grad Doug Jarrett.

"I think we got 50 bucks each going to these church dinners, Boy Scout meetings or whatever. And we were so terrible it was embarrassing.

"But that's where we learned what people wanted to hear. It was just like your hockey career — you get better and better as you go along."

That's not the only hockey comparison he uses.

"People say, 'Oh, you're just a natural, it must be so easy.' Well, it's not easy," said Hull of public speaking. "I find it exactly like getting ready for a game. You worry about it all day. You want to do well and you're thinking about everything to do with that night.

"So it's not easy — at least not for me. But once I get there and get on stage, everything always seems to work out."

When Hull, who lives with wife Janet on a 150-acre cash-crop farm north of Cobourg, returns to Brock on Sept. 17, he'll do so with warm memories and the knowledge that he's just one of the alumni.

That sense of humility was driven home his first year at Brock, after receiving a book written by his history professor for Christmas.

Early in the new term, the former NHL star asked Professor Donald Goodspeed if he would autograph Hull's copy of the book.

"Certainly," said Goodspeed. "Would you like me to personalize it for you?"

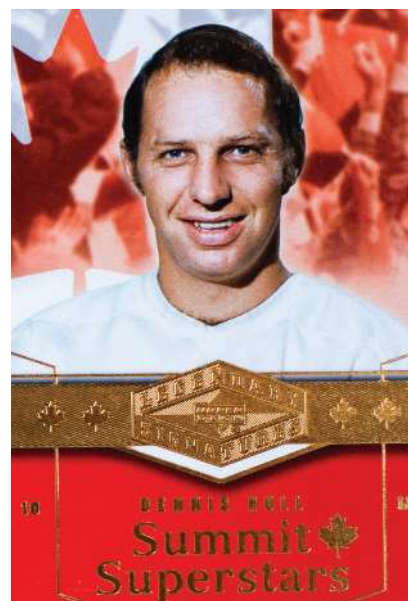
That'd be great, replied the member of the legendary 1972 Team Canada.

OK, said Goodspeed. What's your name?

At least the good professor didn't ask if he fixed sinks.



Dennis Hull at his farm in Roseneath, Ont. Photo by Bob Tymczyszyn



Deanna Jones (BA '03) recalls standing on a Toronto stage in 2003, feeling anything but doubtful about what she was doing.

The young actress had been racking up glowing reviews for her performance in *Be Wearing the Wolf*, an original script penned by the members of Suitcase in Point (SIP) — the St. Catharines theatre troupe she co-founded.

If ever there was a moment that rewarded everything she and her SIP colleagues had done to turn their startup company into a bona fide theatrical force, this was it. And Jones knew it.

"It's that moment of 'We're doing the right thing,'" Jones says. "We made the right choice with the company, and it's working."

Jones and crew have their own tenacity and talent to thank for several

Have theatre, will travel

Grads put their heads together with the Suitcase in Point theatre company

By Tiffany Gallagher

friends — Cole Lewis, Alexandra Hlinyanszky (BA '02), Natasha Pedros (BA '04), Sergio Forest, Edwin Conroy Jr., Brian Foster (BA '02), Doug Lehman and Jones — did what SIP does with every play it has scripted, action it has improvised and audience it has awed: they collaborated.

They thought of forming the group while sitting around Jones's living room. In a flash of insight, they had a name that summed up what they have been striving to achieve in the decade since, says Jones.

"We hope to promote dialogue with our audience. Not 'case in point', but ideas that travel — Suitcase in Point."

Jones credits Brock's "very well-rounded" theatre program for giving this group the gumption to break into the competitive world of theatre before its members had even graduated.

"It kind of rooted us and readied us to be a theatre company. We came out ready as a theatre company to put on shows. A lot of schools, you go in and you're in one stream — the acting stream, the playwriting stream. But with this, you were involved in everything."

SIP general manager Annie Wilson (BA, '04), who joined the group in 2007, agrees. "It helped them develop as well-rounded artists from the get-go."

It wasn't just the diversity of the courses they took. Inspiration came from the professors who challenged them, gave them creative licence, rewarded them for taking risks and helped them realize their capabilities.

A decade after that living room powwow, the connection to their alma mater remains.

The troupe of visual artists, writers, actors and musicians continues to do what it does best — collaborate with the creative minds that nurtured them as students.

sweet moments of success with SIP, a theatre company that writes and performs original plays and hosts workshops and camps for aspiring actors. But Brock University's theatre program also plays a starring role — a majority of its members are Brock grads.

SIP formed in January 2001 when a group of



Deanna Jones (BA '03) and Annie Wilson (BA '04) stand in their rehearsal space on St. Paul Street in downtown St. Catharines. Photo by Julie Jocsak

“We’ve really maintained a lot of support and contact with professors,” Jones says.

One is Janis Barlow, now a full-time arts consultant who taught arts administration and cultural studies to several SIP members.

Barlow recalls Wilson’s intelligence and Jones’s talent, but when she takes in a SIP performance she’s not looking on her former protégés with nostalgia. She watches with the same critical eye she casts on any artistic work.

“There’s a lot of talent on stage,”

Barlow says. “You have to buy into the fact that you’re looking at new, developing work. You don’t always score in theatre... but when the audience and performers connect, there’s nothing like it.” She calls it “an epiphany,” one that has happened at many SIP performances.

Jones, too, turns a critical eye on the roles she has played — particularly offstage — but instead of praise, there’s laughter.

Take the time she cast herself as head of administration for the group, sported a poly-blend pantsuit and lugged her father’s old briefcase with her as she pounded the pavement in search of financial support for SIP to put on its earliest performances.

“I literally thought ‘That’s how to make it,’” Jones recalls. “I just remember being young and naïve and having lots of passion.”

Jones has since shed the pantsuit and traded in the title of head of administration for the more fitting artistic director. She still has the briefcase, though.

These days, she’s wearing aviator sunglasses and carrying around a guitar as she readies to roll out SIP’s latest production, *The Keith Richards One Woman Show*, an “autobiography” about the legendary Rolling Stone. It will be shown in bars and other band-friendly venues throughout

Niagara.

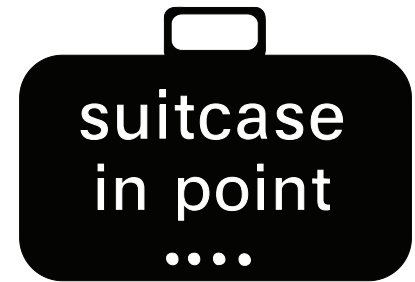
“I’ve always wanted to be a rock star,” Jones says. “We feel certain we’re going to perform this for Keith Richards, that he’s going to close the show. And why not? Dream it.”

As Jones wows the audiences, SIP members are working to script the group’s next production. Over the years, they’ve produced dozens of thoughtful, humorous plays and cabarets, and hosted workshops for young, aspiring thespians. They continue to leave audiences wanting more, and SIP wanting to give it to them.

Jones marvels at what has become of SIP, in spite of the odds and that moment of clarity on stage years ago.

“It’s remarkable for a company that formed that way to still exist after

10 years. We had this idea and did it, and there’s been momentum, and we haven’t stopped. We’re pushing ourselves up and out evermore.”



“You don’t always score in theatre... but when the audience and performers connect, there’s nothing like it.”

Curbing youth violence with the power of games

By Samantha Craggs

He's not often there to see it. It carries on without him on schoolyards and soccer fields. But on an average school day somewhere in El Salvador, the work of James Mandigo is in action.

The co-director of Brock's Centre for Healthy Development is a key party responsible for a program that has brought structured physical education to the impoverished Central American nation. Before Mandigo worked with its Ministry of Education and the University of Pedagogica, the country did not have a single graduate of post-secondary phys ed programs.

Mandigo helped develop a new undergraduate program that trains future teachers to use sport and games to teach kids life skills that will veer them away from the country's extreme youth violence. When they graduate, the new teachers lead kids in games that teach skills like co-operation, self-esteem, problem solving, and mutual respect.

It's an invaluable lesson in a country with one of the highest youth murder rates in the world.

"Kids are naturally competitive there," says Mandigo, an associate professor of Physical Education and Kinesiology. "They have to compete for every little resource they have. We wanted to teach them how to work together as opposed to always fighting against each other. Through physical education, we teach them healthy life skills."

'The game becomes a metaphor'

Mandigo's road to El Salvador began in 2005, the United Nations International

James Mandigo, shown here with a takraw ball, has boosted physical education in violence-ridden El Salvador.

Year of Sport and Physical Education, when he travelled to the Caribbean with a University of Toronto colleague and a group of Brock students.

The students branched out at schools there, teaching children games that foster skills like co-operation, fair play and critical thinking. The trip culminated in a one-day national event called the Unity Games.

Mandigo then travelled to El Salvador, where he helped develop the undergraduate program with the Ministry of Education, University of Pedagogica, the Canadian Embassy and Scotiabank.

In 2007, the first year of the undergraduate program, there was a 50-student cohort. The second year, 75 students were accepted. This year's cohort has 220 students.

Mandigo has a Social Sciences and Humanities Research Council grant to track those first 50 graduates, who are now working at schools in El Salvador. He hopes to find out if violence is lower in their schools, and if the teacher training has had an impact on the communities.

The games and exercises in El Salvador are simple and inclusive. One game sees students holding the edges of a blanket and working together to keep a ball in the air. This teaches them co-operation and teamwork, traits they can use in every aspect of their lives, Mandigo says.

"The game becomes a metaphor to teach the skills kids need to make healthy choices."

Mandigo's methods are now being used closer to home. Last year, 18 Brock students held the first Niagara Unity Games, engaging 110 local children. The event was held in partnership with the United Way, RAFT, YMCA and Brock's Student Life and Community Experience. Mandigo is also consulting with a team writing new health and phys ed curriculum in Ontario.

But Mandigo's ultimate goal is to make El Salvador's schools a safe haven for its children. He'd like them to be safe enough that he can visit them with his own children.

Universities, he says, are in a position to help.

"These programs have got to be locally driven and sustainable. That's where universities can play a huge role. Universities are being used to create social change."





Michael Carter displays a photo of the gladiator tombstone he studied.

From his grave, gladiator grouses about the ref's bad call

By Samantha Craggs

In popular culture, Roman gladiators are a symbol of appalling barbarism – men who fight to a gruesome death as bloodthirsty crowds cheer them on.

But Michael Carter has evidence that we may have it all wrong.

The associate professor in the Department of Classics studies Roman entertainment spectacles, particularly their impact on Greek culture. He has uncovered the latest example that gladiators did not fight to the death. That example comes in the form of a message on an 1,800-year-old tombstone criticizing a referee's call.

Carter examines many epitaphs as part of his research. The most recent is on a stone found 100 years ago in Turkey, now on display at the Musée du Cinquantenaire in Brussels, Belgium.

The stone marks the death of a gladiator named Diodorus who battled a man named Demetrius. During the match, Demetrius ended up on the ground in a prone position. But Diodorus did not kill him because the referee (or *summa rudis*) seemed to think Demetrius' fall was accidental and ruled that the match continue.

Demetrius made good use of his second chance. He got up and went on to kill Diodorus.

"After breaking my opponent Demetrius I did not kill him immediately," the epitaph reads. "Fate and the cunning treachery of the *summa rudis* killed me."

It all points to the notion that there were rules and referees in gladiator matches, Carter says. Many gladiators fought multiple battles, and some retired quite wealthy. Their epitaphs often show their stage names, the number of battles they fought and the number of people they spared in doing so.

"There is all kinds of evidence to show that they didn't kill each other just because they had the opportunity."

The notion changes popular perceptions of ancient Rome, which many see as a possible model for the decline of western civilization, he says.

It also shows that the matches weren't so different from some of the sporting events we have today.

"There's a whole debate right now about whether UFC is sport or spectacle," says Carter. "There has even been a debate around hockey. The mob mentality we saw in Vancouver recently, Romans knew all about that."



Vincenzo De Luca

As a boy in the 1970s, Vincenzo De Luca got bus fare from his mother so he could get to Sunday mass. Usually he went to church.

But sometimes he rode on to Montreal’s botanical gardens, wandering rapturously through beds and greenhouses bursting with the colours and scents of plants from around the world.

“It was an oasis in the middle of a city,” De Luca remembers. “Everywhere was this incredible biological diversity. I was mesmerized. How did all this diversity come to be?”

Young Vincenzo could only be mesmerized for 90 minutes before he had to get the bus home. But it ignited a passion that ultimately led to a PhD and a job as a senior scientist in North Carolina’s Research Triangle, studying cellular processes and why plants produce unique natural products.

In 2001 he came home to Canada, to Brock. Today the Tier 1 Canada Research Chair in plant biochemistry and biotechnology and his team are inducing tropical flowers to produce higher levels of cancer-fighting compounds — a discovery with big implications for health care and drug manufacturing.

And soon De Luca will enter a new chapter of Canadian teaching and discovery when he and dozens of other researchers move into Brock’s gleaming Cairns Family Health and Bioscience Research Complex.

This summer, workers on the glass-and-stone structure — destined to be Brock’s new architectural signature, and one of Niagara’s most eye-catching landmarks — completed the outer shell of the building and turned to finishing the interior and preparing to set Brock on a new path. The academics move in next spring.

The imposing five-floor complex will be home to students,

Canada Research Chairs and Ontario distinguished researchers in biotechnology, green chemistry, plant pathology, and science and health. Research includes work on diabetes, cancer, infectious diseases, tropical diseases, West Nile virus and malaria.

Its advanced assets include a synthetic chemistry laboratory, a Level 3 Containment lab, a photophysical sciences lab, child and youth studies space and the Niagara campus of the Michael G. DeGroot School of Medicine.

But the Cairns Complex will also raise the bar for how scientific excellence can fuel economic change. One of its key components is a business incubator where entrepreneurs work with scientists to turn inventions and advances into new Canadian enterprises.

Named for St. Catharines lawyer and entrepreneur Roy Cairns and his family, who gave a \$10-million impact gift, the \$111-million Cairns Complex has also received \$38 million from the federal government’s Knowledge Infrastructure Program, \$33.5 million from the Ontario government and \$2 million from the Niagara Region. The University is fund-raising to pay the rest of its share.

Brock President Jack Lightstone says the Cairns Complex will accelerate the development of Canada’s knowledge

infrastructure. “Look at its design and technologies,” says Lightstone, “and you see what researchers, graduate students and Canada Research Chairs can achieve in terms of making discoveries, advancing awareness and fueling the creation of knowledge-based jobs.”

As for the scientists, the mild-mannered De Luca doesn’t hesitate about what the Cairns Complex can do for Canada.

“Brock now has facilities that enable a level of sophistication of research that wasn’t previously possible,” De Luca says.

“You give young people the opportunity to develop themselves with the facilities you offer, but how well they develop also depends a lot on the type of people you attract in the first place. This building and its research will allow us to attract and keep talent.

“With the Cairns Complex, we become a player. The country will look at Brock differently.”

Cairns Complex: the clock ticks toward a new era of research

By Kevin Cavanagh

Work continues on the Cairns Family Health and Bioscience Research Complex.





The Canada Hair Cloth building as it looks today.

And Brock University is in the midst of it all.

The scheme is actually two separate but adjacent and complementary projects. Up on St. Paul Street, the City of St. Catharines will build a Performing Arts Centre that includes a concert hall, dance theatre and film venue.

Beside it will be a Brock complex containing the new home of its Marilyn I. Walker School of Fine and Performing Arts. Brock's facility will be a combination of refurbished heritage buildings (the Canada Hair Cloth factory dates to the 19th century) and new construction, including a dramatic arts theatre.

The ambitious project will be a catalyst for much-needed investment and renewal in the city centre, and underscores the University's efforts to help surrounding communities improve not just intellectually but socially, culturally and economically. The Walker School will move 500 students, faculty and staff into the downtown. Brock will also relocate its long-established Centre for the Arts entertainment programming into the city's Performing Arts Centre.

As for the site, architect Schmitt says the topography, history and location are a rare combination for an architect to work with.

"The potential is to make an extraordinary place for creative activity on this amazing site. It's going to be a unique place for the whole Niagara Region, in a way that no other downtown revitalization project has been able to do in Ontario."

Brock officials hailed the choice of architect to design this crucial project. Douglas Kneale, Dean of the Faculty of Humanities, says Diamond and Schmitt represent an outstanding educational opportunity for students. "Their vision will provide state-of-the-art facilities to foster innovative, creative convergences for our students in dramatic arts, music, and visual arts," says Kneale.

The Ontario government is contributing \$26.2 million to the Brock project, which has a construction budget of \$39.6 million. The University will need to raise about \$20-million through its Campaign for a Bold New Brock.

Construction should begin by early 2012, with occupancy scheduled for 2014.

In central St. Catharines, the traffic on St. Paul Street rumbles past a barren hillside lot the size of a city block. Its dreary buildings have been demolished, leaving an abandoned factory standing alone at the bottom of the slope.

Bleak? Renowned architect Don Schmitt says he's never seen an opportunity quite like it: "The possibilities are amazingly powerful."

Schmitt has designed dazzling concert halls from Montreal to Washington to Russia. Now Toronto-based Diamond and Schmitt Architects will help turn this vacant brownfield into a dazzling performing arts complex that will redefine and revolutionize Niagara Region's largest urban core.

Over the next three years, the 4.5-acre site will morph into a \$94-million array of concert halls, theatres and university learning space.

Renowned architect will help move arts school downtown

By Kevin Cavanagh



Architect's conceptual drawing — of how it might look by 2014.

Alumna shares her inner peace

Debi Rosati brings her philosophy about yoga and leadership to Brock Days

By Samantha Craggs



Debi Rosati (BA '84)

A Toronto native, Rosati started at Brock when her parents moved to St. Catharines in 1980. She chose Brock because she wanted to be a chartered accountant and liked the co-op option. It was a wise choice.

"Being a co-op accounting student in an accounting firm is a huge experience for a 19-year-old," she said. "By the time I was 23, I'd had three areas of articling. It gave me the practical foundation to frontier in other directions."

Rosati has been active since graduation. Her resumé includes a stint as chief financial officer of TimeStep Corporation and a general partner of Celtic House Venture Partners. In 2002, she founded RosatiNet, a venture catalyst firm focused on financing strategies for technology startups.

Her accolades include the 2007 Brock University Alumni Association's Thirty from the Past Thirty award, being a finalist for the Ottawa Women's Business Network 2005 Businesswoman of the Year and the

Ottawa Business Journal's 2001 Top 40 under 40 award. She has volunteered for organizations such as the National Ballet School and the Ottawa Hospital Foundation Cancer Centre Expansion campaign cabinet. She has also served on advisory councils for Brock President Jack Lightstone and the Dean of Faculty of Business, and helped fundraise for Brock's co-op accounting program.

On the surface, there aren't a lot of ties between yoga and being a corporate director. But in Debi Rosati's world, they exist in perfect harmony.

Rosati (BA '84) serves on the board of Sears Canada, chaired the board of the Canadian Internet Registration Authority and served on the boards of corporations such as the Ontario Lottery Gaming Corporation and Axis Investment Fund.

In her spare time, she teaches yoga under the name Shanti Living. Repeated three times, shanti is a mantra for inner peace.

Rosati will combine both loves when she leads a Learners and Leaders seminar during Brock University's Alumni Weekend in September. Rosati will present the 20-minute session "Yoga creates leaders," speaking about how yoga gives practitioners the inner peace required to succeed.



Each year, Brock Days hosts some of the 70,000 people who have graduated from Brock since 1964. Last year's events included pub nights, sporting events and wine tastings.



Rosati became interested in yoga about five years ago. Yoga, she says, helps with focus and vision.

"It's about creating steadiness and grounding. It's about pushing yourself out of your comfort zone and coming back to your base."

Rosati's presentation is part of two Learners and Leaders sessions planned for Alumni Weekend. A week of homecoming and community celebrations, called Brock Days, runs from Sept. 16 to 25. The sessions are part of a mini-conference on Saturday, Sept. 17 that also includes presentations focused on personal and professional development.

Among them is one by Paxton Allewell (BA '05), who will present "A hitchhiker's guide to the blogosphere." Penny Towndrow (BA '83) will present "Retirement reality — it's not about money," while Dr. Ana Lara (BSc '00) will present "Health: the mind-body connection."

The day will include a tour of the former Canada Hair Cloth building in downtown St. Catharines, the future home of the Marilyn I. Walker School of Fine and Performing Arts. There will also be a virtual tour of the new Cairns Family Health and Bioscience Research Complex.



Other Alumni Weekend highlights:

- Tribute! – an annual roast and toast of Ian Brindle (MSc '72)
- Alumni Pub Night at the Mansion House
- Brock University Alumni Association Annual General Meeting
- A keynote speech with Dennis Hull (BA '81), a 14-year veteran of the National Hockey League
- Wine seminars in the park
- Cameo Club reception (If you graduated in 1986 or earlier, you're eligible to be inducted into the Cameo Club)
- Fine Food, Fine Wine, Fine Arts – Niagara's finest chefs pair up with local winemakers to present an unforgettable dining experience

There will be specific reunion celebrations for the Brock University Philosophical Society, the Neuroscience program, the Faculty of Education, Earp Residence, Brock Radio, the South Asian Student Alliance, and people who were Dramatic Arts students in 1970.

Living in Ottawa, it's not always possible for Rosati to come back to St. Catharines as often as she'd like. She has hosted alumni events in Ottawa, but this will be her first time at Brock Days.

She is looking forward to networking with other Brock graduates, she says.

"I want to learn from other alumni, and I'm looking forward to

learning and growing and being a proud Brock ambassador."

For a full list of events, visit brocku.ca/brock-days



In the age of video games and personal gaming, an educational board game that the whole family can enjoy might seem like a throwback to a bygone era. But, with a game called *Syl-la-bles*, George Ward (BA '97) has flown in the face of 21st-century convention.

In 2007, Mike Ross, a friend since their days together at Markham District High School, came to Ward with an idea for a board game.

"I was in college and I was in the library and it just sort of came into my head," says Ross. "I was thinking of a game where players

earn more points for having more syllables and letters in the words they create. I made a prototype, showed it to George and he liked the idea."

Billed as "the game that encourages you to think big," players roll the dice and have to create the longest and most difficult word,

George Ward would like a word with you

Grad's fun and educational board game finds international success

By Mike O'Drowsky

starting with the letter that their game piece lands on. Points are earned for longer words, with the winner achieving the amount of points set prior to the beginning of the game. The best part: *Syl-la-bles* is competitive for all players. Winning scores can be handicapped, so parents don't have to let their children win.

"I liked *Syl-la-bles* because it plays like an educational game, so we had a market in younger children's board games," says Ward, who lives in Stouffville. "It also plays like *Scrabble*, but a little easier. I knew any word game enthusiast would like it."

Ward's family has been in the game industry since 1971 when his father started Toy-Sport Agencies. Ward and his sister, Elizabeth, have run the company for the last 15 years. Drawing on his considerable knowledge of the industry, Ward knew there were numerous markets where a game like *Syl-la-bles* could find success.

"Board games are one of the few growing trends in the toy market. Toy sales in general are dying, but board games are one of the growing markets because parents want to spend time with their kids instead of having them play video games."

Ward's bet paid off. To date, *Syl-la-bles* has sold more than 30,000 copies, the first of those coming in Australia and Canada in 2007. In 2009, Ward's U.S. distributor helped bring *Syl-la-bles* to Toys 'R' Us and Borders stores in the U.S., and also made the game available on





Amazon.com. In Canada, Zellers, Giant Tiger and Chapters.ca carry the game. It will be available at Toys 'R' Us Canada stores later this year.

"I am really excited about the success the game has found internationally," says Ward. "The Canadian market is so small on a global scale, so international distribution can really make your numbers increase substantially. It's also really cool to know my game is being played in other countries."

Syl-la-bles has won numerous awards. The Canadian Toy Testing Council gave it a three-star rating – the highest level possible. The game has also won *Creative Child Magazine's* preferred choice award, *Learning* magazine's teacher's choice award for the family, and the National Parenting Center's seal of approval.

"It is really satisfying to know that this game can be fun and educational at the same time," says Ward. "This was a major reason why I got involved in the game. I knew it was a fun family game that could educate kids but also be fun to play with adults. Too many games and toys these days do not promote education."

In addition to its global market and prominence on the children's educational awards scene, *Syl-la-bles* has also piqued the interest of investors. In December 2010, CBC's *Dragon's Den* featured Ward as a guest. Facing the dragons, Ward pitched a 10-per-cent stake in the company for \$50,000.

Four of the potential investors passed on the opportunity, but lone female dragon, Arlene Dickinson, offered \$50,000 in services for 10 per cent of the company. Ward countered with five per cent ownership, and an accord was reached, marking the first time in the show's history where an investment had been made on a board game.

Dickinson's investment will see the development of an iPhone application for *Syl-la-bles*, bringing the game to a whole new market. Though the release date has not been announced, Ward expects the app will be available in late 2011.

"The iPhone app is a great opportunity for the game to take off," says Ward. "iPhone apps are becoming very popular and the cost of \$1 or \$2 for a game is very affordable for everyone. Also, *Syl-la-bles* is a great game to play on a smart phone. The game involves spelling and math, so the app will make those things easier since those elements will be automated."

Though *Syl-la-bles* is a success, Ward isn't sitting back. He has already signed a deal with another inventor friend to produce and sell a new contraption called Pucker-Up. The device allows the user to quickly and easily retrieve hockey pucks. Available in Canadian Tire and National Sports, Pucker-Up is made for "anyone who's too lazy or tired at the end of a hockey practice to pick up pucks," says Ward with a chuckle.

George Ward (BA '97) has found success with his board game *Syl-la-bles*.
Photo: © National Post/Tim Fraser

The insatiable curiosity of a lifelong learner

After 40 years in newspapers, Gordon Murray went to university

By Mike Tenszen

The day after Gordon Murray (BA '97, MA '98) retired from a distinguished 40-year career in the hurly-burly world of newspaper journalism, he enrolled at Brock University.

Why?

"I'd been pretty busy in the newspaper business for so long," recalls Murray, now 83. "It was just something to do. I had no special goal. In the next nine years, instead of going to work, I'd go to Brock. Everything about it was agreeable. I can't remember an anxious or unpleasant moment."

Murray's newspaper career started in the 1950s when, after a stint in Toronto as a stockbroker, he saw an enticing *Globe and Mail* advertisement: "Reporter. No Experience Required."

"I couldn't type," he recalls, "and my spelling wasn't that good, either." But he ended up toiling for Thomson newspapers in northern Ontario, eventually moving to several dailies in southern Ontario.

Murray touched a lot of bases in the newspaper game: a reporter who rose to become a city editor, then managing editor. When he retired in 1990 from the *Niagara Falls Review*, he'd been the publisher for 15 years.

Upon entering Brock, did he experience discomfort among his 17-year-old classmates, or those spunky professors young enough to be his children? "Never. Never."

Philosophy department chair Ric Brown (BA '72) recalls the presence that Murray brought to classes, as do most mature students.

"They are there to learn," says Brown. "They absorb like a sponge. They also, unlike the newest generation — and you can quote me on this one — actually know how to read and write."

As for Murray?

"Oh, Gord's quite impious," says Brown. "Very creative. He was really a delight to have at Brock."

Writing was his craft. For him, (higher education) had nothing but intrinsic value. It's not as though he needed it to get another job."

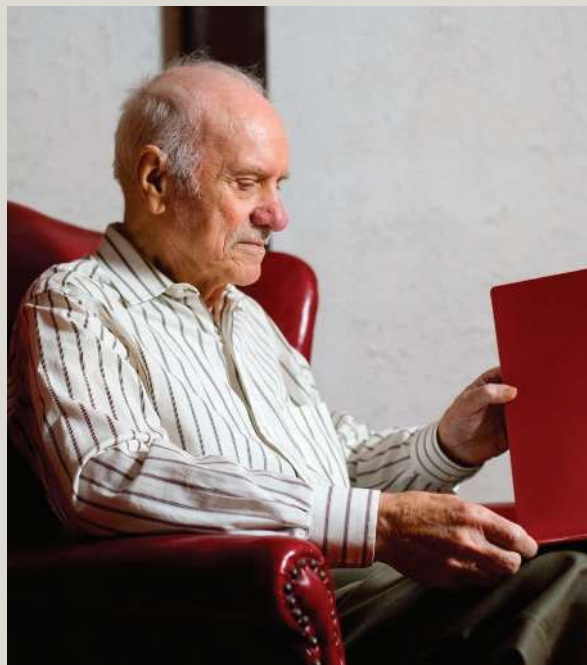
An avid poet, Murray became a teaching assistant at Brock after getting his MA. As he led philosophy seminars, he was also harvesting ideas for his biting, clever verse. Some 24 of his poems are on the Philosophy department website at brocku.ca/philosophy.

Anyone who worked for Murray as a reporter or editor can attest he is an articulate, precise man with a wry sense of humour and razor-sharp wit, a singular individual quite apart from the herd. For his MA, Murray wrote on

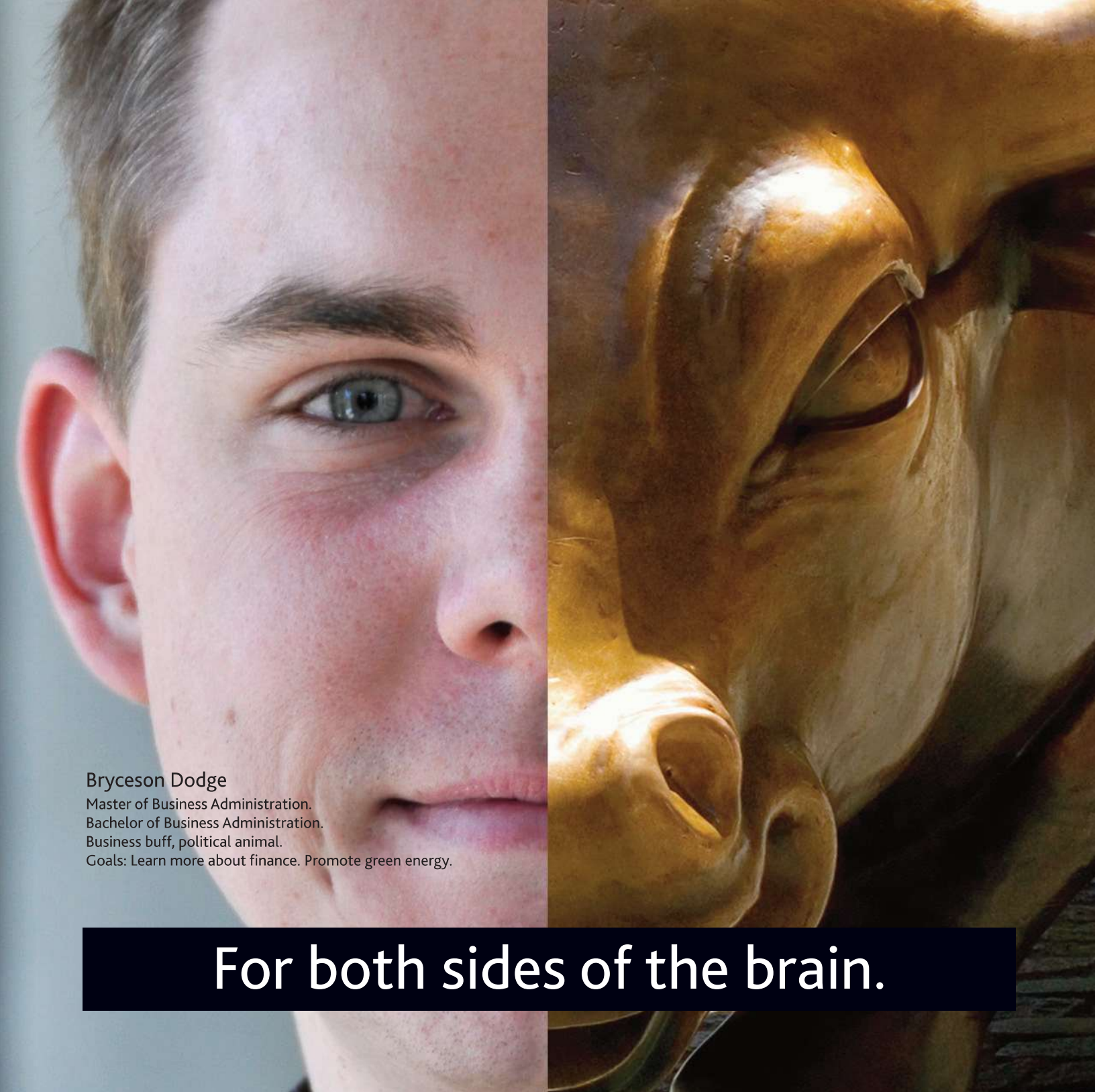
Nietzsche's "The Eternal Recurrence of the Same."

During his time at university, his average mark was 80.

Philosophy professor Murray Miles remembers his student well.



Gordon Murray's (BA '97, MA '98) philosophical poetry includes titles such as "Dethroned Soul," "Achilles" and "Why Plato." He was inspired to write poetry in his 60s as a mature student at Brock. Photo by Bob Tymczyszyn



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Our MBA program is just one in Brock's diverse array of 40 graduate programs. To experience Brock as an MBA candidate, check us out at brocku.ca/business/mba/

As a student-athlete entering his final year of eligibility, men's hockey player Derek Brochu is not taking Brock's pre-season tune-up tournament lightly.

"We want to get that banner back," says the veteran Badger center and Welland native.

Brochu's motivation derives from consecutive defeats to the University of Guelph Gryphons in the final game of the Brock-hosted Steel Blade

Badgers keen to reclaim autumn hockey bragging rights

By John Matisz (BA '10)

13th annual Steel Blade Tournament, which has become an Alumni Weekend spectacle for current students and homecoming alumni.

After beginning in 1999 as a single game between Brock and Niagara University, it has grown in terms of fan support, participants and sponsorship. For the fifth successive year, RBC Asset Management and Dominion Securities are title sponsors.

To players and coaches, it has taken on a special significance. Badger Steve Mullin (BA '11) sees the event as the true initiation of a new season. "It's definitely something I've looked forward to over the four years I've been at Brock," says Mullin.

His sentiments are echoed by long-time Badger coach Murray Nystrom.

"A hockey fan will recognize that these are not exhibition games," says Nystrom. "Technically speaking they are pre-season games, but they play such a vital role in the preparation of each team's season."

Competing in 2011 are the Saint Mary's Huskies (2009-10 CIS Champions), Guelph Gryphons (2000, 2009 and 2010 Steel Blade Tournament Champions) and the Brock Badgers. The host Badgers are four-time tournament champs.

A core principle of the event is its focus on education.

Tournament.

And this Sept. 22-25, Brock will seek redemption at Seymour Hannah arena in St. Catharines as it hosts the

Scholarships are given out to two players, thanks mainly to the backing of community member Ed Werner — a constant supporter of Brock and the varsity hockey program. Past winners of Ed Werner Scholarships include Jason Harshaw (BSM '07), Mike MacIntyre (BKin '09) and Joe Forte (BSM '03), all of whom went on to success after graduating from Brock. Presently they are a player agent, chiropractor school student and teacher, respectively.

Recognition is also given to players who volunteer their time to help make the tournament a success, says Nystrom. "It gives the guys a sense of accomplishment in trying to enhance the tournament through promotion and operations work."

Adding to the tournament's intrigue, the winners get to hoist a sword that was carried by Sergeants of the Upper Canada Artillery Units and Royal Artillery during the War of 1812. Nystrom says the distinctive trophy represents an important component of the event's appeal.

"The non-competitive part of the tournament is being able to share a bit of that history with some of these teams who come visit this area from across the country."

Each year, before the sword and a championship banner are awarded to the tournament's victors, the Badgers and visiting teams show the Niagara region how thrilling Canadian university hockey can be.

Brochu, 2010-11 recipient of the R. M. Davis Surgite

Award for excellence in both athletics and academics, says anyone attending the tournament is left with no doubt about the high quality of the game at varsity level.

"It is a great indication of what type of hockey CIS is," Brochu says. "A lot of people are unaware of the calibre of hockey and it's a little underrated in my opinion."

For tickets to the Steel Blade Tournament, please contact the Walker Complex front desk at 905-688-5550 x4060.



Derek Brochu



Murray Nystrom

Alumnus is OHL's youngest GM

By Samantha Craggs



Lou Lukenda, left, president of the Sault Ste. Marie Greyhounds, announces that Brock alumnus Kyle Dubas, centre, is the new manager of the team. On the right are George Shunock, governor, and Frank Sarlo, team legal adviser. Photo: James Egan Photography

A Brock alumnus has become the youngest general manager in the history of the Ontario Hockey League.

Kyle Dubas (BSM '07), an alumnus of Brock's Sport Management program, was named GM of the Sault Ste. Marie Greyhounds in April. At 25, Dubas is among the youngest general managers in professional sport.

"Today we move in a new direction" said Lou Lukenda, president and board chair of the Soo Greyhounds, when he announced Dubas' appointment. "Kyle's character, passion, energy and unique qualifications will lead our organization into the new realities of today's hockey. He is an intelligent hockey mind who has a passion for our community and our team."

Dubas spent five years as a certified National Hockey League Players' Association agent with Uptown Sport Management. In that role, he recruited and advised players at the major junior, collegiate and professional level and represented players during negotiations with the National and American Hockey Leagues. The Sault Ste. Marie native's clients included Dustin Jeffrey (Pittsburgh Penguins) and Brandon Archibald (Saginaw Spirit).

"I feel very honoured and blessed to be embarking on this opportunity," Dubas said at the announcement.

"I will pour every ounce of energy and passion that I have into making this an organization that (the Sault Ste. Marie community) can be extremely proud of."

Dubas also worked with the Greyhounds in hockey and business operations. His grandfather, Walter, coached the Greyhounds from 1960 to 1967, while his sister Megan is the current marketing and game day operations co-ordinator.

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A love affair with words

When he's not teaching high school English, Dean Serravalle makes his mark in the fiction world.

By Doug Junke

Life's pivotal moments often turn on a single event. For author, poet and teacher Dean Serravalle (BA '97, BEd '00), it happened at Denis Morris High School in St. Catharines. It was there during the 1990s that his future writing career took shape.

Attending a school with 1,800 other students, he felt the need to be heard. His English teacher gave him a copy of Kahlil Gibran's *The Prophet*, and he fell in love with its language.

"I had always been an observant child," says Serravalle, program chair of English at Saint Michael's High School in Niagara Falls. "Also, I grew up in a large family of great oral storytellers."

He began creating stories of his own, and has never looked back.

Serravalle started getting his poetry and a number of short stories published in such journals as *The Fiddlehead*, *Event*, *The Dalhousie Review* and *Lichen*. His stories were nominated for the Journey Prize and the National Magazine Award.

His first novel, *Reliving Charley*, launched in 2010 by Oberon Press, follows a teacher who, after the death of his wife, has the opportunity to live his life in reverse, only to realize everything else reverses as well. Subconscious becomes his conscious. Memories become his dreams.

Serravalle's second novel, *The Marriage of Heaven and Hell*, under consideration by an American publisher, tells the story of two journalists kidnapped and tortured in Iraq who find solace in

William Blake's poem of the same name.

His first children's book, *The Super Adventures of Aiden and Oscaroo*, written for his sons, Aidan, 7, and Oscar, 1, is also under consideration by a U.S. publisher.

When Serravalle arrived at Brock, the budding writer was beginning to emerge.

"At Brock I acquired many more literature influences than I could ever dream of. I had some passionate professors, namely Professor (George) Reecer and Professor (Brian) Crick. They felt so strongly about literature, I began to value what I read as sacred material passed on to me."

He went on to pursue an MA from the University of Windsor, where he hit his stride.

Over the years Serravalle has honed his craft, matching his skills to various writing forms that tap into different parts of his writing psyche.

Since *Reliving Charley* was picked up by Oberon Press, he has increasingly found himself doing readings and book signings ("I love discussing literature with anybody").

He and his wife Lauren, an English and social science teacher, and their two boys live in Niagara Falls.

"I feel very privileged to have been exposed to some wonderful people and influences at Brock University," he reflects, "and I sincerely hope to do their passion and faith in me some justice with further works."

Dean Serravalle's (BA '97, BEd '00) writing career is gaining momentum. Photo: Bob Tymczyszyn



The insatiable curiosity continued from page 16.

"Gordon had a very quizzical outlook," says Miles. "He was intensely curious about everything, an eager learner, and always, I think, looking for material for his poetry. He wrote very good essays. The English was impeccable. He had style."

Newspaper columnist and executive for more than 40 years. Accomplished Brock student for nine years. Poet and philosopher. Family man helping to raise two successful sons and, in recent years, caring for his Alzheimer's-afflicted wife, Elizabeth.

So, after this full and productive life, what is this "impious" Brock grad's own philosophy of life at the age of 83?

"My philosophy of life," he sums up, "exalts the whimsical, droll and quaint."

Michael Tenszen worked as a reporter for Gordon Murray at the Niagara Falls Review in the 1970s.

The Brock University Alumni Association will hold its

Annual Alumni Golf Tournament

Saturday, Sept. 10, 2011
at Thundering Waters Golf Club in Niagara Falls.

Registration for the tournament is \$600 per foursome.

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The last word

John Sorenson is a Sociology professor and renowned expert in the field of critical animal studies, a subject he researches and teaches at Brock. He describes how critical animal studies sets the University apart, and what inspired him to create the course that's unique in Canada.



John Sorenson and his dog Bee.
Photo by Bob Tymczyszyn

People who suffer injustice and abuse consistently complain that they've been "treated like animals." My courses on racism provided plenty of examples: individuals owned as property, forced labour, whips, chains, transport to slaughter, industrial killing. The conviction that such treatment is unacceptable, not just for humans but for all living beings, led me to create the first Critical

Animal Studies (CAS) course at Brock in the 1990s.

That course was an introduction to animal rights, broadly speaking, using books such as Peter Singer's *Animal Liberation* and Carol Adams' *Sexual Politics of Meat*. I was also inspired by a display at Brock organized by Niagara Action for Animals (NAfA), a local animal protection group. It's important to stress that initial inspiration from and connection with grassroots activists. Brock University itself was developed in connection with the local community and that's certainly true with CAS.

CAS at Brock is rooted in a sociology department committed to social justice through issues such as anti-racism, feminism, critical criminology, anti-capitalism, labour studies and so on.

CAS is the logical extension of a commitment to social justice across the boundary of species. Growing awareness of animal rights is a logical outcome of progressive historical tendencies such as socialism, anarchism, feminism, anti-racism, environmentalism and so on. The extent of suffering and death in factory farms, slaughterhouses, and vivisection laboratories is overwhelming, although we're very skillful at avoiding our responsibilities in these things. Also, it's clear that we are driving other species into extinction at

unprecedented rates while destroying the planet, engaging in behaviour that is not just cruel towards others but suicidal. Progressive intellectuals should take these issues seriously and incorporate this perspective into their writing and teaching.

CAS at Brock is distinguished by a responsibility to animals, commitment to animal rights and ending their exploitation. That can be achieved in a great variety of ways, but I think CAS must be motivated by what 19th century English social reformer and animal advocate Henry Salt called an "enlightened sense of equality." There has to be clear opposition to the oppression of animals, understanding of animal exploitation from a social justice perspective, and acknowledgement of animal rights as a serious political issue. CAS should specify connections between the exploitation of animals and environmental degradation, rapidly approaching complete catastrophe, and the exploitation and impoverishment of humans.

Brock has been a pioneer in CAS and there's growing interest in the field. In March, we organized a major international conference on "Thinking About Animals," and about 500 people came to hear 32 panels over two days. Participants came from across Canada as well as from Australia, Austria, England, Germany, India, South Africa, Sweden and the USA. With the help of the Dean of Social Sciences and the participation of various departments and graduate programs, the conference was a model for interdisciplinary cooperation. I hope people recognize what an important role Brock has played in the development of this new field. I also hope that Brock will take advantage of its position as a forerunner in the field and create a graduate program in CAS.

I've been gratified by the number of students who have seriously thought about the material presented to them and who have taken steps to make their own lives more just and compassionate, by becoming vegan, by joining the Brock Animal Rights Club and by becoming activists. There's a growing vegan, animal rights culture in the Niagara region and I'm proud that Brock has played a role in developing this.

2011 Alumni weekend schedule



Friday, Sept. 16		Saturday, Sept. 17		Sunday, Sept. 18	
11:30 a.m. to 1:30 p.m.	Farmers Market Jubilee Court	8:30 to 9:30 a.m.	Brock University Alumni Association (BUAA) Annual General Meeting and Breakfast Sodexo Mezzanine (above Walker Complex food court)	10 a.m.	Brock Baseball Alumni Game Community Park
6:30 to 10 p.m.	Tribute to Ian Brindle (MSc '74) Pond Inlet	9:45 to 11 a.m.	Brock Days Alumni Weekend Keynote Address Keynote Speaker: Dennis Hull (BA '81) Academic South 203	2 p.m.	Brock Baseball vs Laurier Community Park
8 to 10:30 p.m. (pub is open until 2 a.m.)	Alumni Pub Night The Mansion House	11:15 a.m. to 12:15 p.m.	<p>Breakout Session #1 "Retirement reality: it's not about the money" Presented by Penny Townsend (BA '83) Academic South 217</p> <p>Breakout Session #2 "Health: the mind-body connection" Presented by Dr. Ana Lara (BSc '00) Academic South 215</p> <p>Breakout Session #3 "Hitchhikers guide to the blogosphere" Presented by Paxton Allewell (BA '05) Welch Hall 209</p> <p>Breakout Session #4 Learners and Leaders Seminar 1 Presentations by Jens Coorsen (BSc '86, MSc '89) and Debi Rosati (BAdmin '84) Academic South 216</p> <p>Breakout Session #5 Learners and Leaders Seminar 2 Presentations by Penny Townsend (BA '83) Nancy Doubleday (BSc '78) and Albert Iannantuono (BA '85) Academic South 216</p> <p>Breakout Session #6 "Stuck in the middle with you: Alzheimer's disease and the sandwich generation" Presented by Dr. Mary Guerriero-Austrom (BEd '80, BA '81) Academic South 215</p> <p>Breakout Session #7 Learners and Leaders Seminar 2 Presentations by Penny Townsend (BA '83) Nancy Doubleday (BSc '78) and Albert Iannantuono (BA '85) Academic South 216</p>	2 p.m., 3 p.m., 4 p.m.	Wine Seminars in the Park Montebello Park
		12 Noon	Chris Critelli Scholarship Golf Tournament – Peninsula Lakes Golf Club		
		12:15 to 1:30 p.m.	Reunion Station Lunch Market Hall		
		1 p.m.	Women's Soccer vs Waterloo – Brock Soccer Field		
		2 p.m., 3 p.m., 4 p.m.	Wine Seminars in the Park Montebello Park		
		1:30 to 3 p.m.	<p>Breakout Session #5 "How to produce a formal business presentation" Presented by Michael Robertson (BBA '92) Academic South 217</p> <p>Breakout Session #6 "Stuck in the middle with you: Alzheimer's disease and the sandwich generation" Presented by Dr. Mary Guerriero-Austrom (BEd '80, BA '81) Academic South 215</p> <p>Breakout Session #7 Learners and Leaders Seminar 2 Presentations by Penny Townsend (BA '83) Nancy Doubleday (BSc '78) and Albert Iannantuono (BA '85) Academic South 216</p> <p>Virtual Tour of the Cairns Family Health and Bioscience Research Complex Academic South 203</p>		
		3:15 p.m.	Men's Soccer vs Waterloo – Brock Soccer Field		
		5 to 6:30 p.m.	Cameo Club – Sean O'Sullivan Theatre Gallery		
		7 to 11 p.m.	Fine Food, Fine Wine, Fine Art Lowenberger Dining Hall		



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