

Surgite

Vol. 6, No. 2, Fall 2014

An alumnus returns and becomes Chair of the Board

50th anniversary Homecoming:
Come together this September
and be part of Brock history

How Mary Ann Edwards
inspired thousands
to raise millions

Let's hear from Brock's President
— four of them, in fact

John Suk
(BSc '73)



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Alumni Association

Return reunite relive

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brocku.ca/alumni



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Surgite brocku.ca/surgite

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

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It's a monumental year for Brock

We're celebrating 50 years of outstanding quality, leadership and community spirit while hitting our stride as a comprehensive, mid-sized Canadian university.



Shelley Huxley

Did you know the word "Brock" is also the Scottish name for the badger? I hadn't heard that before, and it reminded me of our University's athletic success — 100 provincial and national championships — and counting. It also got me thinking about the Bucketheads — do you still have your bucket? — which got me thinking about Homecoming and Brock's 50th anniversary.

Our 50th year has already kicked off with President Jack Lightstone touring the country meeting with alumni, and it continues through the fall with an outstanding slate of activities planned for Homecoming. During Homecoming weekend Sept. 18-21, we will recognize exceptional alumni, celebrate with more than 20 reunion groups, cheer on our Badgers, and toast one another at the Mansion House in downtown St. Catharines and on campus in front of the Schmon Tower in a fantastic evening complete with local food trucks, wineries and entertainment.

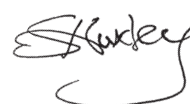
Following Homecoming, join us at the Niagara Grape and Wine Festival with Brock in Montebello Park — look for all the alumni winemakers and be sure to support each and every one of them with a "cheers!"

In early October the campus will welcome a 13-foot tall bronze statue of our namesake, Maj.-Gen. Sir Isaac Brock. The official unveiling will happen Oct. 9, which, incidentally, is the date in 1962 that the naming of this University was made official.

Information about these events and activities, and much more, can be found in the pages of this magazine. There is much to be proud of, so whether you live near or far, are on campus all the time or haven't been back since you graduated, you don't want to miss out on what has been planned. We are Niagara's university and we're proud of it.

Celebrate with us, and visit brocku50.ca to get registered.

Shelley Huxley,
Interim Director, Alumni and Donor Relations





Homecoming 2014

Celebrate Brock University's 50th Anniversary

Calling all Badgers — Registration is open for Homecoming 2014. This is the year to return, reunite and relive.

Energy on campus is building as Brock University prepares to celebrate its milestone 50th anniversary at 2014 Homecoming Weekend, Sept. 18-21. We are calling all students, alumni and friends to help us make this a celebration that will go down in history.

Friday night Badger Nation will rally together to cheer on Brock's men's hockey team in the annual Steel Blade Classic. Continue the excitement to downtown Mansion House where alumni will share a pint or two while reuniting with fellow graduates. Pat Hewitt and Tea with Lincoln will keep this party rocking all night! Sociable!

Saturday night the Brock University Alumni Association will honour exceptional alumni at the Alumni Recognition Reception. A toast will be made to all cameo club, distinguished alumni and faculty award recipients. Carry on the celebrations at the highlight of this year's Homecoming — the Red Dinner. This signature event will feature local food trucks, Niagara wine, musical entertainer Mark Lalama, and the opportunity to reunite with fellow alumni.



Brock alumnus and ET Canada host Rick Campanelli (BPhEd '94) will return to help celebrate Brock's 50th anniversary at Homecoming weekend, Sept. 18-21.

Dress code for the weekend is *Brock everything*; colours, student and athletic gear, memorabilia, whatever!

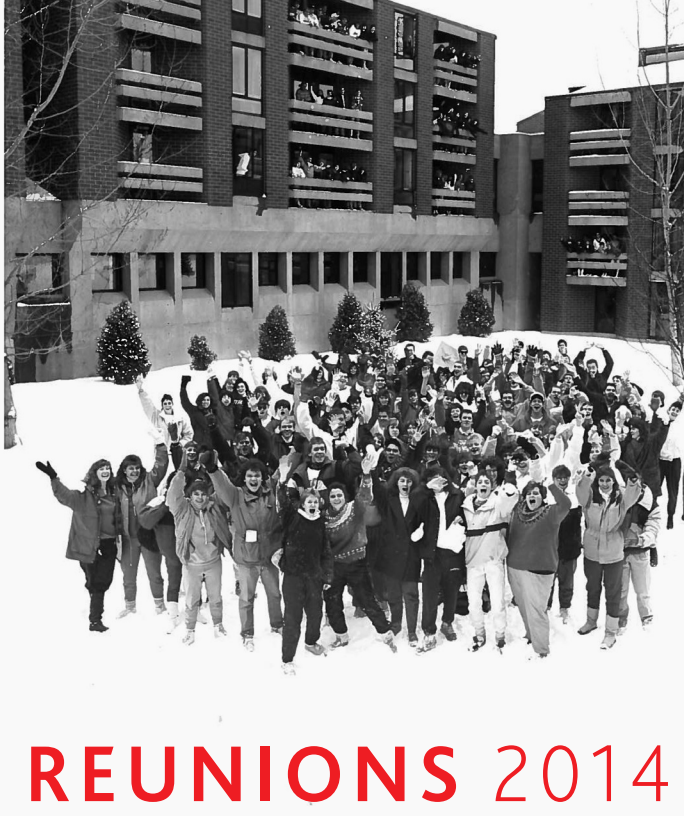
Tickets are selling fast so visit brocku50.ca to **register now** to paint the town red and to reserve your spot in being part of Brock's historical 50th anniversary celebrations.



New memories await you

Students, alumni, faculty, staff and friends will come together to mark this important event in Brock's history. From receptions to athletic events, entertainment to themed celebrations, join in the festivities and share your Badger pride — new memories await you.

Thursday, Sept. 18	Friday, Sept. 19	Saturday, Sept. 20	Sunday, Sept. 21
	<p>Grape Stomp and Homecoming BBQ Jubilee Court 11:30 a.m. to 1 p.m.</p> <p>Athletic Games Women's Volleyball Alumni Game 7 p.m.</p> <p>RBC Steel Blade Hockey Classic vs Guelph 7 to 10 p.m. Seymour-Hannah Arena \$5 per person</p>	<p>Athletic Games</p> <ul style="list-style-type: none"> • Baseball vs Western 12 noon and 4 p.m. • Soccer (W) vs Algoma 1 p.m. • Rugby (M) vs Queens 1 p.m. • Rugby (W) vs Trent 3 p.m. • Lacrosse (M) 3 p.m. • Soccer (M) vs Algoma 3:15 p.m. <p>Afternoon Tours</p> <p>Campus Tour 2 to 3 p.m.</p> <p>CCOVI Wine Experience 2 to 3 p.m. \$10 per person</p> <p>Tunnel Tour 3 to 4 p.m.</p> <p>50 Years of Brock with Ian Brindle 3 to 4 p.m.</p> <p>Alumni Recognition Reception 4 to 5:30 p.m. Location: 4th Floor Plaza</p> <p>Red Dinner Front of Schmon Tower Time: 5 to 10 p.m. Schmon Tower \$35 per person</p>	 <p>Reunions Over 20 reunions are taking place on campus during Homecoming. Check out brocku50.ca for details</p> <p>Athletic Games</p> <ul style="list-style-type: none"> • Baseball vs Guelph 12 noon and 4 p.m. • Soccer (W) vs Algoma 1 p.m. • Lacrosse Alumni Game 1 p.m. • Soccer (M) vs Algoma 3:15 p.m.
<p>Rededication of Arthur Schmon Tower 3:30 to 5 p.m. Schmon Tower Price: Free</p>	 <p>Alumni Pub Night 8 p.m. to midnight Mansion House \$5 per person</p>	 <p>Educate Your Senses: Wine and Food Seminars hosted by Brock's CCOVI Niagara Wine Festival Location: Montebello Park Time: 1 p.m., 3 p.m., 5 p.m.</p>	<p>Shaw Festival 11 a.m. to 5 p.m. Niagara-on-the-Lake Shaw Festival Theatre \$95 per person</p>



REUNIONS 2014

20-plus reunions will occur on Saturday, Sept. 20 at Homecoming.

Join us for an unforgettable Homecoming weekend Sept. 18-21 with over 20 reunions confirmed so far, and more to come. This is a chance to celebrate with your friends and classmates. Celebrating reunions this year are anniversary graduation years, Faculties, athletic teams and clubs. If you don't see your reunion listed below, let us know and help us get it up and running. Return, reunite and relive!

- **BUSU staff, executive and BUSAC**
- **Men's hockey**
- **Youth university, CATI, Ropes Course staff**
- **Cheerleading**
- **Silver Badgers and Brock's first graduates (1967-69)**
- **Great Orientation Directors (G.O.D.S)**
- **Rugby**
- **Co-op accounting class of 2004**
- **Early grads (1967-69)**
- **Grade 12 entry program participants**
- **Residence student leaders**
- **Brock student ambassadors**
- **BUAA former board members**
- **Brock Press staff and volunteers**
- **Telegrad (annual fund) callers and team leaders**
- **South Asian Student Alliance (SASA)**
- **Brock retirees**
- **Goodman School of Business**
- **Brock University Philosophical Society**
- **Biological Sciences**



Cool
Climate
Oenology &
Viticulture
Institute

Brock University

Niagara Wine Festival

Saturday, Sept. 20 and
Saturday, Sept. 27

Educate Your Senses: Presented by Brock University's Cool Climate Oenology and Viticulture Institute (CCOVI), join fellow Brock University alumni and award-winning winemakers for wine and cheese seminars during the Niagara Wine Festival at Montebello Park. In celebration of Brock's 50th anniversary, Brock alumni will receive a free wine glass with seminar registration. Registration cost for Brock alumni is only one token. Visit brocku.ca/ccovi for more information.

Brock University is a proud sponsor of the 2014 Niagara Wine Festival.





Mary Ann Edwards (back row, fourth from left) is the 2014 Distinguished Alumni Award winner. Also pictured are: (Front row from left) Margaret Campbell, Emma Fox, Stuart McKay. Back row from left: Barb Henderson, Craig McKay, Claudia Makinson, Mary Ann Edwards, Dave Edwards, Jaymi Edwards, Kate Verge.

‘I want to be one of the pack’

Mary Ann Edwards is the 2014 Distinguished Alumni Award winner

By Cory Smith

It came, like many good ideas, seemingly from out of nowhere. Mary Ann Edwards had an “insane” idea to create an event. After six years as a volunteer run director for a national organization, the Brock University grad (BPhEd '76, BEd '77) wanted to do something on her own. She wanted to raise money for immediate cancer care and keep it in the region where she grew up, went to school and settled down. It was an idle idea, the kind that would have been easy to dismiss as too hard, too expensive, too consuming. “I had a group of friends who said, ‘if you’re going to do it, we’re going to stand beside you,’” Edwards says. Nine years later, thousands have decided to stand — and run — with Edwards, whose Rankin Cancer Run has raised millions of dollars for Niagara hospitals.

The Brock University Alumni Association recognized Edwards by making her its 2014 Distinguished Alumni Award winner. Edwards’ reaction was one of embarrassment. “There’s just millions and millions and millions of volunteers anywhere,” she says. “That’s not an exaggeration. There are tons of unpaid people who are helping.”

Edwards prefers to blend in with the crowd. The run wouldn’t be where it is without a small army of volunteers, a committee, and Tom Rankin, whose financial backing from the start allowed the idea to grow. Edwards believes no other business (Tom owns Rankin Construction) would have put its money into her idea.

“Many times I was told this is a giant risk and there’s a really good chance you will fail, and we don’t want to be connected,” she says. “Tom took that risk and it was fantastic. He believed in something that wasn’t really there aside from spinning around in that gerbil wheel in my head.

“He was willing to help big time, and he did.”

For the first run in 2006, Edwards wanted to at least break even. The event might not have made money, but she was hoping it would catch on soon enough. Instead, 3,000 runners showed up.

“I was hoping for 50,” she says. “It’s grassroots. The majority of people didn’t know we existed.”

This year’s run raised an unprecedented \$750,000 to support cancer initiatives in Niagara. Edwards, her 10-person committee and 150 volunteers helped make the event a financial and logistical success. Next year is the 10th anniversary, and the run will likely surpass \$5 million in total money raised.

“For people to find out about us, it’s been pretty awesome. We’re grateful.”

Edwards will be honoured along with other Faculty Distinguished Alumni Award winners during a reception Sept. 20, as part of Brock’s 50th anniversary Homecoming festivities.

“It’s a wonderful honour, but I’m embarrassed,” she says. “Anybody but me is what I would prefer. I want to be one of the pack.”

To register for Homecoming, go to brocku50.ca. The Rankin Cancer Run can be found at rankincancerrun.com

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Cory Smith is interim Writer/Web Editor in Brock University’s office of Marketing and Communications

A successful grad who came back

New board Chair John Suk knows all about both sides of the brain

By Gabrielle Bauer

John Suk (BSc '73) doesn't mark his territory by blaring his horn. A successful career in the pharmaceutical industry developed a leadership style that blends consensus-building with the ability to give a firm yes or no, as the occasion requires. This collaborative approach may explain why Suk was seen as a hand-in-glove fit this July when he became Chair of Brock University's Board of Trustees — the first-ever alumnus to hold the title.

His bond with the University began in 1969, when a young undergraduate entered Brock unsure about what he wanted to do in life. After declaring a major in history, Suk soon confronted the reality that "essays weren't my forte." A 180-degree turn landed him in molecular biology, a discipline where he excelled.

There were many experiences that made Brock special for him, he recalls, though a scuba-diving trip to Trinidad and Tobago stands out.

"You can't get much better than 35 students and a few great profs sharing an adventure like that," he says.

But Suk also credits Brock's seminar system with honing his analytical thinking, interpersonal skills and "healthy skepticism about what reaches my eyes and ears."

Soon after graduating with first-class honours, however, Suk hit another wall.

"It became clear to me that I wasn't cut out to work as a lab scientist."

Fortunately, a stint as a sales rep for Ciba Geigy pharmaceutical company led him to discover he had some business moxy.

Step by step, Suk rose through the industry. After several jobs in sales, he took a marketing role at McNeil Laboratories. When a former colleague lured him to Glaxo (known today as GlaxoSmithKline), he spent eight years in four different positions. Next, he leapfrogged to a position as VP of marketing with Roche.

"There were so many educational resources at my disposal," he recalls, "it was a bit like going to university."

The stage was set for Suk to pursue his professional dream: Grow an organization from the ground up. Opportunity knocked in 1997, when the German company BYK invited him to start a branch in Canada.

Within three months Suk hired 43 sales representatives and five sales managers, and acquired office space in Burlington. Under his leadership the company's flagship product, a

stomach-acid-lowering medication called Pantoloc, became a \$350+ million business. It also diversified into medications for asthma and chronic obstructive pulmonary disease. He launched co-promotion deals with such pharmaceutical giants as Merck and Pfizer, and the company also made the top 10 in Best Workplaces in Canada — an accomplishment of which Suk is especially proud.

The company went through several name changes and mergers, and before Takeda took over in 2011, Suk was ready to step down.

"The company was running itself very well," he says. "I had accomplished my career goals within the industry, and I had the resources to retire and change direction."

As he dialed down his involvement in that chapter of his career, Suk began to think of life beyond pharma. The prospect of devoting retirement years to golf and buffet dinners didn't appeal.

"I had acquired all this business experience and was eager to apply it to other sectors."

He took a directors' course at the University of Toronto's Rotman School of Management ("a well-known course that teaches you how to be a director at a company or in the public sector.") Invigorated, Suk found university life calling him again — back to his alma mater. An opportunity emerged to sit on the University's Board of Trustees.

"Brock had helped me discover who I was, so I wanted to give back."

But the Brock that greeted the new board member in 2007 bore little resemblance to the campus of his undergraduate days.

"Back then it was like a large high school, with just a few thousand people. When I returned, it had matured into a mid-sized university with a very strong reputation in several areas, including business, applied health sciences, and education."

Brock had also emerged as a national leader for experiential learning, using co-ops, internships and a wide range of service learning programs to prepare students for career paths.

Not long after Suk joined the board, Brock introduced the phrase "Both Sides of the Brain" to articulate its identity and principles. While board members didn't come up with the brand statement, they did get to review it.

"With my left-brain passion for science and right-brain passion for history, of course I embraced it," Suk says.

He says the approval process for the new brand policy exemplified what he calls the board's "nose in, fingers out" role.



John Suk: "It became clear to me that I wasn't cut out to work as a lab scientist."

Suk's marketing, human-relations and financial savvy did not go unnoticed by his colleagues, and after just five years as a trustee he was invited to step up to vice-chair, an office he held for two years before assuming his current role. As chair, Suk expects to "take more ownership of the board's decisions" and serve as the board's public face.

"The board is there to understand the issues, help set strategic direction, ensure the fiscal health of Brock and help establish and guide the leadership of the institution."

Besides his Brock position, Suk also sits on the board of the pharmaceutical company Medical Futures, as well as the board of Innovate Niagara. But he always leaves time to bond with his three grandchildren and "knock off a trip every year."

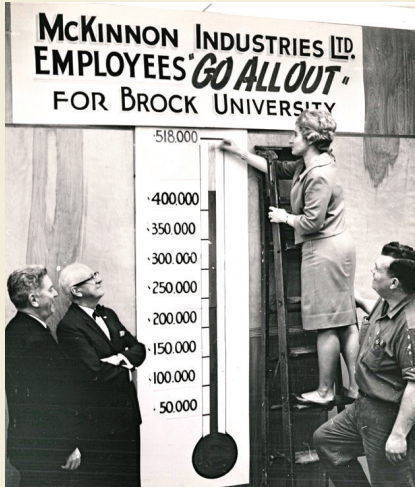
In recent years Suk and his wife have visited China, Peru, Ecuador, the Galapagos and Argentina, and are currently planning a trip to Vietnam. When he's at home in Niagara, he's apt to hop on his bicycle and head out for 50 kilometres or more. He also enjoys a fine glass of wine — though not, he says, during those long bike rides. "I want to keep moving."

A proud Brock graduate, Suk encourages alumni to support the institution that shepherded them into adulthood. He remains friends with some of his classmates, and last summer travelled to Iceland with Len Hong (BSc '73) and Ivone De Marchi (BSc '72). During the trip they decided to not only give back to Brock to honour their class's 40th anniversary, but to encourage their fellow alumni to join them. The result is an endowed award for graduate students in math and science.

Along with the intrinsic rewards of giving back, "the value of your degree increases if you help enhance the University's reputation." Which is not to say that new alumni should expect to vault directly from their final-year exams to a plum job.

"Be prepared to start at the lower levels," Suk says, "and use the skills you learned at Brock to demonstrate your worth."

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Gabrielle Bauer is a freelance writer who lives in Toronto



Workers at McKinnon Industries — a subsidiary of General Motors — were among many who contributed to Brock University's Founding Fund.

It took a community to build a university



In 1963, Arthur Schmon (right) chaired the Brock University Founders' Committee and offered James A. Gibson the invitation to become the founding president.

By Erin Court

In 1963, the Brock University Founders' Committee, chaired by Arthur Schmon, offered James A. Gibson the invitation to become the founding president of Brock University. In the fall of 1964, Gibson and 127 students made history in a cramped church basement, which became the first campus of Niagara's university.

The Founders' Committee undertook the significant work of fundraising more than \$5 million to help establish the school. Contributions from community members, local and national businesses, and all levels of government allowed the committee to exceed its goal.

Labour unions also played a key role by organizing voluntary payroll deduction in work sites across Niagara in support of the early growth and development of the University. Brock recently unveiled a plaque on the 300-level of Mackenzie Chown, where blocks B and C meet, recognizing the significant contributions that local union members made to the University's founding fund.

"On Jan. 22, 1965, more than 100 union leaders and activists from the region were invited to a dinner hosted by the University's Founders' Committee," said Larry Savage, director, Centre for Labour Studies at Brock. "At that meeting they voted unanimously to encourage their members to donate a day's pay per year for the next five years to contribute to the founding fund of the University."

During the past 50 years, Brock has developed into an innovative Canadian university with a strong sense of community and one with international scope and character.

Brock is one of the fastest growing universities in Canada, and our campus includes modern research labs and study halls, employs world-class faculty members, and serves nearly 19,000 students. This learning environment has a profound effect on the ability of students and researchers to succeed.

We want to thank our donors and the early investors of Brock University. Because of their support of higher education and community development in the Niagara region, we have sent more than 83,000 alumni onto successful careers all around the world.

Please join us to celebrate our supporters as we rededicate the Arthur Schmon Tower, an iconic landmark in the Niagara region, on Thursday, Sept. 18, 2014 at 3:30 p.m.

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Erin Court is Communications Officer for Alumni, Development and Donor Relations



Top left: At the formal dinner to launch Brock University June 4, 1963, Ontario Premier John Robarts (left) met with Flora Egerter (second from left), who first promoted the idea of a university in Niagara. Also pictured are Emma Bearss (second from right), former president of the Welland County Women's Institute and secretary of the Niagara Peninsula Joint Committee on Higher Education, and Arthur Schmon, Brock University Founders Committee chair. Top right: Raymond Moriyama served as Brock's sixth Chancellor, from 2001-07.

They made an impact

Fifty years later, the legacies of Arthur Schmon, Raymond Moriyama and Flora Egerter live on

It's taken thousands of students, professors and employees, and millions of dollars to make Brock University what it is today.

And while the University is celebrating 50 years of success in 2014, it wouldn't have been possible if not for the men and women whose vision and initiative helped turn a parcel of land in the Niagara Peninsula into a leading academic institution.

Flora Egerter

- Egerter, who was born in Thorold, heard a radio report in the 1950s in which the province was looking to add four universities. Enlisting the support of the Women's Institute of Allanburg, of which Egerter was a member, a resolution calling for a university in Niagara was carried at the local, district and provincial levels of the organization, and was ultimately presented to the provincial government.
- Her great-great-grandfather, Samuel Theal, was a British Loyalist who fought in the American Revolution and in the War of 1812. Theal was promised a parcel of land by Brock himself, but Brock died before he could make good on his word. In 1825, Theal purchased the land on which Brock University exists and built what is now known as the Theal house. The Theal family owned this land until about 1909.

Arthur Schmon

- In 1963, Schmon chaired the Brock University Founders' Committee and offered James A. Gibson the invitation to become the founding president.
- The Arthur Schmon Tower was built in 1968 and is the flagship building of Brock University. There will be a rededication of the Schmon Tower Thursday, Sept. 18 at 3:30 p.m.

Raymond Moriyama

- Raymond Moriyama served as the sixth Brock University Chancellor, from 2001-07.
- Moriyama designed the Mackenzie Chown Complex, Taro Hall, the Alumni Students Centre, Earp Residence and Walker Complex.
- He received an honorary doctorate from Brock University in 1973.
- Moriyama is one of Canada's most respected and recognized architects, and his work is found across the country and around the world.

Building a centre of ex



1965 Construction to build the DeCew campus of Brock University begins. A sod-turning ceremony marks the occasion, led by provincial treasurer James Allen, at the location of what would become the Schmon Tower.



1965 Construction begins for the Brock Tower which is later renamed Schmon Tower.



1966 The DeCew Campus of Brock University opens for classes for the first time. Students and staff moved into the first four floors of the Brock (Schmon) Tower, while the remaining floors were still being finished.



1969 The Thistle Complex is finally completed and is opened for classes. Surrounding the Schmon Tower, Thistle includes a 550-seat theatre, a 400-seat lecture hall, and two, 200-seat lecture halls as well as smaller classrooms and a bookstore.



1970 The remainder of the DeCew Campus residence complex is finished and is occupied by 400 students.



1999 Harrison Hall, which holds the Student Health Centre and Athletic Therapy Clinic, opened. The new centre provides the University's Health Services Department with more space for students and staff, and the building is designed to make treatment more comfortable and efficient.



2002 The Walker Complex officially opens. The complex is comprised of the new Student/Community Health and Fitness Centre and the state-of-the-art health club called The Zone, in addition to encompassing the existing physical education facilities.

excellence over 50 years



1968 All 14 floors of the Schmon Tower, then called the Library Tower, open for public tours. Five hundred people take advantage of the opportunity during the first weekend of tours.



1969 The 550-seat Thistle Theatre, now the Sean O'Sullivan Theatre, is opened to the public.



1991 The Alumni Student Centre is opened. Joining Taro Hall through a glass bridge, the centre includes a 400-seat pub (Isaac's), a food court, a campus store, and offices for the Brock Press, the Brock University Student Union, and student organizations.



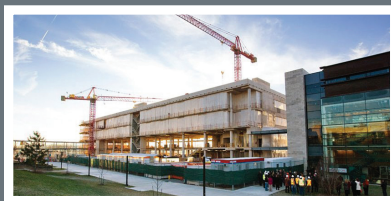
1991 Taro Hall is officially opened. The three-storey building houses the Faculty of Business and the Departments of Politics and Economics. Taro Hall is linked to the new Alumni Student Centre building by an enclosed steel-and-glass bridge at its second level.



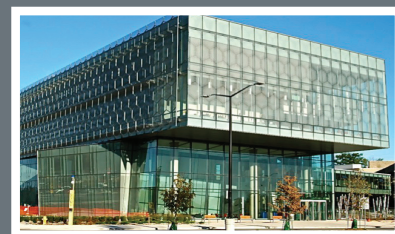
1993 The Mackenzie Chown complex is expanded. A new two-storey triangular addition to the complex (J Block) is constructed to hold Brock's Mathematics, Computer Science, and Information Processing departments as well as several computer labs.



2003 The Quarry View Residence and East Academic buildings are officially opened. The Quarry View Residence is an 80-unit townhouse complex that accommodates 290 students. It emphasizes more independent living and is ideal for students in graduate studies programs. The East Academic complex consists of three buildings containing classrooms, administrative offices, research areas, and studio space for the visual arts.



2010 A traditional topping-off ceremony is held to mark a milestone in the construction of Brock's newest research facility — the Cairns Family Health and Bioscience Research Complex — and recognizes the workers and contractors who are building the new structure.



2012 Brock University ushers in a new era of research and community development as officials and guests open the Cairns Family Health and Bioscience Research Complex.

Sweet taste of co-op success

Helping Cadbury save millions made Brock grad tops in Ontario

By Cory Smith

Massine Bouzerar wasn't just another co-op student. Six weeks into the second term of his placement, the 21-year-old let his bosses at Cadbury know that he wanted a bigger role. You don't dream of becoming a CEO without taking risks.

"I said give me something challenging, give me something really tricky," Bouzerar said.

As a financial analyst, Bouzerar found ways to save the company millions of dollars and helped earn him Ontario's co-op student of the year award.

"This is a first step, getting that recognition and showing I'm on the right path toward my goal," Bouzerar said. "It's a pretty big goal, but I think if you don't make challenging goals for yourself you won't achieve anything in life."

The bachelor of business administration co-op student at Brock's Goodman School of Business spent two placements at Mondelez International, Cadbury's parent company.

Bouzerar, a graduate of Denis Morris High School in St. Catharines, was given a productivity project to determine where Cadbury could save money. He studied different products Cadbury produced and how much they cost on a yearly basis versus what they should cost.

For example, if the company overspent by \$10,000 on producing its popular Caramilk chocolate bar one week, Bouzerar had to identify the reasons why. In the process he may have saved Cadbury \$10 million.

"It was about taking a long-term perspective," Bouzerar said. "With \$10 million, you can't really achieve all of it in one year, but it's about setting goals for the next three to five years for everyone."

Chris White, Bouzerar's manager at Mondelez, praised the Brock student's initiative.

"Massine was a key contributor at Cadbury in identifying opportunities at our plant to reduce costs significantly," White said. "He worked closely with production and engineering to validate the savings opportunity, and we are currently in the process of executing the savings plan."



Massine Bouzerar credits much of his success to Brock's Goodman School of Business and its co-op program.

Bouzerar is already preparing for his next step. He's accepted a full-time job in product management and marketing, pricing and product strategy with Rogers, which he started in April.

Bouzerar credits much of his success to Brock's co-op program. He shared the University's top co-op student award in 2013.

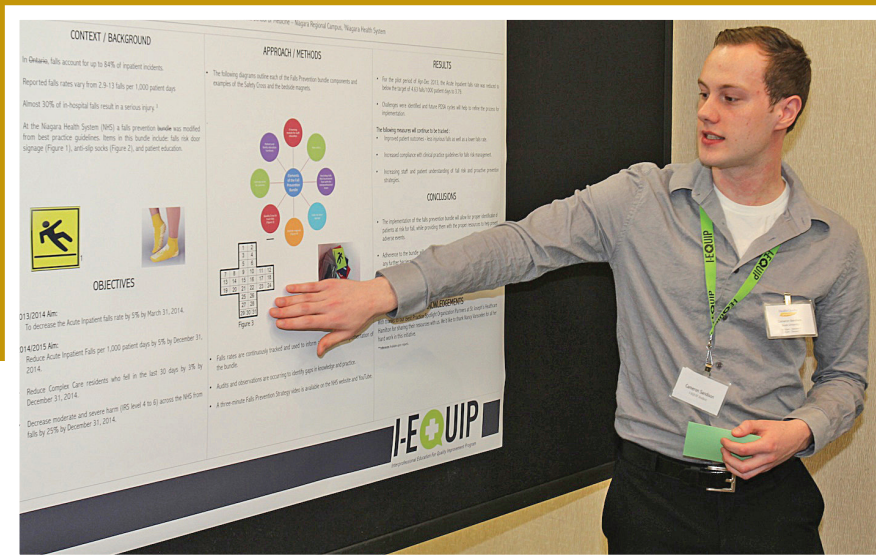
"I think it's crucial," he said. "I think if you didn't do co-op, you're having a really hard time finding a job. I think what co-op did for me was prove to employers out there that I can hit the ground running."

Brock's co-op staff preach a strong work ethic and initiative, and Bouzerar was a perfect example for other students, said Dana Tonus, co-op senior relationship manager.

"Co-operative education provides students with a great opportunity to apply the skills and knowledge they learned in the classroom into the workplace. It's so much more than just a job because the students are encouraged to treat their work term as a four-month interview and are required to set learning objectives, reflect on their work term experiences and take advantage of every opportunity to improve their skills and to go above and beyond to impress their employers."

It's what Bouzerar did. Then again, he's not just another co-op student.

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Cory Smith is interim Writer/Web Editor in Brock University's office of Marketing and Communications



Faculty of Applied Health Sciences student Cameron Sandison at the Health Quality Symposium in April.

Education meets real-life experience

I-EQUIP partnership bodes well for health-care students

By Cory Smith

As he trains for a career in health care, nothing will prepare Saumik Biswas like applied experience. The third-year Medical Sciences student at Brock University is getting that chance thanks to the Interprofessional Education for Quality Improvement Program (I-EQUIP).

"I think it's an awesome experience, simply because at the University there's a lot of bookwork, theory work," he said before making a presentation at the Health Quality Symposium at White Oaks Conference Resort and Spa in Niagara-on-the-Lake in April. "When you're doing a program like this, you get to apply those theories in real-life scenarios."

In its second year, I-EQUIP is an innovative and collaborative quality improvement program for medical students, undergraduate health science students and health professionals. It's grown to 14 projects from six, with room for more.

"We're still growing, and there have been some growing pains ... but there's a lot of inspirational students and innovative students who see the potential and want to be involved," said Madelyn Law, assistant professor of Brock's Department of Health Sciences and the co-director of I-EQUIP

with Dr. Matthew Greenway of McMaster University. "Having applied experience and being able to actually affect some level of change is much more impactful for education and learning."

Students from Brock's Health Sciences program and McMaster's Michael G. DeGroot School of Medicine (Niagara campus) work with the Niagara Health System and health-care centres Hotel Dieu Shaver and Tabor Manor on these quality improvement projects.

"I think the health system has been able to see the benefit to which the students would be able to bring to these projects," Law said, "but there's also an external push for health-care organizations to improve from Health Quality Ontario and the community in general. They have to create quality improvement plans and they have to operationalize these, so this has kind of been that way in Niagara that we're trying to help."

Biswas and Kimberly Fernandez are part of a group working with Tabor Manor, a long-term care facility, to create an annual assessment form that is short, simple and relevant to multidisciplinary care (doctors, nurses, chaplains, dieticians).

"We hope the creation of this form will allow for better communication between the disciplines and, at the end of the day, result in better care for a given individual at Tabor Manor," said Fernandez, a second-year DeGroot student studying at Niagara.

There are 55 people in the program. With the right resources, Law said, I-EQUIP could handle 20 projects a year spread across multiple health organization partners in Niagara.

"This whole I-EQUIP program is geared towards tackling those gaps in the system, which are so important, and I'm sure every medical student and patient in the health-care system sees," Fernandez said. "Sometimes these changes are very difficult to tackle without a program like this, and it's a great way to make a difference for a profession I'm invested in."

.....
Cory Smith is interim Writer/Web Editor in Brock University's office of Marketing and Communications



Photo by Matt Day

Brock University Goodman co-op alumnus and accountant Joe Fletcher spent part of his summer as an official at the FIFA World Cup in Brazil.

From Brock to Brazil

Joe Fletcher on top of the World

By Matt Day

As a teen, refereeing house league soccer in Niagara was a quick way to make an extra buck. Now, it's become much more than that for Brock University Goodman co-op alumnus Joe Fletcher (BAcc '00), who spent part of his summer on the sport's biggest stage as an assistant referee at the FIFA World Cup in Brazil.

Fletcher, a 38-year-old family man and chartered accountant at St. Catharines' Wormald Masse Keen Lopinski LLP, was the only Canadian making up the 25 referee teams in Rio de Janeiro.

His World Cup debut came June 14 when Colombia blanked Greece 3-0.

"It won't feel real until the first time I step onto the field, because this is as good as it gets," Fletcher said before leaving. "But I'll settle in quickly because I know I have a tournament to work."

When the tournament ended in July, Fletcher traded in his cleats and referee uniform for loafers and dress shirts. It's a balancing act he learned to manage dating back to his Brock days.

Aside from studying, Fletcher played for the varsity volleyball team and was a recurring member of the Student Welcoming and Awareness Team.

"It was a way to give back and help students on their first day not feel like a number. (Being on SWAT) was an excuse to

go up and be nice to someone who may look lost," Fletcher said. "That's definitely helped me get to where I am now. It's character building."

Fletcher grew up in Niagara Falls and fell in love with soccer. When he was told he could make \$9 a game officiating minor soccer, he started to take on more games. Eventually he enrolled in courses and was climbing up the referee levels.

Twenty years later and Fletcher has officiated in big-name events such as the London 2012 Summer Games and the Confederation of North, Central American and Caribbean Association Football Under-17 championship in Honduras.

"That was my first time being sent away to do a tournament," Fletcher said of the under-17 championship. "I kept thinking, 'Wow, someone paid for me to be here.' I felt like I had a ton to prove."

Fletcher, who is still age eligible to officiate in the next World Cup in Russia in 2018, said he entered this year's event with a different mindset.

"I don't care if thousands of people are cursing my name. All I care about is making the right call, and if I can look at the replay after the game and see that I got it right, that's all that matters."

.....
Matt Day is a national online editor with Sun Media

And now, a word from the President...

As Brock turns 50, four of our Presidents pause to reflect

More of their comments at brocku50.ca/presidents



Alan Earp, Brock's second President and longest-serving (1973-88), guided it through challenging times as the young university found its footing and identity. Earp saw enrolment soar from 1,100 to nearly 10,000. Today he is retired in Niagara-on-the-Lake.

The year I came ... convocation had just been held (outdoors) on the Podium, and was most notable for the smell of manure that had been spread over the adjacent lands.

In those days, the critical thing was achieving credibility, locally and provincially and nationally. We were off to a very rushed start, and were on the verge of a very difficult decade. The '70s were a period of some turmoil in universities, and Brock, although new, did not escape that.

Our very existence was in question in the late '70s. One read almost regularly in the paper about the likelihood of Trent and Brock being closed, which made it quite difficult. After all, we were about at the bottom of the list at that particular time and we had to work our way up.

Of course, it's utterly amazing to see how that has happened, particularly in the last 20 years or so. Since my retirement I'm amazed and delighted to see how Brock has secured itself. But it was a bit of a struggle back in those days. They were very interesting and challenging early days.



David Atkinson was Brock's President from 1997-2005, a period of significant growth as enrolment topped 17,000. Today he is President of Alberta's MacEwan University.

My fondest memory of Brock is the people with whom I worked. I served with two exceptional Chancellors and three equally exceptional Board Chairs, along with a

committed and engaged faculty and staff.

It is the students, though, who I most remember — the Brock Ambassadors, our student athletes, the Residence Council and others. My favourite events included student move-in to residence; sports events, especially soccer and basketball (to which I am partial anyway); the athletes' dinner and residence dinner; Brock Days; student orientation; the President's Golf Tournament; the sod turning and opening of the Walker Complex; Convocation; and of course — spin classes in the Zone.

I have long believed that there was a special sense of community at Brock, that it was a matter of people working with people. I know I was at Brock at a very special time, when there was a sense of new purpose as the institution grew. I only hope that this remains, because it is what I truly miss.



Terry White, President from 1989-96, had trouble singling out a favourite Brock memory from many contenders. Today he is retired in southern Alberta, where he had been President of University of Calgary.

Whenever I think of Brock I have a composite feeling of warmth and admiration for its genuine sense of community. People were thoroughly committed to making this fledgling university not only work but thrive, to create a unique identity for it, to build quality into its programs and make it a people-centred, supportive and caring community.

With 16 universities in Ontario, and two-tiered government funding favouring the older ones, it wasn't easy to carve out a unique niche identity. But the early commitment to student-centred learning and smaller classes, along with faculty and staff who really liked students, made for a highly attractive mix, and news spread that Brock graduates were excited and well prepared. Achievements such as major national teaching awards, or Brock's selection to host the national Learned Society meetings, or successful sports championships, or a medal for the seeing-eye dog of our first blind graduate, or major research funding for our scholars, and countless other successes were all celebrated and served to motivate everyone to believe in Brock and its future.

I could see the contrast between Brock's sense of community and a number of the other universities. For example, pride in our campus was reflected in how clean the buildings and grounds were, with virtually no graffiti or debris. (Although there was one small exception that I protected. In the 13th-floor washroom, next to the hot-air hand dryer, was a small arrow pointing at the button on the dryer, and accompanied by the following: "Press the button for a short message from the President").



Jack Lightstone, Brock's President since 2006, has overseen the development of Brock's Strategic Mandate Agreement (SMA), which was approved by Ontario's Ministry of Training, Colleges and Universities.

In approving our SMA, the Ontario government acknowledges that Brock's strengths include "undergraduate teaching excellence with foci on work-integrated, service and small-group learning; regional partnerships; and continued excellence in research and associated graduate programs, with a special focus on transdisciplinary research hubs highlighting areas of strength that contribute to the social, economic and cultural development of the Niagara Region" — and beyond.

Several years ago no one would have said this about us. In fact no one in the University's past 50 years could have said this about us. This is how the Government of Ontario sees us, and that is what's remarkable about Brock.



Matt Abercrombie (second from right) and Jessica Fickel (second from left) were named Brock University's top athletes for 2013-14. Also pictured are Brock President Jack Lightstone (far left) and Brock Vice-President, Finance and Administration, Brian Hutchings.

Badgers keep chalking up championships

By Cory Smith

For anyone keeping track, it's now 100 championships — and counting.

Brock University added to its total in 2013-14, and the number of national and provincial titles is proudly and loudly displayed on the Badgers' new bus, which was unveiled at their athletic banquet in March.

"We have great student athletes, we have great coaches, and we work hard," Brock athletic director Robert Hilson said. "Brock teams have won 100 provincial and national titles, and in the past decade alone we've won 20 national championships. That's second among all Ontario universities."

Brock's men's and women's teams each won gold at the Canadian Interuniversity Sport Wrestling Championships. It was the women's third straight CIS title and fourth in school history.

Jade Parsons (48kg) and Carlene Sluberski (51kg) both defended their CIS titles. It was Parsons' third straight national gold. Jessica Brouillette (59kg) captured her first CIS title. Marissa Sorrell (67kg) and Olivia DiBacco (72kg) both took silver, while Brittney Gearing (63kg) placed fifth.

The Brock men won their 14th CIS championship and first in six years. Jevon Balfour (68kg) and Matrixx Ferreira (82kg)

both defended their national titles, and Sam Jagas (54kg) and Brian Cowan (57kg) won CIS gold for the first time. Tyler Rowe (72kg) and Andrii Vorontsov (90kg) grabbed silver. Zack Falcioni (61kg) placed third, while Gabriel Turetsky (76kg) finished fifth.

"Our team performed remarkably," head coach Marty Calder (BPhEd '92) said. "We came into the championships having come second in the OUAs on both sides, and ended up dominating both sides at the nationals. This program continues to build champions by virtue of a strong commitment from our staff including coaches, strength and conditioning coaches, and trainers that help to develop these student-athletes into champions."

Brock hockey, men's and women's, swept the Badgers' top athletic awards in 2013-14.

Matt Abercrombie was the male Athlete of the Year. He netted a career-high 35 points, and his 18 goals were tied for third in Ontario University Athletics and fifth in the CIS.

The 24-year-old was also the OUA nominee for the Dr. Randy Gregg Award, which is given to the student-athlete who best exhibits outstanding achievement in hockey, academics and community involvement.

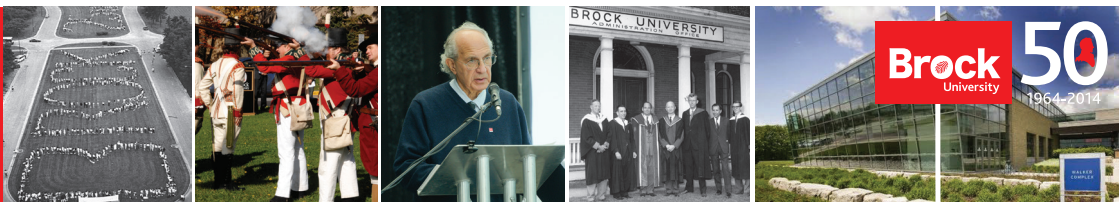
Abercrombie signed a pro contract with the ECHL's Toledo Walleye and had four goals and 11 points in 21 games.

Jessica Fickel was the female Athlete of the Year. The OUA women's hockey all-star was seventh in Ontario with 28 points (14G, 14A). Fickel became the third Brock player to reach 100 points in her career. She netted 46 goals and added 54 assists in four seasons with the Badgers.

While Brock Athletics had plenty to celebrate in 2013-14, it also said goodbye to a familiar face. Lorne Adams retired after 40 years at the University, including nine as athletic director from 2001-10.

During his Brock career, Adams — who was also an accomplished teacher — oversaw 50 championships, including 38 provincial and 12 national titles.

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Cory Smith is interim Writer/Web Editor in Brock University's office of Marketing and Communications



THANK YOU

2014 marks 50 years of excellence, but it would not have been possible if not for the vision and initiative of Brock's donors and early investors.

It's taken thousands of students, professors and employees, and millions of dollars to make Brock University what it is today.

Because of your support of higher education and community development in the Niagara Region, we have sent more than 83,000 alumni onto successful careers around the world.

We thank you.
Surgite!

Celebrating 50 years. Be a part of it.

brocku50.ca



Brock
UNIVERSITY
Alumni Association



We have established committees across Canada to help plan events, networking opportunities and get-togethers for fellow grads. They are the perfect opportunity to come together with old friends, expand your professional network and get updated on how the university is advancing.

We have more events popping up all the time so make sure to check brocku.ca/alumni often to stay up-to-date. If you are interested in joining or starting a network, please email us at alumni@brocku.ca

Reconnect, reunite and relive

at Brock Alumni Network events.

OTTAWA

Next event: Ottawa Redblacks Alumni section – Aug. 15

CALGARY

Next event: Bringing Grape & Wine to the city: A Niagara Wine Tasting – Sept. 18

NIAGARA

Next event: Homecoming, Sept. 18-21

BURLINGTON

Next event: Hamilton Ticats Endzone Patio Party – Oct. 17

TORONTO

Next event: Scotch Tasting – Oct. 23

WATERLOO-WELLINGTON

Next event: Monthly events – check brocku.ca/alumni to stay up-to-date!

Brock Alumni Network events are sponsored, in part, by our affinity partners MBNA, TD Insurance Meloche Monnex and Industrial Alliance.

For half a century, Brock University has provided an outstanding post-secondary education for students. What started as a small grassroots university is now a world-class institution with the second-highest enrolment growth of any Ontario university. We're proud to have more than 83,000 alumni.

In honour of our 50th anniversary, two scholarships have been created for students who are residents of Ontario and who demonstrate financial need. Brock University's 50th Anniversary Undergraduate Scholarship and Brock University's 50th Anniversary Graduate Scholarship will be awarded to one undergraduate and one graduate student per year. We'll provide a dollar-for-dollar match, up to our goal of \$50,000, which will double the impact of each gift made to these scholarships during this milestone year.

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A double-life-sized bronze sculpture of Maj.-Gen. Sir Isaac Brock will arrive in time to be installed and ready for its coming-out party Oct. 9.

Bringing the General home

By Kevin Cavanagh

Artist Danek Mozdzenski spent much of this summer at an Oregon foundry, overseeing the casting of his sculpture of Maj.-Gen. Sir Isaac Brock. Thousands of kilometres away at Brock University, a landscape team was busy preparing the statue's new home.

As this issue of *Surgite* magazine was going to press, the double-life-sized bronze sculpture of Brock was scheduled to be carefully shipped across the continent in late summer. It will arrive at the main campus in time to be installed and ready for its coming-out party Oct. 9.

The anticipation has been building as the date of the ceremony draws near. Besides being part of the annual tribute to the anniversary of Sir Isaac Brock's death in the Battle of Queenston Heights, the artwork's unveiling will be an emotional pinnacle for the University's 50th anniversary celebrations this fall.

Recently released artist's renderings of what it all will look like only confirm the sense that the striking sculpture, and its classic setting in the heart of the University grounds, will redefine the feel and atmosphere of the campus.

All summer, the landscape crew was transforming the open lawns in front of Schmon Tower into Sir Isaac Brock Plaza,

a tastefully designed expanse of flagstones, benches and gardens that is destined to be a major meeting place and photography site for generations of students and untold numbers of proud alumni.

As a major piece of public art and a new signature landmark for the entire Niagara community, the sculpture of one of Canada's most revered heroes will also become a destination for visitors to the region, especially history aficionados retracing the sites of the War of 1812.

The sculpture is the result of a generous \$1.2-million gift from longtime Brock supporter and former Board of Trustees Chair David Howes. Its commission was awarded in the spring of 2013 to Mozdzenski, a renowned Edmonton-based artist known for such works as the sculpture of Lester Pearson on Parliament Hill in Ottawa.

For updated details on the project's schedule, and to learn how you can monitor the journey from the Oregon foundry as we bring the General home, watch the Brock University homepage brocku.ca

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Kevin Cavanagh is Brock's Director of Communications and Public Affairs

The last word

Darren Fox (BBA '00)

It's a good thing the Allanburg Women's Institute wouldn't take no for an answer. From the moment its members passed a resolution on Feb. 6, 1957 to request that the province consider locating a university in Niagara, they started to work to build a momentum of support that ultimately culminated in the creation of Brock University.

Thereafter the Niagara Peninsula University Organizing Committee picked up the ball from the Women's Institute. Arthur Schmon was elected Chairman of the group, later to become known as the University Founders' Committee. The Founders' Committee worked tirelessly to raise the necessary funds to establish a university and advocate for the necessary support.

They were, of course, successful.

In October of 1962, at the offices of Ontario Paper in Thorold, a group of local citizens gathered to decide on the recommendation of a name for the new university. They were D. G. Willmot, Chairman, E. Howard, M. A. Chown, R. L. Hearn, A. Rae, and E. E. Mitchelson. Having spent

months discussing various options, it was on the eve of the 150th anniversary of the Battle of Queenston Heights that the name Brock University was unanimously accepted. Niagara's university was to be named after Maj.-Gen. Sir Isaac Brock, the bold and imaginative leader of British-Canadian forces during the War of 1812.

So it was in September of 1964 that Brock University welcomed a small group of students and faculty at a temporary location in downtown St. Catharines, as construction on Brock's Glenridge Campus was still underway. The move to Glenridge happened a few months later. The rest, as they say, is history.

As president of the Brock University Alumni Association, I've had the pleasure of hearing stories from many alumni — from our first graduates, fondly known as the Silver Badgers, to the Class of 2014 who just walked across the stage in the Ian Beddis Gymnasium. Almost 84,000 alumni have graced the halls of Brock, and regardless of the hijinks, the life-changing moments, the successes, friendships developed, achievements shared — each and every one of our alumni has made some type of impact on the University.

This fall we will celebrate Brock's 50th anniversary with many events during Homecoming Weekend that are reflective of the spirit of Brock.

We will celebrate Arthur Schmon and his incredible dedication in getting Brock University off the ground. At the same time we will recognize all those who helped build Brock along the way — our founders, our builders, our alumni, our past and current staff and faculty, our students and friends and donors. We'll celebrate with reunions and athletic events and entertainment, and recognition of some outstanding alumni.

To all alumni — come join a celebration you will never forget. We need you to make it happen. Register at brocku50.ca — return, reunite, relive.

I look forward to seeing you there and hearing all of your memories.

Darren Fox is President of the Brock University Alumni Association.



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Brock University

Glenn Stevens

Master of Business
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hockey coach/referee,
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Just ask MBA student Glenn Stevens. He has two U.S. patents and looks for discoveries in all pursuits, whether it's ice hockey, culinary arts or wineries. With a background in engineering, Glenn wanted an MBA program that focused on innovation and real-world business know-how. He found it at Goodman, where he takes advantage of the co-op program and works for the MBA student-run Goodman Consulting Group.

Glenn's school of business is the Goodman School of Business. Will it be yours?

The Goodman School of Business offers full-time, part-time and co-op programs.

Learn more about the Goodman MBA at goodman.brocku.ca/mba

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