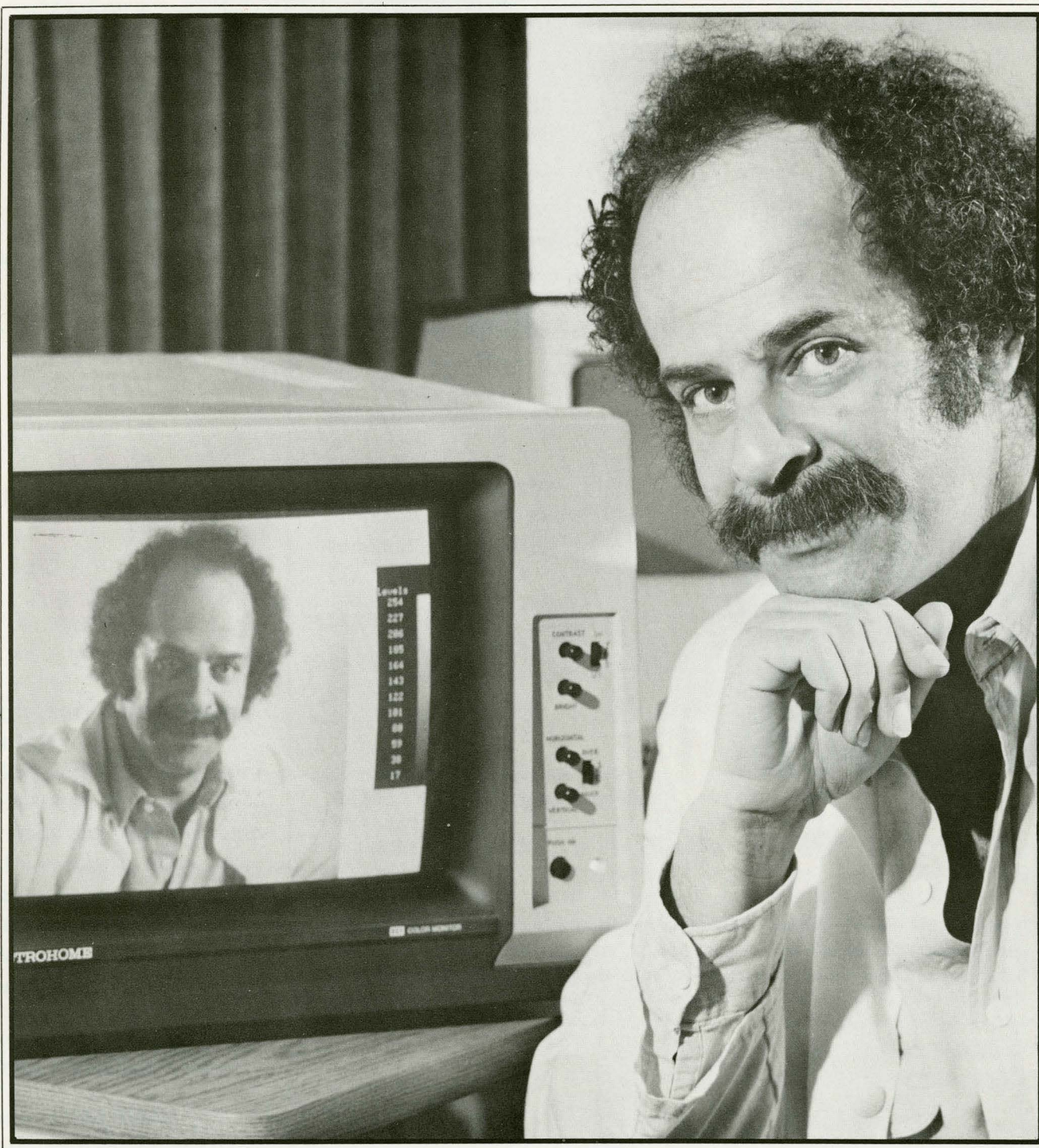


SURGITTE!



*Peter Ramm and Imaging Research Inc.
Research and Commercial Success: A Double Take*

SURGITE Autumn 1988

Brock University

Chancellor
Robert Welch

**Chairman
Board of Trustees**
Allan Orr

President
Terry White



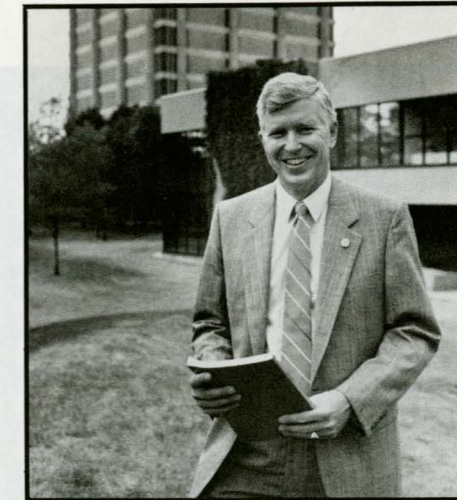
Surgite!/sur-gi-tay/v Latin Push On!

The last words of a dying hero and the motto of the thriving University that bears his name-- Brock University, offers programs in the arts, sciences, humanities, administrative studies, physical education, leisure studies and education.

Surgite is a quarterly publication of the Office of External Relations.

Director: Grant Dobson
Editor: Janice Paskey

CONTENTS



President Terry White

Brock Briefs.....2

Imaging Research Inc.
Prof. Peter Ramm's successful commercial venture at Brock.....4

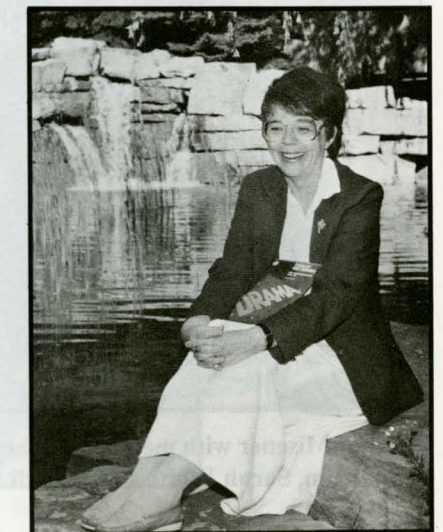
Correspondence is welcome, write:
Surgite, Office of External Relations,
Brock University,
St. Catharines, L2S 3A1.

The cover photograph of Prof. Peter Ramm was taken by Divino Mucciante, Brock University photographer. At the request of the editor, Ramm used his Imaging Research technology to show us how a photograph could be projected onto the computer screen.

Author Interview
Prof. Mary Jane Miller chronicles CBC television drama...6

Alumni Event
Wine and Cheese introduces Brock's 25th anniversary wines..... 8

Opinion
Two views on University/ Industry involvement.....10



Prof. Miller

Brock Briefs



Eleanor Misener with members of the Brock community swim team, Sarah White and Brandi Smith.

Eleanor Misener Aquatic Centre

Brock's aquatic centre was named "The Eleanor Misener Aquatic Centre" last June. This pays tribute to Mrs. Eleanor Misener who is an advocate of the handicapped (Brock's pool is accessible to the handicapped), and who is a member of a family with a long standing affiliation with Brock University.

Her husband, Ralph, was the fourth Chancellor of Brock, and currently her son, Peter, is Vice-Chairman of the Board of Trustees.

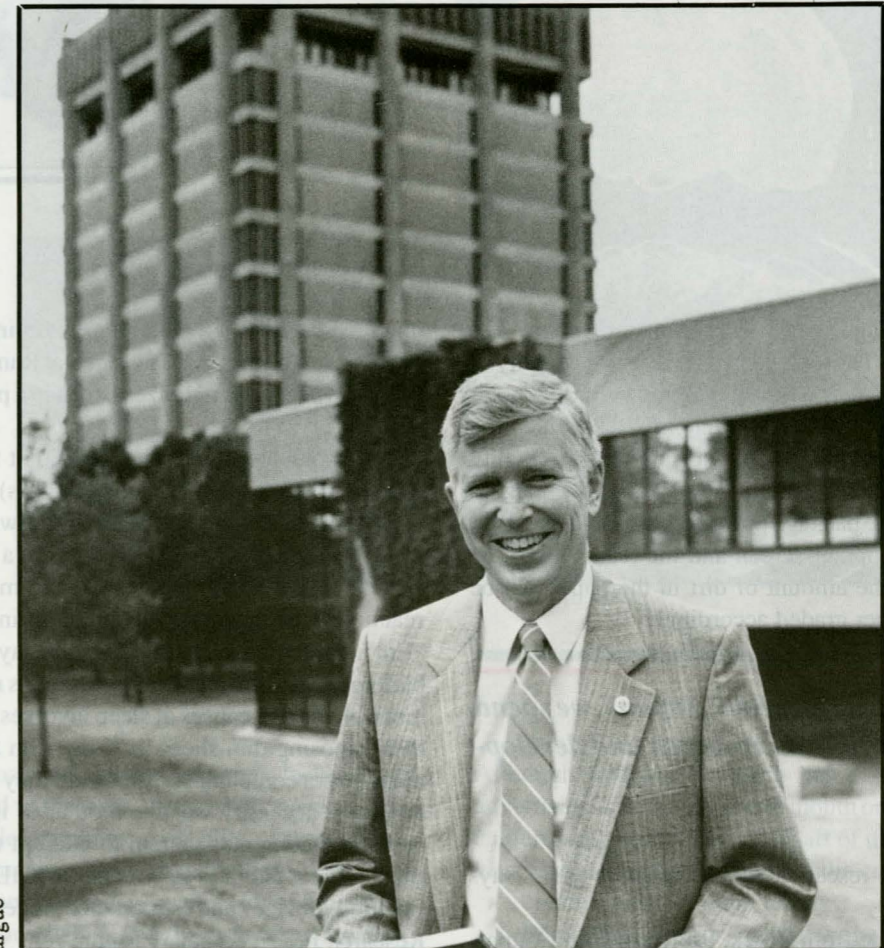
New Residence For Brock

Brock will have 360 more residence beds a year from now thanks to a \$4.68 million grant from the Ministry of Colleges and Universities. The Honourable Lyn McLeod made the announcement at Brock last July. The grant is part of the Ontario government's University Residence Program which aims to provide affordable housing for students and, in turn, to reduce the competition between students and low-income earners for off-campus housing.

If all goes as planned, the new residence—a town house development—will be completed for occupancy next September on the main campus. Currently, Brock has the lowest (at 8 per cent) ratio of university-owned residence beds to total students of any university in Ontario. Last year, there were 766 students on the waiting list for residence.

The minister's announcement came just as Brock's President, Dr. Terry White, completed his second day at work. He thanked Ms. McLeod for coming to welcome him and bringing such a fine gift, adding that she was indeed welcome at any time. Also in attendance were James Bradley, MPP for St. Catharines, and Harry Pelissero, MPP for Lincoln.

Welcome President White



In just his fourth day as President, Dr. White addressed a major conference "Sanity, Science and Global Responsibility" which was organized by Prof. Robert Malone and sponsored by Brock. It attracted renowned experts from around the world.

Dr. White told of first visiting the area and of walking along the banks of the Niagara River on a lazy Sunday morning. He came upon several fishermen and complimented them on their large catches. Dr. White asked them, however, if they had any concerns about the river's pollution.

"Their mood towards me changed instantly from one of sharing their location and activities to a cool indifference, as though I was an intruder, a spoil-sport, who was trying to ruin their recreation. As a final closing or gesture, one of them muttered 'We are all going to die

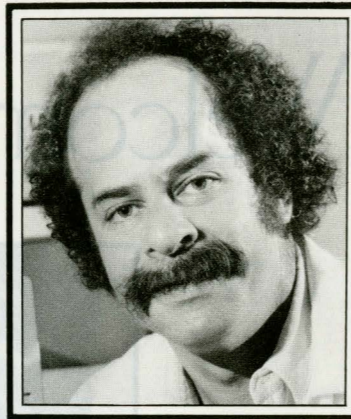
sooner or later, you know'. In my experience, their sense of resignation about these negative environmental circumstances, over which they had no control, impinging on their lives is not unique to those fishermen.

...our citizens must be armed with not only an increased and informed awareness, but also a sense of hope that with the appropriate values, attitudes, and tools, we can begin to make significant redirections in our behaviours towards more sane, more responsible, and more civilized objectives. People must be charged to take a greater interest in and concern for the consequences of our actions.

We must become agents for change and work against the resignation and detachment that may be symptomatic of future shock, and more carefully weight the full consequences of our tradeoffs."

Imaging Research Inc.

By Janice Paskey



Just 20 months ago, when technicians at Quebec and Ontario Paper Ltd. in Thorold wanted to assess the quality of their paper they would use a time-honoured method—holding it up to the light. The more randomly distributed the fibers, the better, according to Director of Product Quality Richard Knight. But now, by using a sophisticated imaging hardware and software package produced at Brock, the paper is projected on a computer screen and the reading is more accurate. As well, the amount of dirt in the paper can be assessed, and the paper graded accordingly.

“This is very much a research company, we spend 90 per cent of our time on research and development.”

“We use it as a research trouble-shooting tool,” says Knight.

A four hour plane ride from Brock, Professor Carl Cotman at the University of California at Irvine, does an interview for the public affairs show 20/20 about his research on aging. In the shot is his imaging computer system, and like the one at Quebec and Ontario Paper Ltd., it's produced at Brock.

In both instances, the computer software used is the brainchild of Peter Ramm, 39, a psychology professor, who developed the system to aid his research into sleep. Ramm's successful program projects images onto a computer screen for analysis and is now being sold through his company, Imaging Research Inc., which is located in the Mackenzie Chown Complex at Brock and employs six full-time staff. Each year the University's general research budget receives 20 per cent of the software profits. (Last fiscal year it was \$20,000).

“I think it's a really good thing for the University,” says Brock's Vice President of Administration, Terry Varcoe. “Some people say: ‘Why are we giving this guy space for a commercial enterprise?’ Our reply is that this software came

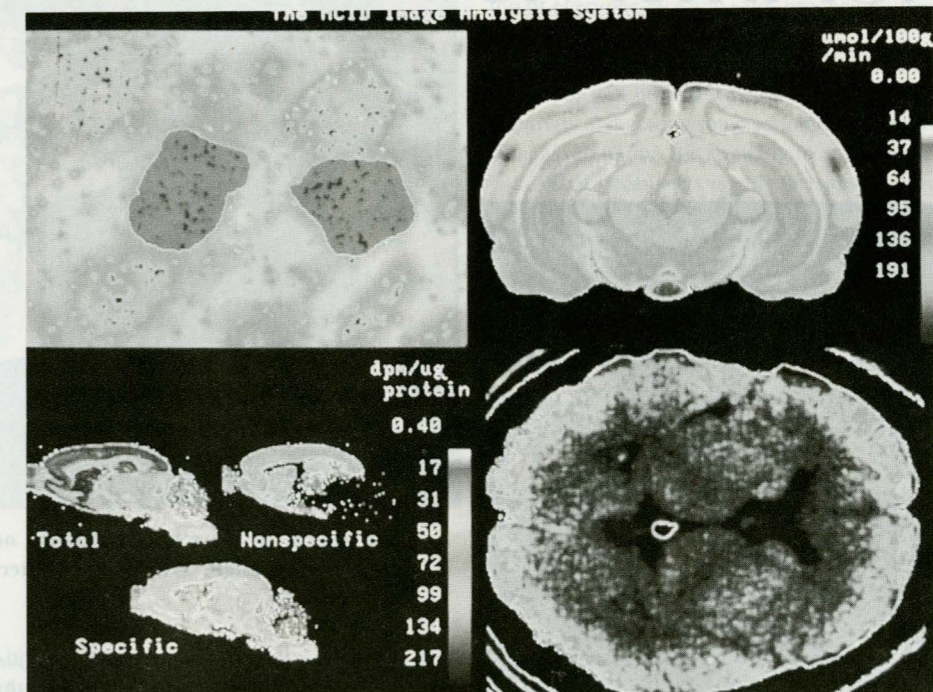
out of research and it is the most exciting hi-tech project to come out of this place.” The fact that Ramm travels the world to sell his package publicizes Brock in a positive way, Varcoe says.

Ramm came to Brock from Trent three years ago (he holds an MA and PhD from Queen's) and continued his research into the question, “Why do we need sleep?” He brought with him the beginnings of a computer imaging system he developed to allow him to monitor the chemical reactions which occur in the brain during sleep.

“I'm a hardcore psych prof,” Ramm says about the decided biological and chemical emphasis to his research. Part of his research into the causes of sleep involves dissecting ratbrains then exposing thin slices to X-ray film and then projecting them onto a computer screen where they can be analyzed. In this case, necessity was the mother of invention; he had to develop a computer system to attempt to answer his questions. The system is now called MCID (Micro Computer Imaging Device) and is marketed under the name Imaging Research Inc., a company Ramm runs with his wife, Helen Staal, a former practicing lawyer. His imaging system has allowed him to analyze the rate at which amino acids (proteins) are synthesized in the brain. Ramm has found that during slow wave sleep the rate of protein synthesis is higher. “Is the purpose of sleep actually to restore brain proteins?” he is now able to ask.

Now in its third year of operation, Imaging Research has for the first time turned a modest profit. About 70 systems (including hardware and software) were sold this year to such clients as The Hospital for Sick Children in Toronto, Harvard University in Boston, and Fukuoka University in Japan. Ramm maintains his regular teaching schedule while travelling around the world. He puts in a 70-hour week, not unusual for a professional, he says.

When at Brock, Peter Ramm, professor and company president, can be found in his Mackenzie Chown complex office, sitting slouched in front of his computer screen, the south curtains pulled to make the images clearer. With his



A typical image analysis

rumped white lab coat and unruly corkscrew locks, Peter Ramm is, in the world of research, dressed for success. His is substance over style, guarantee over glitz. Likewise, he abandons the traditional emphasis on marketing.

“In most other companies they spend a lot of money on what does it look like or will they like the taste better than last year's (product)?”. In this company we ask questions like—is this possible?”

Imaging Research was first called Imaging Research Services, but its founders didn't want to have the acronym—IRS—which is also short for the Internal Revenue Service in the US.

“Imaging Research is an unusual company,” Ramm says. We economize on marketing costs, maintain R&D facilities at Brock, sell to scientists knowledgeable enough to appreciate our products, and pass the savings on to our clients. This is very much a research company we spend 90 per cent of our time on research and development.”

Although Imaging Research has a sales kit, most of its advertising is through word of mouth or exposure at scientific conferences, Ramm says. The art of the deal, for him, is the least exciting aspect of running the company.

“I don't enjoy selling, he says.

For Ramm, the “fun” part of the business comes in trying to customize the system to the needs of specific scientists. “I do enjoy meeting the wide range of scientists, visiting labs that are well-known all over the world.” Currently, a “hot” aspect of imaging research is the area of molecular biology, especially genetics, which has Ramm and his staff busy adapting a system for that market. There are about 25 competitive systems and Imaging Research competes with others in the US\$70,000 range. Ramm says his company keeps ahead by undercutting the competition and making a better product. The MCID features include a solid state video camera, a Northern Light precision illuminator and integrated software. Its applications are wide-ranging.

The type of system depends on the type of image you're viewing. So in most of our applications it's a biomedical research system, but for viewing rock specimens it would be a geologists' system,” Ramm explains.

How does he define success? “Moderate growth and continued profitability”.

Author Interview

By Janice Paskey



mucciante

Prof. Mary Jane Miller (MA, Toronto; PhD, Birmingham) may very well be the only person who owned a VCR for three years but never watched a rented movie. Instead, she used the latest in entertainment technology to aid her book research and pored over hundreds of CBC television programs. The result is an exhaustive account of the successes and failures of CBC Television Drama in her new book, "Turn Up The Contrast" published by UBC Press. Her thesis is that Canadian programs succeed best when there is a greater contrast, a greater difference, from American fare. In an interview with Janice Paskey, Surgite editor, she discusses Canadian drama.

(Shortly, after this interview Communications Minister Flora MacDonald announced a plan to pump \$250 million dollars into the CBC and boost Canadian content to 95 per cent during prime time. At press time, it was not known whether the proposal would get through the House of Commons before the summer recess.)

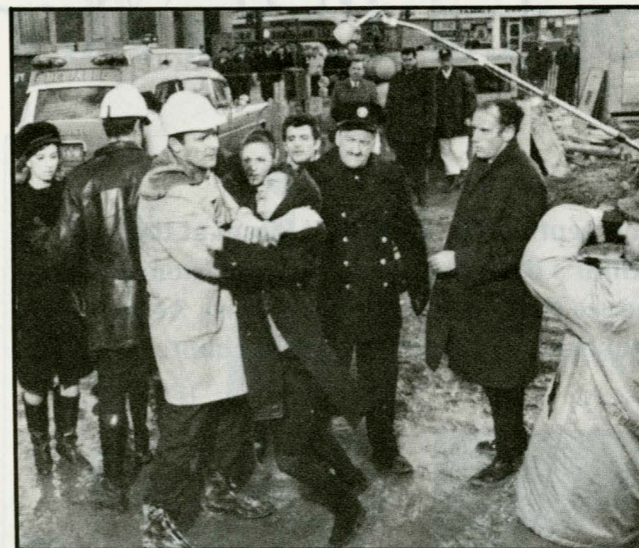
Some people say if we have Canadian news and information shows, that's enough. Why does it matter if we have Canadian drama or not?

Because we don't live only in the world of information, we live in the world of imagination as well. If we think of our streets as the streets of Los Angeles with all their obvious dangers and their easy access to guns, and their different laws and their lack of social services...if we start seeing only images of a culture which is fundamentally quite different from ours in its social values in its social structure in its racial problems, in its determination of the melting pot (rather than what we attempt in our clumsy way to be multicultural), in its size and power and confidence; if we just see those images and never see ourselves in our own imagination then we've got no place to go in our imagination that belongs to us. It doesn't matter whether you're talking about novels or you're talking about television except that television is the biggest entry into everybody's imagination that currently exists.

People choose far more than watching sports, far more than watching news to watch fiction. And if they only see fiction from other countries then that's a recipe to losing themselves. You look in the mirror and you don't see your own face you see somebody else's and something's wrong, either you've gone crazy or the mirror is a trick mirror. But either way something is drastically wrong.

You credit CBC for producing some good drama but criticize the CBC for not re-broadcasting, why doesn't it?

Because they haven't paid the royalties, they haven't arranged it in the contracts, and that's because it (the CBC) is underfunded. I think you can add into that a Canadian habit of undervaluing what they accomplish. One of the purposes for me in writing this book was to write it for the people who make the programs because they don't know most of what's in there either. They don't know what they should be proud of, they are sometimes reinventing the wheel because they haven't got corporate collective pride of memory.



You say in your book "Never in our series television has the CBC tried to build up a heroic 'hunk of manhood' either fictional or historical". Why?

Canadians on the whole are not terrific hero worshippers. Now occasionally we surprise ourselves. The NFB trashes Billy Bishop and there's hell to pay. There's a hero that's 75 years old and we still have feelings about him. In Quebec, they are more likely to build heroic figures out of their imaginations than in English Canada. But we like them down to size as far as historical figures are concerned, so we don't build up Robin Hoods or Davey Crocketts.

Is that healthy?

It depends on your ideological point of view. I think maybe it's not. I think that in fact you need those figures to nourish the imagination.

"The most important thing Miller does in this weighty but highly readable book is to make a resounding case for the importance of fiction to our national psyche."
Bronwyn Drainie, The Globe and Mail

What's the mood at CBC television drama department now?

It is in the middle of the biggest change in its organization in TV drama and entertainment. It's a massive uproar really. New man coming in. This chap (Ivan Fecan, Director of Television Programming) is 33 years old, he began with the CBC, was the pet protégé of one of the biggest network executives in the United States. They

brought him back when he was flourishing in LA and put him in on top of everyone else and said 'produce ratings' and he's got about two and one-half years to do it.

This issue is under that kind of pressure are we going to go for US clones, or will he find ways of rejuvenating and regenerating the creativity and getting some serious popular hits, which is what he's been asked to do. It's spinning in space at the moment.

What Fecan says is very persuasive if he does what he says going to do then it could be a new golden era. And if not...He's a hands on man. He wants his hands on every aspect of every production. He's done some things. He's brought Wojcek back. He's going to have a new Wojcek movie. He's decided we have to go for broke and make some drastic changes.

To conclude you say it is the viewer, the consumer, the voter who determines what type of drama we will see. How can this be?

There's a real feeling of passivity, helplessness among a lot of television viewers. Now soap opera viewers know that they have influence, but they only think they have it with soap operas. People are familiar with the fact that viewer write-ins saved Cagney and Lacey but people think of their influence on programming as being attached to the network whereas we don't have an American system where our influence has to come in is with our politicians who cough up with money as well as with the CBC. I mean we could write bushels of letters to the CBC to say aren't you wonderful and CBC will send them on to the politicians but it's far more effective to send bushels of letters to the politicians.

If you wanted another Benny Cooperman that was set in St. Catharines then the people to write to would be the CBC. But if you want to make sure there will be another Benny Cooperman, that there will be any kind of Canadian television you better write to your MP, the Minister of Finance, Treasury Board—people with the money. Writing to Flora (MacDonald, minister of communications) might help give her some clout because one of the biggest problems CBC has is no one in cabinet is listening to Flora MacDonald.

You just say "I want Canadian broadcasting to survive and to flourish and I don't want you to choke it the way you're choking it and have been for the last 10 years."

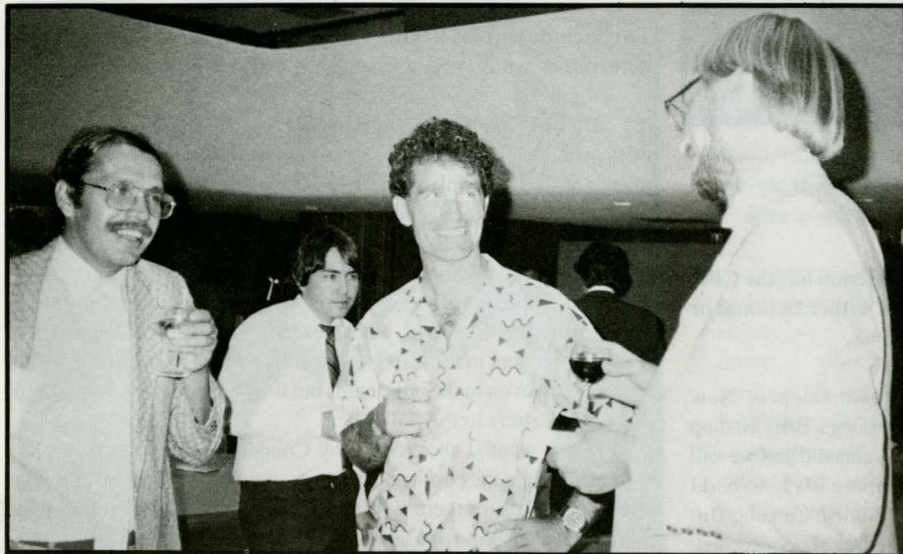
Why do you think that will have any effect?

Because politicians respond to that kind of pressure, for every letter they get they know there are 10 other people thinking the same way. I'll give you a better reason—this is how we got a CBC in the first place.

Turn Up The Contrast
By: Mary Jane Miller
429 pages
\$35.95

Brock's 25th Anniversary Wines Uncorked

Brock's 25th anniversary wines were uncorked at a reception for Toronto Alumni at the Science Centre. About 150 showed up to sip on Inniskillin's Baco Noir red wine and Stoney Ridge Cellar's Custom-Blended White. (To order the wine see the Alumni Service Form) As well, most in attendance expressed strong interest in establishing a Toronto alumni chapter.



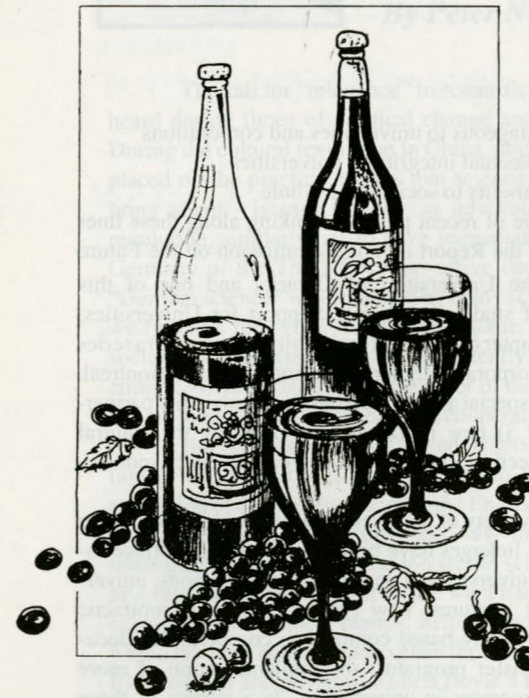
"I wonder if Alphies is the same without us."



"You want *how* many cases of wine for your birthday?"
"Adam Axcell B.Admin '87 and Cathy Ferguson, BA '87."



"One more glass and I just may let this hair down"
Margaret Murphy, BBE '85.



Inniskillin's Baco Noir
A dry, bright, garnet red wine

Sugar code: 0

Alcohol: 11.8%

Stoney Ridge Cellar's
Custom-Blended White
A fruity, medium-dry white

Sugar code: 1

Alcohol: 11%



"From one alumnus to another...."



"To tell you the truth, I think it's white with tortellini
and red with pasta primavera."

Opinion: University/Industry Ties



University/Industry Linkages Mutually Beneficial

By Arthur Smith

Government funding of Canadian universities has been substantially constrained in the 1980's. This reflects not merely general government spending constraints in conditions of chronic, large government deficits, but also a re-ordering of government spending priorities that has reduced the relative importance of expenditures on universities.

In these circumstances, growing efforts have emerged to explore and develop university revenues from other sources—from students, alumni, foundations, business corporations, and even from within universities themselves through initiatives to use certain university assets to generate commercial revenues. Increases in support for the universities have taken many forms—for example, some increases in fees, significant advances in student and alumni donations, growth of sponsored research, the further build-up of scholarships and fellowships, the private funding of new faculty chairs, and a host of other developments.

Within this spectrum, increased corporate support has frequently emerged for special attention.

The extent to which such support could ease the financial strains of universities is, however, frequently misperceived. During the 1980's, total donations of corporations to universities appear to have averaged about one per cent of total university revenues. Moreover, even this level has been achieved only in the context of a significant number of aggressive university fund raising campaigns. Also, a substantial part of corporate donations flow to specifically earmarked purposes (for example, buildings, equipment, libraries) or are conditional in some respects.

Nevertheless, while corporate donations to universities in Canada are unlikely to be raised sufficiently to offset much of the sag in government support, the development of more concerted, knowledgeable, sophisticated and aggressive initiatives to strengthen corporate support for higher education is clearly underway in the 1980's. These are not only being spurred by university needs, but are also being facilitated by business sensitivities to the vital requirement for maintaining and improving the flow of well-educated people from Canadian universities for effective employment and research in today's increasingly competitive world. More generally, as stated in the Report of the Commission on the Future Development of the Universities of Ontario (1984): "...in an increasingly knowledge-based society and economy the potential for mutual benefits to universities and industry from closer links between them is likely to benefit society as a whole".

It is this concept of "linkages" between universities and business organizations, rather than "corporate donations" as such, that is the striking new feature gaining momentum in recent years.

While the cultural barriers to business-university collaboration are still strong, the explosion of knowledge and technology is encouraging re-assessment of business-university relationships, particularly in terms that would simultaneously:

- be mutually advantageous to universities and corporations
- safeguard the intellectual integrity of universities
- provide indirect benefits to society as a whole

Illustrative of recent positive thinking along these lines are: 1) sections of the Report of The Commission on the Future Development of the Universities of Ontario, and one of this Commission's staff studies on Private Support for Universities, which contains a chapter on business-university relations; 2) a series of studies by The Corporate-Higher Education Forum in Montreal, which has focussed special attention on business-university partnership concepts; and 3) new initiatives and plans by the Natural Sciences and Engineering Research Council on university-industry initiatives.

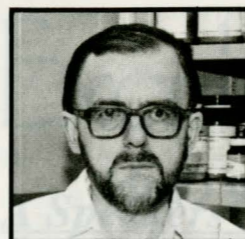
A whole variety of relatively new and rapidly expanding business-university linkages have been developing—interface institutes between a university and one or more corporations; university-corporate joint ventures; new types of research contracts; research parks; university-based companies; co-operative education; manpower-transfer programs; the implementation of more industry training programs in universities. In a variety of these activities, university and business resources are pooled to achieve agreed-upon objectives.

The total resources of people, funds, facilities and equipment involved and new initiatives of these types is still relatively small in Canada, and apparently far smaller than in the United States. But they could well represent only the beginnings of a rapidly growing and diversifying framework of university-business linkages.

It is important, of course, that these types of linkages be approached by a university with a clear regard for its basic educational mandate, including the potential benefits for the humanities, social sciences and fine arts, and not merely for pure and applied sciences, engineering, computer sciences, medical and related sciences and administrative studies.

Of relevance to Brock University is a recent statement made in a report of The Corporate-Higher Education Forum, titled "From Patrons to Partners: Corporate Support for Universities". In the the context of the above new types of corporate-university linkages, the report states that while these "might appear a first glance to be important only to research-intensive universities and those major corporations which can benefit from the universities' research activities... each university in Canada, regardless of location or mission can identify some corporate constituency interested in its activities. These can undoubtedly be — indeed have been — imaginative linkages of types that could be beneficial to liberal arts institutions like Brock.

Arthur Smith (BA, McMaster; MA & PhD, Harvard) is a professor of Administrative Studies at Brock. He is a past president of The Conference Board of Canada and past director of the Economic Council of Canada.



The Threat of Commercially-Oriented Research

By Peter Nicholls

The call for "relevance" in scientific research is commonly heard during times of political change and economic difficulty. During the cultural revolution in China, almost total emphasis was placed on the practical results that science and technology could bring about. Islamic science, as advocated during the Iranian revolution, similarly has to have immediate social value. In the Germany of the Third Reich an active campaign for a practical "German science" was endorsed by many scholars. With hindsight we find this repulsive. At the time, some, like the scientific and social radical Einstein, resisted consistently. Unlike Einstein, who emigrated, Max Planck, the originator of the quantum theory, was among the conscience-troubled but cooperative scientists of the era.

But the pragmatic and mixed Anglo-Saxon scientific tradition, in which most of us were brought up, harks back to an earlier revolution of an analogous kind—the English Puritan revolution of the 17th century. That time, too, saw the call to emulate the intelligent artisan and to abandon sterile scholasticism. Scientific progress and technology for a time went hand in hand; without the example of mechanical pumps, British physician William Harvey would not have been able to explain the action of the heart. Without Irish chemist and physicist Robert Boyle's theorizing about gases, the way in which the mechanical pumps behave could not have been understood. His theorizing is named for him: Boyle's law—the statement that for a body of ideal gas at constant temperature the volume is inversely proportional to the pressure. Boyle thought he could resolve the tension between "basic" and "applied" research (termed by him 'luciferous' and 'fructiferous') that we still feel today. Whatever increases our knowledge, he said, will also increase our power over nature.

So why should we be concerned now? There are undoubted advantages to conducting commercially-sponsored or commercially-oriented research. Not only does it mean extra money for equipment, students, and personnel; it also often provides the pleasure of more immediate returns than does conventional basic research. Success is not so imponderable; and failure can be seen at an earlier stage and provide its own kind of useful guide to what can or cannot be achieved.

The usual objection to the undertaking of applied research by the academic is that it deprives him or her of autonomy and may even threaten academic freedom. This may indeed be so; but it is only one of many such threats and perhaps not the most insidious. The more serious danger is that such an undertaking may channel the academic involved into triviality. We have a responsibility, both to ourselves and to society, to tackle "serious" problems even though these may not be easy to see or define. It is always possible to find trivial problems that are almost certainly useless but interesting. Strategies for winning board games, for example, are both useful and financially rewarding. A significant commercial research effort was mounted in the U.K. after World War II to find an alternative type of sausage skin. The conventional pig's gut had become

expensive; an equally edible, extensible, strong but forkable alternative meant profit. The initial research effort faltered and the "skinless sausage" was born.....all of this went on "inside" the market place. The research had a definable market value which, when realized, would accrue to the sausage company. Outside the market place it would have been impossible to price the research. Indeed what is of commercial value may not be of any social value at all. It is the larger society which funds the universities and which must in some way decide for itself what kind of things are worth supporting.

Scientists do need to accept societal control if they accept society's money. They must also be socially responsible. Few non-scientists appreciate the ambiguities inherent in being a research worker. At the same time he or she may be seen as a Frankenstein, creating monsters for personal amusement, and asked to carry out contract research, for industry or for the military—the outcome of which will likely be a monster that could eat Mary Shelley's pathetic pure research version for breakfast. We are responsible for the uses to which our skills and findings are put, because we are in the best position to foresee such usage. Einstein and Szilard were right to feel guilty after Hiroshima. In a strange way, I too share in that guilt although I was only ten years' old when it happened, because both now and then I enjoy the focussing of thought and power that brought it about.

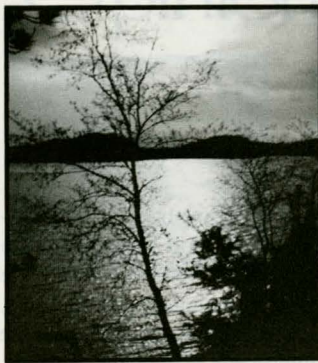
It may be no accident that much of the big research money today goes to create devices of extraordinary size and energy, capable of generating bizarre subatomic particles, of no conceivable direct social or commercial value, either now or in the future — but with, perhaps, military spin-off of a vague but chilling kind. One day's running costs would keep a research group the size of mine going forever at a level much higher than is now possible.

By these standards, I and other academic research workers who, like me, enjoy basic research, are cheap investments indeed. We generate two kinds of product : (a)skilled personnel: technicians and postdoctoral fellows whose skills are then often used by government and by industry for more practical ends; and (b)ideas, and techniques, the usefulness of which is almost impossible to foresee, yet which once created are freely available for use or misuse and the mere existence of which can enrich the lives of others besides the inventors.

These are, in Historian Joseph Needham's words the "earthly" and the "heavenly" products. Both are more valuable, even in the short term, than most commercial products like sausage skins. Remember the skinless sausage.

Peter Nicholls (BA, PhD, ScD: Cambridge) is a professor of biological sciences at Brock. He is a USNIH grantee 1963-1969, Canadian NSERC grantee 1976-1988, and a AEC Canada contract awardee 1978-1981.

Introducing....



"The Brock Alumni Recreation and Outing Club"

If you're looking for exciting, active outings that will leave you healthy, happy, and ready to head back to work on Monday, then try the Brock Alumni Recreation and Outing Club. Even better, none of these trips cost much. Treat yourself to a front seat on nature's window, and an opportunity get together with old and new friends.

****General Meeting: Thursday, Sept. 22 at 7:30pm in The Senate Chambers****

Weekend: September 16-18

Canoeing, French River, call Don Knight, B. 641-1171, H. 687-9650

Weekend: September 23-25

Cave exploration around Collingwood. Call Brian Calvert 227-3539

Weekend: September 30 - October 2

Camping - Allegheny State Park. Call Lesley Taylor at 937-1135



For further information call Juris Dreifelds at Brock University, 688-5550.

Excellence in the Eighties



A Speakers Series

sponsored by
The School of Administrative Studies

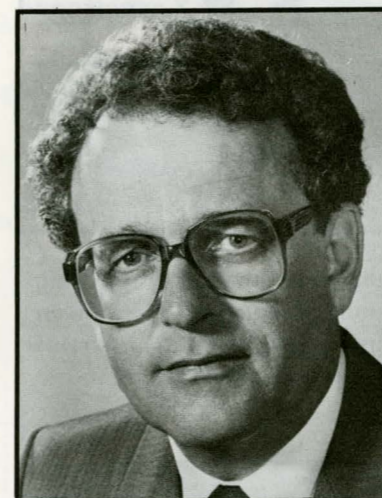
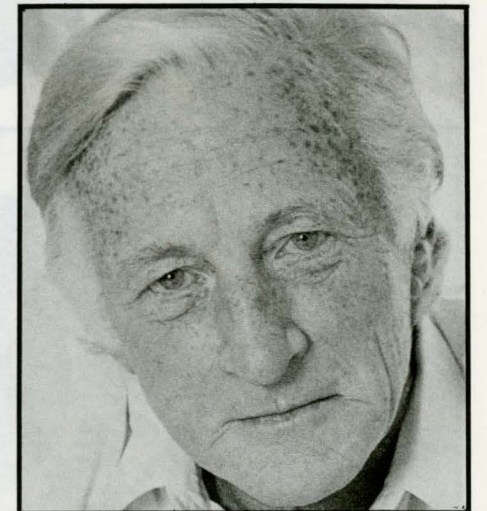
Wednesday, September 28

Jack McClelland

**Former Owner and Publisher
McClelland and Stewart Ltd.**

The Theatre, 7:30 pm

*This lecture is co-sponsored by the
St. Catharines Standard Ltd.



Wednesday, November 2

DEBATE ON FREE TRADE

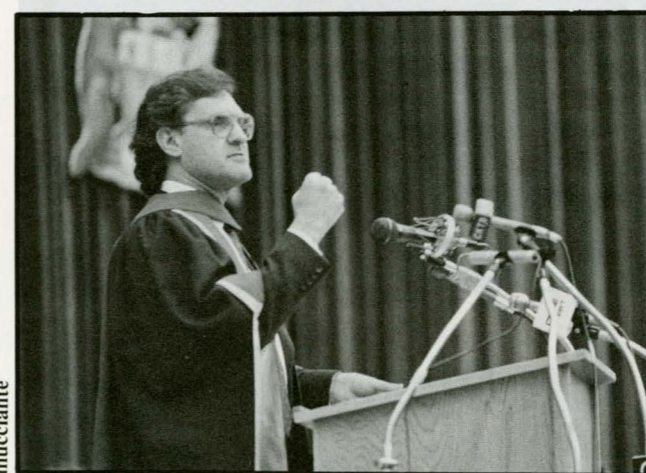
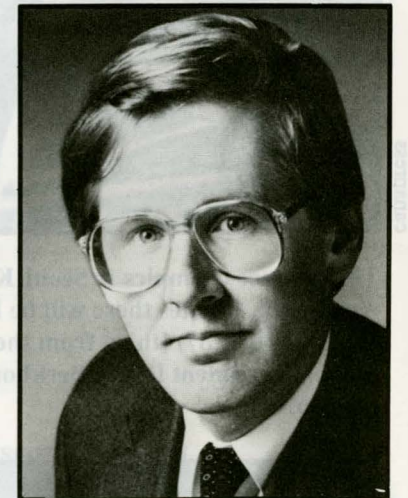
The Theatre, 7:30 pm.

Bob Rae, MPP

**Leader of the Opposition
Ontario Provincial Government**

VS

**John Crispo
Faculty of Management
University of Toronto**



A former speaker in the Excellence in the Eighties Speakers Series, Stephen Lewis, Canada's Ambassador to the United Nations, was awarded an honorary doctorate at Brock's Spring Convocation '88.

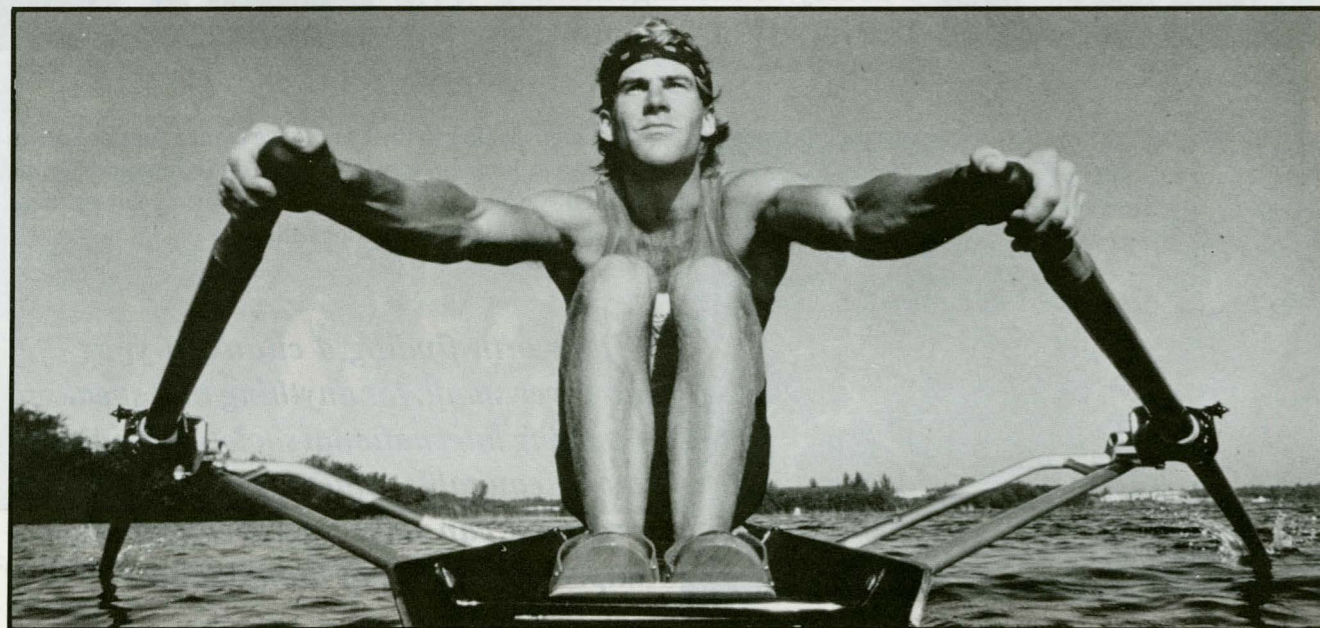
"It's worth finding a chunk of your life, however small, for anything that speaks to assisting international society, or make it a more equitable place to live....in short order one can make a great contribution to improving the lot of humankind."

Brock's National Sporting Profile



The summer Olympics in Seoul, Korea begin this month. Among the athletes there will be Brock alumnus, Jenny Walinga (BA '87) [third from the left] and second year economics student Darby Berkhout on the national rowing team.

On to the world lightweight world rowing championships in Italy last August were John Murphy, BBE '86, (below) in the men's single sculls and Heather Lafferty, currently a business student, in the women's single sculls.



canapress

WHAT'S NEW WITH YOU?

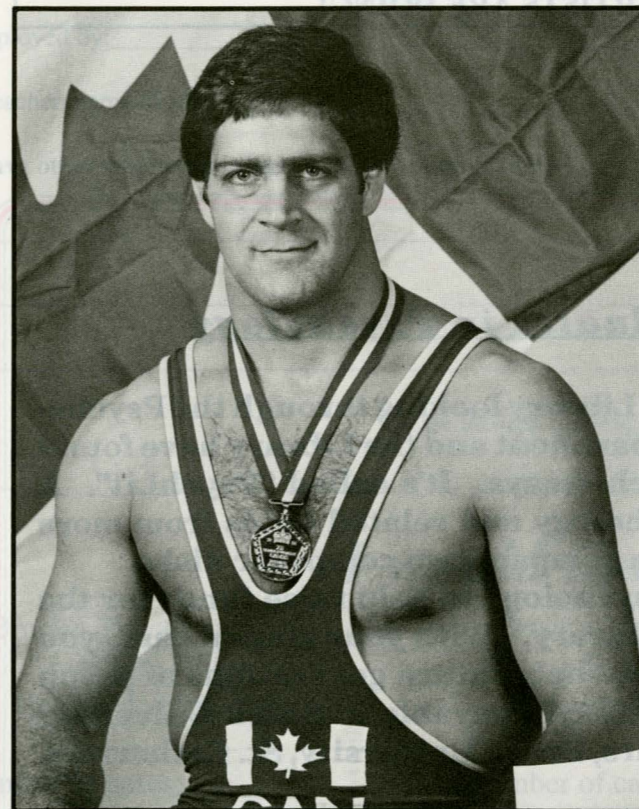
Two Brock head coaches Chris Critelli, Director of Women's Athletics, and Richard Deschatelets, Director of Men's Athletics, had national team responsibilities this summer. Critelli was assistant coach to the women's development team and Deschatelets was head coach of the espoir wrestling team.

As well, both were members of the '76 and '80 Olympic Teams. As Canada prepares to watch the '88 version they had this to say about their Olympic experiences:

About '76 in Montreal

Critelli: "When I walked into the stadium I felt as if I was walking three feet off the ground."

Deschatelets: "I was young. I was there to get experience."



About the '80 (Moscow) Boycott

Critelli: "I was bitter at first. The boycott didn't accomplish anything. It just pulled the rug out from under the athletes. That's the reason as a coach I place my athletes first, before administration, before myself."

Deschatelets: "I felt so frustrated so I retired. I thought there's no way I'm going to the Olympic trials to hear 'Congratulations you made the Olympic team but you can't go'. (Deschatelets went on to defeat the Olympic champion at the world championships in '81).

I used to think of the Olympics as the ultimate competition. But because of the boycotts I don't treat it that way with my athletes, anymore."

Return to: Alumni Office, Brock University, St. Catharines, L2S 3A1

**VISUAL ARTISTS HELP CELEBRATE
THE 25TH ANNIVERSARY**

1964-1989

THE EXHIBIT RUNS FROM OCTOBER 25 TO NOVEMBER 31, 1988

THE EXHIBIT IS BEING DISPLAYED IN VARIOUS LOCATIONS INCLUDING THE BROCK GALLERY, THE ALUMNI AND FACULTY LOUNGE AND AT RODMAN HALL NATIONAL ART GALLERY IN ST CATHARINES.
SO COME OUT AND CELEBRATE OUR 25TH ANNIVERSARY AND SEE WHAT OUR PAST AND PRESENT ARTISTS ARE DOING!

A Special Appeal to Graduates in Psychology

Remember the hours you spent in the Library looking through the Psychological Abstracts? Now, the Psychology Department and the Library have found an easier way to help its students research essays. It's called "PsychLit". A summary of the world's literature in psychology and related fields from more than 1400 journals since 1974 can be put on compact two computer disks.

We're asking Brock's graduates in psychology to help raise funds for the \$8,000 cost of installing the system in the Library. (With your alumni card, you can also use the PsychLit data base.) Please help future generations of psych students with your donation. Make your cheque payable to Brock University and address it to The Office of Alumni Affairs, Brock University, St. Catharines, Ontario, L2S 3A1.

WHAT'S NEW WITH YOU?

Surname: _____ Given names: _____

Mr/Mrs/Miss/Ms: _____ For married female grads, maiden name: _____

Student #: _____ Graduating year: _____ Degree: _____ Major discipline: _____

If spouse attended Brock, please give his/her full name (maiden name if applicable), student #, graduating year and degree:

Current address: _____

City: _____ Prov: _____ P.C.: _____ Tel# _____

For reference, please give the name and complete address of a parent, relative or friend we could contact:

Name: _____ Address: _____

City: _____ Prov: _____ P.C.: _____ Tel#: _____

Additional information (optional): Occupation: _____

Employed by: _____ Tel#: _____

If teacher, name of school: _____ City: _____

I have other news! (marriage, baby, promotion, etc.): _____

Please include a photograph of yourself for "Surgite."

I would like to order . . .

Brock's 25th Anniversary
White Wine
(see inside back cover)

Brock's 25th Anniversary
Red Wine
(see inside back cover)

Brock University's
Alumni Card
(for special privileges in the library and Phys Ed complex)
Please complete form above and mail along with \$5.00.

Number of cases: _____
(@ \$83.40/case)

Number of cases: _____
(@ \$71.40/case)

Amount enclosed: \$ _____

Amount enclosed: \$ _____

Make cheque payable to:
Stoney Ridge Cellars Ltd.

Make cheque payable to:
Inniskillin Wines Ltd.

Make cheque payable to:
Brock Alumni Fund

Return to: Alumni Office, Brock University, St. Catharines, L2S 3A1



**Brock
University**

St. Catharines, Ontario Canada L2S 3A1

POSTMASTER
REQUEST FOR RETURN



Canada Post
Postage Paid

Postes
Canada
Port payé

**Bulk
Third
class
449
St. Catharines, Ontario**

**Troisième
classe
engros**