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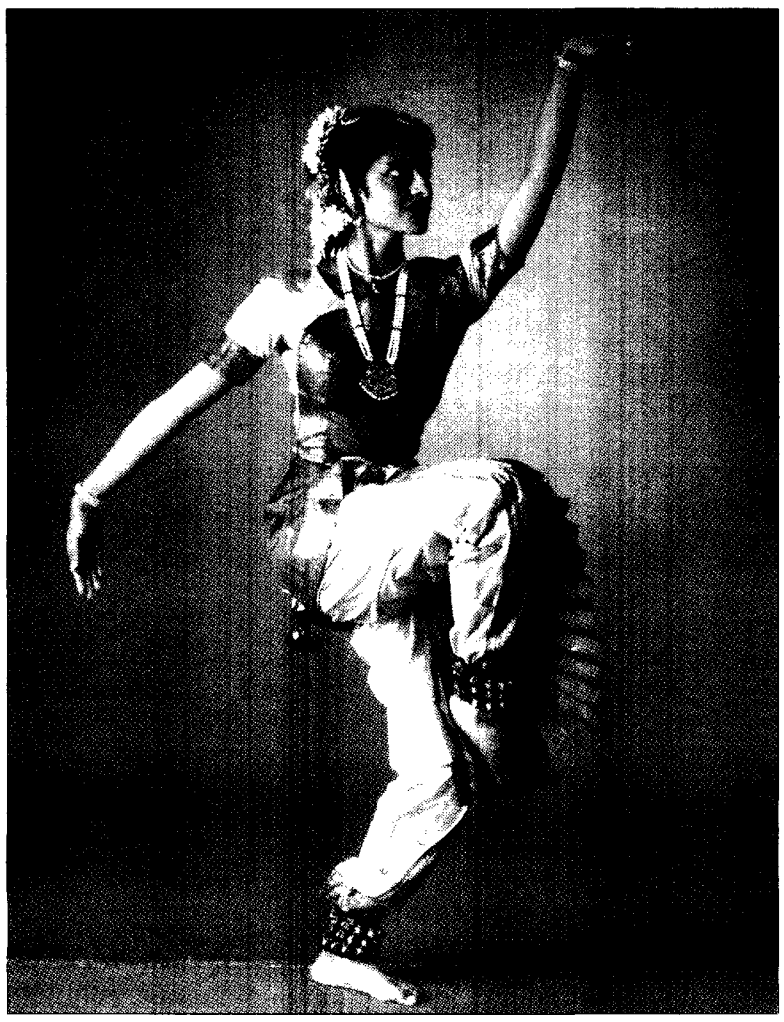
THE UNIVERSITY OF BRITISH COLUMBIA

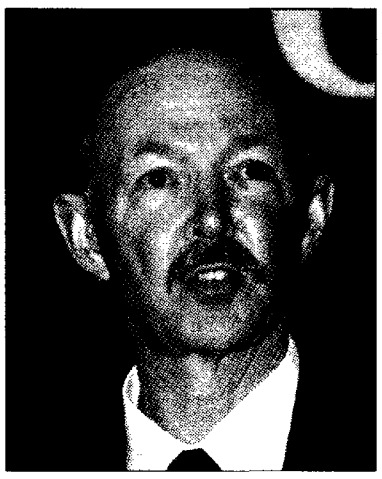


LA-LA-LA LUNAR STEPS Anusha Fernando is one of the featured performers in the Institute of Asian Research Lunar New Year Festival at the C.K. Choi Building, Wednesday Jan. 31. The festival takes place from 11:30 a.m. to 3:30 p.m. Fernando, who earned a UBC master's degree in Asian Studies, specializing in Sanskrit, has studied dance in India and performed across Canada. She is one of a wide range of people and cultures participating in the free public celebration of Asian culture. For more information and the complete program check the Web site at www.iar.ubc.ca. *Ron Sangha photo*

Pavlich appointed VP, Legal and External Affairs

Fund-raising functions to move to Administration and Finance portfolio

New Vice-president Dennis Pavlich



Vice-president Terry Sumner

LAW PROF. DENNIS PAVLICH, university counsel at the University of British Columbia, has been appointed to a new portfolio of responsibilities as vice-president, Legal and External Affairs, effective Feb. 1, UBC President Martha Piper has announced.

"Dennis is not only known for his extraordinary legal mind and abilities, he is also respected for an impressive record of relating, and translating, to our external communities," says Piper.

At the same time, Piper announced a re-organization of the university's fund-raising function that will see the development, business relations and advancement services units move from the External Affairs portfolio to that of vice-president, Administration and Finance, Terry Sumner.

"This move recognizes that the phenomenal achievements of our Development Office have grown from one-time campaigns to become an ongoing, powerful and predictable revenue stream that is a key support for our goal to be Canada's top university," Piper says.

Pavlich's responsibilities will include legal affairs, government

see Vice-president, page 2

Refreshed visual identity package delivered digitally

Updated logo designed to increase recognition of UBC

THE LOGO THAT IS the university's main visual identity has been updated for greater visibility. And to make it, and the more traditional crest, easier for computer users to access, digital versions and templates are now available to the university community from a Web site.

The Web site also includes guidelines for the appropriate use of the identity.

The updated visual identity was recently approved by UBC's Board of Governors.

"It is essential for UBC to consistently communicate a unique, memorable and easily recognizable visual identity that sets us apart from other post-secondary institutions," says UBC President Martha Piper. "Our visual identity is a key part of conveying a sense of this institution as one of Canada's leading universities at home and abroad."

"We believe making the new logo easy to use and easy to access at no charge will assist all members of the university to use it in their communication material," says Chuck Slonecker, acting vice-president, External Affairs.

The visual identity includes a simplified version of the formal coat of arms of the university, with the university identified by the use of the initials UBC.

The initiative is the result of extensive consultation with the campus community over the past seven months.

The updated look was developed in response to requests for greater flexibility and for formats that allow for easier and clearer reproduction in both print and on screen. It is already in use in university publications and on university signage.

In addition to the logo, Word and Powerpoint templates are also available from the Web site.

The formal crest is also available, but new identity guidelines recommend that it be reserved for use on official documents such as degrees, and for ceremonial purposes.

Its level of detail as well as its lack of the identifying letters UBC make it unsuitable for reproduction at small sizes or on the Web.

The new logo and updated standards and guidelines for its use are provided at no charge by Public Affairs for non-commercial use by members of the UBC community. The logo and guidelines can be found at www.publicaffairs.ubc.ca/ubclogo.

see Identity, page 2

Plan aims to train more rural doctors

UBC builds partnerships with hospitals, other universities and clinics

by Hilary Thomson staff writer

A PLAN FOR INCREASED medical student enrolment and decentralized curriculum to address issues of education, supply and retention of doctors in B.C., including rural and underserved areas, has been proposed by UBC.

The Provincial Medical Education Plan (PMEP)—which would be unique in Canada—is contained in a discussion paper that calls for partnerships with other B.C. universities to increase education opportunities throughout the province for students in the UBC Faculty of Medicine, B.C.'s medical school.

The plan also seeks to address a demographically driven doctor shortage.

Students would have the opportunity to spend as much as half of their medical education at other B.C. universities in conjunction with regional hospitals, clinical and medical practices, while obtaining their medical degree from UBC.

These sites would offer education and experiences relevant to health practice issues in rural and underserved areas.

"This plan brings together medical education and health resources throughout the province to improve access to health care," says Barry McBride, UBC's vice-president, Academic.

"Creating teaching partnerships with B.C.'s other universities and community health services is both a cost-effective and educationally effective way to address the province's health-care needs."

According to the plan, student enrolment at UBC's medical school would increase from the current 128 students to 200 students registered annually by 2006, with a corresponding increase in the number of residency or specialist training positions.

"This plan is a major step forward as B.C. takes responsibility for educating a greater proportion of the physicians needed by British Columbia. The community partnerships will ensure that graduates gain the skills and build the relationships that will suit them for practice in currently underserved areas," says Medicine Dean John Cairns.

As a first concrete step in carrying forward the vision, UBC and the

see Doctors, page 2

LETTERS

Policy needs attention

Editor:
After reading the *Globe and Mail* series on drug trials in the university, I recognized that human experimentation standards and conflict of interest guidelines vary dramatically across Canadian universities.

However, a quote from Richard Spratley, acting associate vice-president of Research at UBC, suggested that our standards may be too low in comparison to other occupations.

Specifically, when questioned about informing patients of a physician's financial interest in a given study/product, Dr. Spratley supposedly responded, "We don't include that. We look very carefully at the experiment but I am not sure the corporate stuff makes a huge difference." (*Globe and Mail*, Monday, Jan. 1, page A5.)

However, in the 'real' world, disclosure of personal financial interests is the accepted practice.

For example, if a real estate agent owns a portion of property that he/she is selling, they must by law disclose this interest. Failure to do so automatically results in the loss of one's real estate license.

Expecting such disclosure in a doctor/patient relationship appears to me fundamental for truly informed consent to occur.

Moreover failing to comply with standard social norms for conflict of interest issues permits the public to question the motives of the UBC administration.

Although I understand these matters are being reviewed, I believe they should be rectified immediately as they should never have occurred.

Prof. Campbell M. Clark
Psychiatry Dept.

Vice-president

Continued from page 1

relations, international relations, public affairs, the Chan Centre at UBC, and university relations (which includes the Ceremonies Office and the Downtown Eastside Learning Exchange).

Piper cited Pavlich's intense involvement in a range of university governance issues, his leadership in creating UBC's Comprehensive Community Plan in collaboration with the GVRD and the City of Vancouver, and the role he has played in provincial and federal government relations.

"He has been an eloquent spokesperson and a thoughtful, respected adviser on some of the most challenging issues we have ever faced," Piper says. "He has shown a commitment to this university that is incredibly deep."

Pavlich has been university counsel since 1999, and served as associate vice-president, Academic and Legal Affairs, from 1995 to 1999. A graduate of the University of Witwatersrand in South Africa and Yale University, he came to UBC in 1975 as an assistant professor of Law. His area of specialization is property and condominium issues.

His appointment follows an extensive national search conducted by a committee of senior university and community leaders.

Pavlich takes over from Dr. Chuck Slonecker, who has been acting vice-president, External Affairs. Slonecker, who teaches in the Anatomy Dept., will continue in his position as director of University Relations.

"I want to thank Chuck for his inspiring leadership and wise counsel during a critical growth period in the life of this university," Piper says.

Doctors

Continued from page 1

University of Northern British Columbia (UNBC) announced a plan for a Northern Medical Program that will offer education to 15-20 medical students annually.

The northern program is designed to attract rural, northern and aboriginal students to complete part of their education at UNBC. The program also envisions an opportunity for all medical students to enrol in a rural medical education stream.

"The Northern Medical Program is a significant step forward in medical education in B.C. It creates the opportunity to train physicians in the North for practice in northern and rural communities," says Charles Jago, UNBC's president.

"UVic is strongly supportive of this system-wide approach," says Dr. David Turpin, president of the University of Victoria. "Our community's significant population of seniors provides some insight into the issues that Canada and its aging population will face. That, combined with UVic's research and teaching strengths in health-related fields, its involvement with the new cancer research program on Vancouver Island and our Centre on Aging, will create 20 more spaces for medical education and provide those students with a solid grounding in some of the key issues of the future."

For more information on UBC's program, visit www.publicaffairs.ubc.ca/mr/mr01/mr-01-08a.html. Information on the Northern Medical Program may be found at www.unbc.ca.

Identity

Continued from page 1

Public Affairs staff will be offering two one-hour seminars on the new visual identity and its use.

The first seminar is scheduled for Feb. 22 from 11:30 a.m. to 12:30 p.m. in the Board and Senate room in the Old Administration Building. A second seminar will be offered March 9, same time, same place. Seating is limited. To reserve a space, call UBC-INFO (822-4636).

The use of the UBC informal logo, formal crest and all other UBC trademarks is governed by Policy #110, All Commercial Uses of the University Trade Marks.

Non-UBC entities or third parties may not use the names, marks and acronyms of the university for commercial purposes without the written permission of the University-Industry Liaison Office.

University stationery which incorporates the new visual identity is available from ITservices imPress at (604) 822-5931 or e-mail to impress@itservices@ubc.ca.

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LETTERS POLICY
Letters must be signed and include an address and phone number for verification. Please limit letters, which may be edited for length, style, and clarity, to 300 words. Deadline is 10 days before publication date. Submit letters to the UBC Public Affairs Office (address above); by fax to 822-2684; or by e-mail to janet.ansell@ubc.ca

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THE UNIVERSITY OF BRITISH COLUMBIA

2001 President's Service Award for Excellence Nominations

The committee is seeking nominations of outstanding faculty and staff who have made distinguished contributions to the university.

For a nomination form call 822-2484. Please mail nominations to: President's Service Award for Excellence Committee, c/o Ceremonies Office, second floor, Ponderosa B, Campus Zone 2.

Do you know someone who volunteers on campus? Or a volunteer program on campus?

Every year the university recognizes the enormous work performed by volunteers at UBC and UBC people who volunteer. A volunteer recognition event is planned for April 26 at Cecil Green Park House.

Recognize a volunteer

If you know of volunteers working on campus, please e-mail Eilis Courtney, Ceremonies Office at eilis.courtney@ubc.ca by Feb. 28.

THE UNIVERSITY OF BRITISH COLUMBIA

UBC ALUMNI

AIR QUALITY TIPS... *Let's clear the air*

Instead of using your car, walk to the store. Do an errand on your bicycle. Take the bus to work, or carpool it.

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CABSD AWARD

The Campus Advisory Board on Student Development (CABSD) is seeking nominations of individuals, services and programs or departments who make exceptional contributions or significant improvements to student experience and the learning environment at UBC.

Nominations from UBC students, faculty, staff and recent graduates are welcome.

Submissions, including a written statement and two supporting letters, should be sent to the OFFCE OF THE VICE-PRESIDENT, STUDENTS, ROOM 123, OLD ADMINISTRATION BUILDING, 6328 MEMORIAL RD. BY FEB. 15TH, 2001.

For further information, please either call 822-3955, e-mail LYUEN@EXCHANGE.UBC.CA or visit our Web site at www.vpstudents.ubc.ca.

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BUDDING CONCERNS "It's a great time for gardening!" say university gardening gurus (l-r) Douglas Justice, Judy Newton and Tony Maniezzo. The three will be sharing some seasonal secrets in three Saturday morning courses being offered at the Botanical Garden in February. Winter Pruning with Maniezzo takes place Feb. 3 from 9 a.m. to noon. The fee is $30. Conifers with Justice is on Feb. 10, same time and price. Plants for Winter Interest with Judy Newton is Feb. 24 from 10 a.m. to noon. The cost is $20. For more information and to register for the courses call (604) 822-3928. *Bruce Mason photo*

Author, historian in popular series

Vancouver Institute season provides food for thought

by Hilary Thomson staff writer

THE NEW PRESIDENT of Simon Fraser University, Michael Stevenson, writer Guy Vanderhaeghe, and leading early modern European historian Prof. Natalie Zemon Davis are among the speakers in the Vancouver Institute's free public lecture series at UBC which runs every Saturday except public holidays to March 24.

All lectures take place at 8:15 p.m. in the Woodward Instructional Resources Centre, lecture hall 2.

Upcoming lectures include:

JAN. 27: GUY VANDERHAEGHE, "An Evening with Guy Vanderhaeghe"

A Saskatchewan native, Vanderhaeghe won the Governor General's Award for his first book, *Man Descending* and was nominated for the Booker Prize. His most recent work, *The Englishman's Boy*, has won wide acclaim.

FEB. 3: PROF. NATALIE ZEMON DAVIS, "Braided Histories: Jews, Africans and Slavery"

A leading historian on early modern Europe, Davis has written on French medieval and Renaissance history and her work has influenced fields ranging from women's studies to art history.

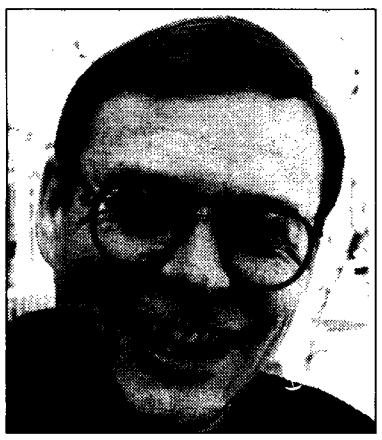
FEB. 10: PROF. MERLE SANDE, "The Crisis in Infectious Diseases"

Dr. Sande has specialized in the study of superbugs or infections that are resistant to antibiotics.

FEB. 17: PROF. GREGOR KICZALES, "Programming: Poetry, Gears or Magic?"

A leading researcher in computer software design and engineering, Kiczales joined UBC last May. His research focuses on techniques for designing and implementing software systems that are flexible, maintainable and reusable.

Prof. Natalie Zemon Davis



Canadian author Guy Vanderhaeghe

FEB. 24: ELAINE HUMPHREY, "Discovering Microscopic Worlds"

Director of UBC's Electron Microscopy Laboratory, Humphrey helps faculty get a closer look at subjects as diverse as the heart, sharks and pollen grains. She also hosted the Discovery Channel program "Small Wonders."

MARCH 3: PROF. EMERITUS TIM PARSONS, "Oceanography in the Service of Fisheries"

The first Canadian to win the Japan Prize—regarded as the Japanese equivalent of the Nobel Prize—Parsons has spent 40 years as a Canadian oceanographer and researcher.

MARCH 10: JIM DELGADO, "Diving to the Titanic"

Executive director of the Vancouver Maritime Museum, Delgado was the first maritime archaeologist to dive to the wreck of the Titanic. He is currently the co-host of the Discovery Channel new series, "The Sea Hunters."

MARCH 17: PROF. EMERITUS FRED DRETSKE, "Animal Minds"

A leading cognitive science researcher, Dretske studies how the mind perceives the natural world.

MARCH 24: MICHAEL STEVENSON, "Politics and Education: Reflection on Current Dilemmas"

Simon Fraser University's new president, Stevenson served as vice-president, Academic Affairs and Provost at York University in Ontario beginning in 1971. He has also written about Canadian political culture and public opinion.

Recent books published by series speakers will be available at the door and the UBC Bookstore.

For more information, check the Web site at www.psg.com/~ted/vaninst or call UBC-INFO (604) 822-4636.

Executives to head for Whistler slopes

Initiative could well be match made in Seventh Heaven

WHISTLER IS RECOGNIZED as one of the world's premier ski resorts.

But for executives and business professionals, it may soon be seen as the ideal setting for a training session on leadership or corporate strategy as well, courtesy of a new partnership between the Faculty of Commerce and Business Administration and Intrawest's Whistler/Blackcomb resort.

Beginning this May, UBC@Whistler will offer a new executive training series entitled Adventure Learning Programs.

The programs will combine classroom study with outdoor physical activity to provide a unique training experience for business people.

Sessions on entrepreneurship, marketing, accounting, finance, strategic management, information technology and e-business will be taught by leading UBC business professors and instructors.

All seminars and conferences will be held in existing facilities at Whistler and will average three days in length.

"We will provide a learning environment for our participants which will showcase the best that both UBC and Whistler/Blackcomb have to offer—world-class education at the premier mountain resort in North America," says Commerce Dean Daniel Muzyka.

"One of our goals is to create an innovative, leading-edge mountain institute for learning and research that embodies the spirit of the Pacific Northwest.

"This institute will help management build and strengthen critical leadership and teamwork skills, in addition to enhancing knowledge base."

"From following ski patrol in a rescue simulation to adventure racing, the activities will permit participants to challenge their ideas and limits in a new context," says Intrawest chair, president and chief executive officer, Joe Houssian.

The program sessions will kick off in May with a three-day seminar on leadership by Prof. Peter Frost.

In addition to the program, forums on leading business and industry issues will also be held at Whistler as a result of the new partnership.

For more information on how to register for the program, call (604) 822-8893.

HEADLINERS

The following excerpts feature some of the many members of the campus community who have recently agreed to share their expertise with local and national news media.

Lead Time, *UBC Public Affairs' on-line guide to UBC experts at www.publicaffairs.ubc.ca/experts/ helped more than 400 members of the media find UBC experts last month.*

Geneticist's genome caution

The Vancouver Sun, Jan. 10, B3.

What we eat, whether we smoke and how much we earn affects our health as much as our genes do, University of B.C. geneticist **Patricia Baird** warned...And for that reason, the public should be wary of the hype about the Human Genome Project and its potential to be a medical panacea..."We are getting an overly naïve interpretation of genetic discoveries," Baird said, adding that such news is often less dramatic than it appears. *For excerpts from a recent talk by Dr. Baird on the topic, see page 8.*

Animal rights

The Vancouver Sun, Jan. 17, A13

The University of British Columbia leads the way with its three-year-old animal welfare program. **David Fraser** and **Dan Weary** are the co-directors and, with their graduate students, they work with poultry farmers, cattlemen and dairy producers to come up with ways of ensuring animals are well-treated.

Schoolyard survival 101

The Vancouver Sun, Jan. 15, A6

Ten per cent of B.C. kids go to school every day in serious danger of being a target of bullying according to University of B.C. associate dean of education, **Shelley Hymel**.... "There's a peak in early adolescence, because you've got all the skills, you've got maximum in-group belonging. Yet you don't have morality—that doesn't kick in until the end of high school."

Socially inept use e-mail to harass

The Vancouver Sun, Jan. 15, B3

"One of the untold stories of e-mail is that it is a wonderful way for sociopaths to deal with people," says **Paul Kedrosky**, a professor at the University of British Columbia.

Kedrosky, who has helped a number of companies (including Microsoft) to come up with e-mail use guidelines, says all the research indicates that people's ideas about social norms disappear when they use e-mail.

Teen suicides from bullying worrying

The Vancouver Sun, Jan. 11, A1

Jennifer White, director of the Suicide Prevention Information Resource Centre at UBC, said young people exposed to chronic teasing and cruelty are more vulnerable and are definitely at an increased risk of committing suicide.

However, she said, there would be other serious factors involved as well such as the youth having a history of depression, family violence and social isolation.

calendar

JANUARY 28 THROUGH FEBRUARY 10

SUNDAY, JAN. 28

Concert
Robert Silverman; Various music students. Old Aud. at 3pm. $15 adults; $10 students/seniors at the door. Call 822-3522.

Super Classic Afternoons At The Chan
David Daniels, counter-tenor; Martin Katz, piano. Chan Centre at 3pm. Call 822-2697, or for tickets call Ticketmaster at 280-3311.

Music at the Chan
Vienna Choir Boys. Chan Centre at 7:30pm. $36, $27, $19 adults; $28, $22, $16 students/seniors. Call 822-2697, or for tickets call Ticketmaster at 280-3311.

Green College Performing Arts Group
Mozart, Beethoven And Bartok. The Borealis String Quartet; Musicians in Residence. Green College at 8pm. Call 822-1878.

MONDAY, JAN. 29

Cecil And Ida Green Visiting Professorships
The Trickster Travels Of Leo Africanus. Natalie Zemon Davis, Comparative Literature, U of Princeton, U of Toronto. Buchanan A-102 at 12:30pm. Call 822-5675.

European Studies/Green College Speaker Series
Myths Of Nations: French Identity And Myths Of The Republic. Thomas Ferenczi, senior editor, Le Monde. Green College from 5-6pm. Reception. Call 822-1452 or 822-1878.

Member Speaker Series
The Marvel Of Dun Huang. Jiao He, Comparative Literature. Green College at 7:30pm. Call 822-1878.

TUESDAY, JAN. 30

Microbiology And Immunology
Role Of Proinflammatory Flagellins In Enteroaggregative E. Coli Infection. Ted Steiner, Infectious Diseases. Wesbrook 201 from 12:30-1:30pm. Call 822-3308.

Botany Seminar
Getting To Grips With The Structure Of Photosystem II. James Barber, Technology And Medicine. Imperial College of Science. BioSciences 2000 at 12:30pm. Call 822-2133.

West Coast Composers Symposium
Concert. Music Gessler Hall at 12:30pm. Call 822-5574.

Cecil And Ida Green Visiting Professorships
The Knot Of Slavery: Stedman And Joanna In Surinam. Natalie Zemon Davis, Princeton U; Henry Charles Lea, U of Toronto. Lasserre 104 at 2:30pm. Call 822-5675.

West Coast Composers Symposium
Concert. Music Gessler Hall at 2:30pm. Call 822-5574.

West Coast Composers Symposium
Music Recital Hall at 3:30pm. Call 822-5574.

Graduate And Faculty Christian Forum
Is God A Sorcerer: How Christian Melanesians Think About Morality. Prof. John Barker, Anthropology and Sociology. Buchanan B Penthouse at 4:15pm. Refreshments at 4pm. Call 822-3219.

Green College Speaker Series
Reducing Poverty By Strengthening Civic Society: Can The University Contribute? Peter Boothroyd, Community and Regional Planning. Green College at 5pm. Reception, Green College Coach House from 6-6:30pm. Call 822-1878.

Health Promotion In Motion Seminar
The Evolution And Future Directions Of Health Promotion. Jim Frankish, acting director, Health Promotion Research. Green College at 7:30pm. Call 822-1878.

WEDNESDAY, JAN. 31

Orthopedics Grand Rounds
Outcomes Research In Orthopedics. Dr. Matt Liang. VGH, Eye Care Centre Aud. at 7am. Call 875-4192.

Surgery Grand Rounds
Image Guided Surgery: New Horizons. Dr. Amin Javer. GF Strong Aud. at 7am. Call 875-4136.

10th Arts Graduate Students' Conference
Imagining Home(s): Exploring Culture, Language, Nation. Green College at 9am. Continues to Feb. 2. Call 822-3828.

Asian Research Lunar New Year Festival
Food, Plant And Pottery Sale; Origami, Calligraphy And Pottery Demonstrations. CK Choi from 11:30am-3pm. Call 822-4688.

Asian Research Lunar New Year Festival
Lion Dancing. Tiger Lion Dance Team. CK Choi from 11:45am-12:15pm. Call 822-4688.

Wednesday Noon Hours
Percussion Plus... Various musicians. Music Recital Hall at 12:30pm. $4 at the door. Call 822-5574.

Asian Research Lunar New Year Festival
Classical Indian Dancing. Anusha Fernando. CK Choi from 12:30-1:15pm. Call 822-4688.

Another Look At Human Development Colloquium
The Influence Of Community Factors On Child Development. Asst. Prof. Dafna Kohen, Health Care and Epidemiology. IRC #414 from 12:30-1:20pm. Call 822-6593.

Asian Research Lunar New Year Festival
Japanese Traditional And Contemporary Music. Arts by Friends of the Centre for Japanese Research; Ritsumeikan/UBC Performers. CK Choi main floor from 1:30-2:15pm. Call 822-4688.

Obstetrics And Gynecology Seminar
C-erbB/Retinoid Receptor Cross-Talk In Breast And Ovarian Cancer Cells. Thomas Grunt, scientist, U of Vienna. B.C.'s Women's Hosp. 2N35 at 2pm. Call 875-3108.

Asian Research Lunar New Year Festival
Feng Shui. Maureen Powers, teacher, architectural designer. CK Choi from 2:30-3:15pm. Call 822-4688.

19th Century Studies
Street Stories In 19th-Century Algiers. Sherry McKay, Architecture. Green College at 4:30pm. Call 822-1878.

University Women's Club Dinner Speaker Series
Life's Like That: Her Rise In The Family Business And Her Philanthropic Pursuits. Jacqui Cohen. University Women's Club, 1489 McRae Ave. at 5:30pm. $35. Call 731-4661.

THURSDAY, FEB. 1

Teaching And Academic Growth Seminar
Evaluating Student Writing In The Professional Faculties. Ramona Montagnes, University Writing Centre; Judy Brown, English. David Lam seminar room from 9:30am-12:30pm. To register visit www.cstudies.ubc.ca/facdev/ or call 822-9149.

Research Open Forum
Canadian Institutes Of Health Research: The New CIHR Vision For The Future. Morris Barer, scientific director, health services and policy research; Diane Finegood, scientific director, Nutrition, Metabolism and Diabetes; Bruce McManus, scientific director, Circulatory And Respiratory Health. Friedman Anatomy Lecture Theatre from 10am-12noon. Call 822-0233.

European Studies Seminar
The Logistics Of European Union Enlargement To The East. Prof. David Vellenga, Gerstacker Institute. Buchanan B-216 from 12noon-2pm. Refreshments. Call 822-1452.

Music Concert
UBC Symphonic Wind Ensemble. Chan Centre at 12:30pm. Call 822-5574.

Biostatistics Seminar
Composite Likelihood Based Inference For Hierarchical Models. Prof. Subhash Lele, Mathematical Sciences, U of Alberta. Klinck 301 from 4-5:30pm. Call 822-0570.

Poetic Persuasions
Panel Discussion: Work Writing. Tom Wayman, Zoe Landale, Calvin Wharton, Kate Braid. Green College at 7:30pm. Call 822-1878.

FRIDAY, FEB. 2

Health Care And Epidemiology Rounds
Inflation Or Innovation: A Hedonic Analysis Of Arthritis Drug Prices. Assoc. Prof. Aslam Anis. Mather 253 from 9-10am. Paid parking available in B Lot. Call 822-2772.

Fisheries Centre Seminar
Everything I Needed To Know I Learned In Puget Sound. Dave Preikshot. Hut B-8, Ralf Yorque Room at 11:30am. Call 822-2731.

Occupational And Environmental Hygiene Seminar
Health And Exposures Of Gulf War Veterans. Prof. Nicola Cherry, director, Occupational Health Program, U of Alberta. UBC Hosp., Koerner Pavilion G-279 from 12:30-1:30pm. Call Kathryn Lewis at 822-9861 or Dr. Paul Demers at 822-0585.

Peter Wall Institute Colloquium
Evolution Of The Social Contract. Brian Skyrms, Philosophy of Science and Economics, U of California. University Centre 307 at 12:30pm. Call 822-2621.

Chemical And Biological Engineering Seminar
Scale Effect On Fluidization Transition And Turbulent Fluid Bed. Naoko Ellis. ChemEng 206 at 3:30pm. Call 822-3238.

Concert
UBC Symphonic Wind Ensemble. Chan Centre at 8pm. Call 822-5574.

SATURDAY, FEB. 3

Vancouver Institute Lecture
Braided Histories: Jews, Africans And Slavery. Natalie Zemon Davis, Comparative Literature, U of Princeton, U of Toronto. IRC #2 at 8:15pm. Call 822-5675.

MONDAY, FEB. 5

Chalmers Institute Seminar
Ministry Of Supervision, Phase Three. Rev. Joan Wyatt, Rev. Ruth Wright. VST from 8:30am-5pm. $396. To register e-mail ci@vst.edu. Call 822-9815.

Zeisler Memorial Lecture
Challenges Facing Canadian Jewry In The 21st Century. Prof. Morton Weinfeld, Sociology, McGill U. Angus 104 from 11:30am-12:20pm. Call 822-2515.

Thematic Lecture Series
Developmental Theory And Public Policy: A Cross-National Perspective. Michael Lamb, National Institute of Child Health And Human Development. Green College at 5pm. Call 822-1878.

TUESDAY, FEB. 6

Faculty Women's Club Meeting
Things Dogs Have Told Me. Stanley Coren, Psychology. Cecil Green Park House at 10am. Call 264-9022.

Leon And Thea Koerner Memorial Lecture
What Is Art For? Part One: In The Beginning, Art. Ellen Dissanayake, author. MOA Theatre Gallery at 12:30pm. Call 822-5675; 683-5662.

Microbiology And Immunology
Protease Cascade Involved In Patterning The Drosophilia Embryo. Carol Hashimoto, Yale U. Wesbrook 201 from 12:30-1:30pm. Call 822-3308.

Botany Seminar
Characterization Of Viruses Infecting The Toxic Bloom-Forming Alga Heterosigma Akashiwo. Vera Tai. BioSciences 2000 at 12:30pm. Call 822-2133.

St. John's College Speaker Series
A Freshwater Crisis? In Canada? David Schindler, U of Alberta. St. John's College 1080 at 5pm. Call 822-8781.

Green College Speaker Series
Decorating Rattopolis. Emily Patterson-Kane, Applied Ethics. Green College at 5pm. Reception, Green College Coach House from 6-6:30pm. Call 822-1878.

WEDNESDAY, FEB. 7

Orthopedics Grand Rounds
An Update On Injury Prevention In Canada. Peter Wing. VGH, Eye Care Centre Aud. at 7am. Call 875-4192.

Wednesday Noon Hours
Schubert And Rachmaninoff. Jane Coop, piano. Music Recital Hall at 12:30pm. $4 at the door. Call 822-5574.

Obstetrics And Gynecology Seminar
Value And Reliability Of CASA (Computer-Aided Sperm Analysis). Sharon Mortimer, director, Lab Operations, Genesis Fertility Clinic. B.C.'s Women's Hosp. 2N35 at 2pm. Call 875-3108.

Another Look At Human Development Colloquium
The Impact Of A Child With Special Needs On The Family. Norine Chubb, consultant. IRC #414 from 12:30-1:20pm. Call 822-6593.

Leon And Thea Koerner Memorial Lecture
What Is Art For? Part Two: Homo Musicus: Music As A Species Trait. Ellen Dissanayake, author. Music Library seminar room at 3:30pm. Call 822-5675; 683-5662.

Asian Research Seminar
Old And New Faiths: Transnational Religions And The Chinese World. Prof. Diana Lary, director, Centre for Chinese Research. CK Choi 120 from 4:30-6pm. Call 822-4688.

Burgess-Lane Lecture
Engineered Performance Of Tiber Construction. Robert Leicester, CSIRO Australia. ForSciences 1005 at 5pm. Reception. Call 822-9352.

Individual Interdisciplinary Studies
TBA. Scott McIntyre, director, Douglas & McIntyre. Green College at 5pm. Call 822-1878.

THURSDAY, FEB. 8

Law And Society
Beyond Rights: Law And Sexual Orientation In The 21st Century. Bruce MacDougall, Law. Green College at 12:30pm. No food or beverages please. Call 822-1878.

Cecil And Ida Green Visiting Professorships
How HIV Causes AIDS And Responds To Highly Active Anti-Retroviral Therapy. Dr. Merle Sande, Medicine, U of Utah. St. Paul's Hosp. new Lecture Theatre at 12:30pm. Call 822-5675.

CALENDAR POLICY AND DEADLINES

The *UBC Reports* Calendar lists university-related or university-sponsored events on campus and off campus within the Lower Mainland. Calendar items must be submitted on forms available from the UBC Public Affairs Office, 310 - 6251 Cecil Green Park Road, Vancouver BC, V6T 1Z1. Phone: UBC-info (822-4636). Fax: 822-2684. An electronic form is available at www.publicaffairs.ubc.ca. Please limit to 35 words. Submissions for the Calendar's Notices section may be limited due to space. Deadline for the Feb. 8 issue of *UBC Reports*—which covers the period Feb. 11 to Feb. 24—is noon, Jan. 30.

Music Concert
UBC Jazz Ensemble. Music Recital Hall at 12:30pm. Call 822-5574.

Teaching And Academic Growth Seminar
PowerPoint Users' Group. Jason Harrison, Computer Science. David Lam seminar room from 12:30-1:30pm. Lunch provided. To register www.cstudies.ubc.ca/facdev/ or call 822-9149.

Free Essay Writing Information Session
Basics Of Essay Writing And Research. TBA. Koerner Library 217 from 12:30-3pm. Registration deadline Feb. 2. Call 822-9564.

Exploring Buddhist Philosophy Lecture
Buddhism: The Living Philosophy. Tony Meers, general director, SGI-Canada. Buchanan A-TBA from 12:30-2pm. Web site www.welcome.to/ubc-sgi/. Call 875-1688.

Intercultural Studies In Asia Film
Life On A String (China). CK Choi 120 from 1-3pm. Call 822-4688.

Wood Science Seminar
An Engineering Approach To Durability. Robert Leicester, CSIRO Australia. ForSciences 1003 at 1pm. Call 822-9352.

Leon And Thea Koerner Memorial Lecture
What Is Art For? Part Three: Naturalizing Aesthetics. Ellen Dissanayake, author. Buchanan B-218 at 1pm. Call 822-5675; 683-5662.

Cultural And Media Studies Panel Discussion
Form And Content In The 21st Century: Revisiting The Relationship. Ken Whyte, editor-in-chief, National Post; Terry Milewski, The National, CBC-TV; Ron Pears; Margot Butler, ECIAD, Arthur Erickson, architect. Green College at 5:30pm. Reception at 6:30pm. Call 822-1878.

Cecil And Ida Green Visiting Professorships
The Emergence Of Antibiotic Resistance. Dr. Merle Sande, Medicine, U of Utah; Clarence M. Birrer; Ruth N, Birrer, presidential endowed chair in Internal Medicine, Green College Graham House at 7:30pm. Call 822-5675.

FRIDAY, FEB. 9

Graduate Conference
The First Annual Bob Conry Conference On Measurement, Evaluation, And Research Methodology At UBC. Robert W. Schutz, professor emeritus, Human Kinetics. Green College at 8:30am. Call 822-1878.

Health Care And Epidemiology Rounds
Pulsed Electromagnetic Field Therapy And Chronic Pain. Dr. Cecil Hershler, psychiatrist. Mather 253 from 9-10am. Paid parking available in B Lot. Call 822-2772.

Fisheries Centre Seminar
Ecosystem Modelling Of The Antarctic. Emma Bredesen, MMRU; Modelling the Bay Of Biscay With Ecopath/Ecosim. Cameron Ainsworth; Raychelle Daniel MMRU. Hut B-8, Ralf Yorque Room at 11:30am. Call 822-2731.

Concert
UBC Contemporary Players. Music Recital Hall at 12:30pm. Call 822-5574.

Friday Noon Hour At Main
If Music Be The Food Of Love. Main Library 502 at 12:30pm. Call 822-5574.

Occupational And Environmental Hygiene Seminar
Use Of A Lung Infection Model To Test Synergism Of Inhaled Antimicrobial Agents. Asst. Prof. Karen Bartlett. UBC Hosp., Koerner Theatre G-279 from 12:30-1:30pm. Call Kathryn Lewis 822-9861 or Dr. Paul Demers 822-0585.

Chemical And Biological Engineering Seminar
Rheology And Processability Of Polytetrafluoroethylene Fine Powder Resins In Paste Extrusion. Alfonsius Budi Ariawan. ChemEng 206 at 3:30pm. Call 822-3238.

Cecil And Ida Green Visiting Professorships
Antibiotic Use And Abuse. Dr. Merle Sande, Medicine, U of Utah; Clarence M. Birrer; Ruth N, Birrer, presidential endowed chair, Internal Medicine. IRC #1 at 12:30pm. Call 822-5675.

SATURDAY, FEB. 10

Vancouver Institute Lecture
The Crisis In Infectious Diseases. Dr. Merle Sande, Medicine, U of Utah. IRC #2 at 8:15pm. Call 822-3131.

NOTICES

Participants Wanted
Are you a postmenopausal woman with type two diabetes interested in beginning an exercise program? St. Paul's Hospital Healthy Heart Program and Diabetes Centre are recruiting participants, who do not smoke or use insulin, for a research project on the effect of exercise on diabetes for women. For information call Darcye Cuff 806-8601

Morris And Helen Belkin Art Gallery
Landscape paintings by leading British artist, Peter Doig. Continues to Mar. 11. Hours of operation: Tues.-Fri. from 10am-5pm; Sat. 12noon-5pm; Sun. 12noon-5pm; (closed Mondays and statutory holidays). Call 822-2759.

UBC Birdwalks
Anyone who is interested can meet at the flagpole above the Rose Garden on Thursdays at 12:45pm. Look for a small group of people who are carrying binoculars and bird books, (and bring your own, if you have them). Call 822-9149.

Sage Bistro
To the faculty, students, administration and admirers of the University of British Columbia we present Sage Bistro at the University Centre. Sage is open Monday through Friday from 11am-2pm. Our luncheon menu changes weekly and features a wide selection of wines by the glass. For reservations please call 822-1500.

Premenstrual Asthma Study
UBC/St. Paul's Hospital researchers are seeking females with asthma and regular menstrual cycles for a study of estrogen's effects on asthma symptoms and lung function. Must be 18-50 years of age and NOT taking birth control pills. Honorarium and free peak flow meter provided. If interested, please call 875-2886.

Parkinson's Research
A research team from UBC is asking for the assistance of people with Parkinson's to participate in research. This research is aimed at understanding how Parkinson's may affect complex activities such as managing multiple tasks. Participation involves performing fairly simple tasks, some of which involve responding verbally to computer screen displays. If you are a healthy person of the age 50 years or older, we are also in need of several people to participate as part of a non-Parkinson's comparison group. Call Todd Woodward, Psychology Dept. at 822-3227.

Sexual Assault Research
The Anxiety and Fear Laboratory in the Dept. of Psychology requires female volunteers who have experienced unwanted sexual activity, to participate in a research project. If you have ever had sex with someone when you didn't want to, because the other person continued the event when you said no, forced or threatened to force you, or because you were given alcohol or drugs, and you would be interested in helping us with our research, please call 822-9028. Confidentiality and privacy protected.

Museum Of Anthropology Exhibition
Attributed To Edenshaw: Identifying The Hand Of The Artist; Two Case Studies: Northwest Coast Art. Continues to Aug. 31. Raven's Reprise: Contemporary Works by First Nations Artists. Continues to Jan. 14. Conversations: The Tecson Philippine Collection. Continues to Sept. 3. Winter hours Wed.-Sun. 11am-5pm; Tues. to 9pm (5-9pm free). Call 822-5087.

Traumatic Stress Clinic
Psychologists conducting research at the Traumatic Stress Clinic at UBC Psychiatry are offering free treatment to people suffering from Post-Traumatic Stress Disorder (PTSD). PTSD is caused by events such as physical or sexual assault, and motor vehicle accidents. Call the Traumatic Stress Clinic at 822-8040.

AMS Rentsline
Helping students find housing since 1993, the AMS Rentsline is UBC's off-campus housing registry. This service gives students access to hundreds of rental listings, and landlords access to thousands of students looking for housing. You can call the Rentsline from any touchtone phone 24 hours a day, 365 days a year. Call 714-4848.

Faculty Women's Club
The Faculty Women's Club brings together women connected to the university either through their work or that of their spouses, for social activities and lectures. The main purpose of the Faculty Women's Club is to raise funds for student scholarships. There are 19 different interest groups within the club, ranging from art appreciation and bridge to hiking. Do come and join us. Call Elizabeth Towers, president 224-5877 or Gwyneth Westwick, membership 263-6612.

Twin Research
Are you, or do you know a female adult twin? We are studying the relationship types of fraternal and identical female twins. If you can help by completing some questionnaires and being interviewed about relationships, please e-mail: tmacbeth@cortex.psych.ubc.ca or call Tannis MacBeth, Psychology 822-4826.

Parents With Babies
Have you ever wondered how babies learn to talk? Help us find out. We are looking for parents with babies between four to 21 months of age, including babies raised in a bilingual home, to participate in language development studies. If you are interested in bringing your baby for a one-hour visit, please call Prof. Janet Werker's Infant Studies Centre, Psychology, 822-6408 (ask for Kate).

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Available from UBC Press

In Search of Sustainability
British Columbia Forest Policy in the 1990's

Summarizes the extraordinary burst of activism in BC forest policy during the 1990's and asks, "how much change and why?"
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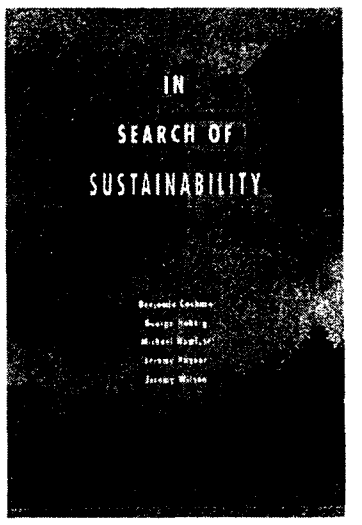
A lucid, provocative, and often sobering examination of a crucial period in the forest industry in a province where forestry remains a central plank of the provincial economy and where environmental pressures continue to escalate.



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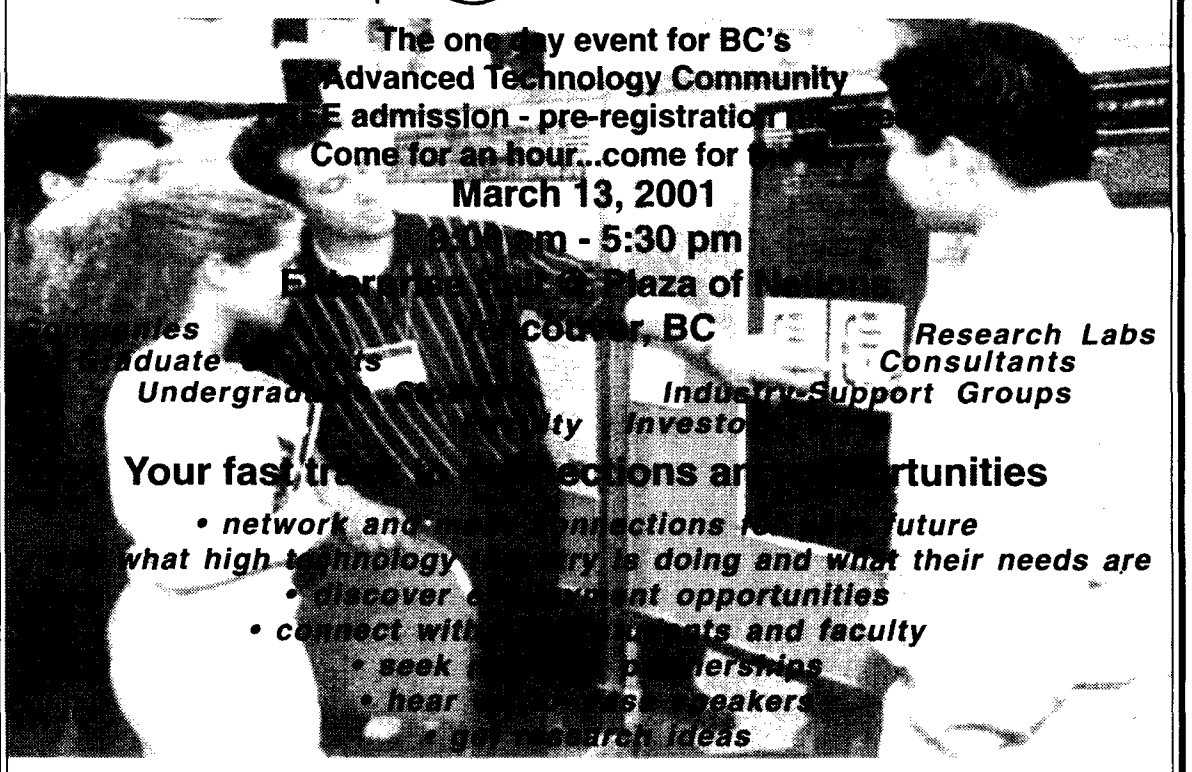

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DIGEST

Growth spurt in Forestry scholarships

The Faculty of Forestry has created new endowments in support of a $1,500 undergraduate scholarship and two new prizes totaling $500 for graduating students this spring thanks to a $33,350 donation from the Association of British Columbia Professional Foresters (ABCPF).

The undergraduate scholarship will be awarded to a student entering the second year of the Forest Resources Management Program.

A $300 prize will go to an undergraduate forestry student who has penned the best graduating thesis.

A $200 prize will be awarded for the best essay by a graduating student in the faculty. The award winners will be announced at the end of the spring term.

The ABCPF was established in 1947 to uphold the public interest in the practice of professional forestry by ensuring the competence, independence, integrity and accountability of professional foresters.

There are currently 2,990 registered professional foresters in the province.

Series focuses on Jewish experience

The first of a series of annual lectures that will focus on the modern Jewish experience will be held Feb. 4 and 5.

Morton Weinfeld, professor of Sociology and chair of Canadian Ethnic Studies at McGill University, is the inaugural guest lecturer.

Weinfeld has published widely in the areas of Canadian studies, modern Jewish studies, immigration and ethnicity.

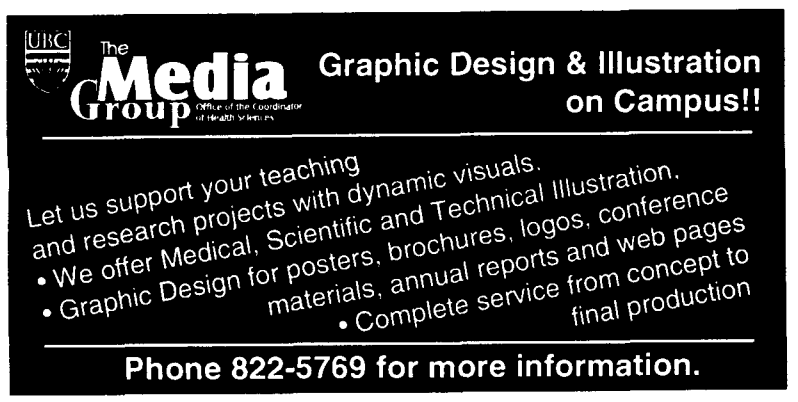
The Feb. 4 lecture, The Oy Gevalt Reflex, will be held at 7:30 p.m. in the Norman Rothstein Theatre at 950 West 41st Ave. Admission is $5. For tickets or information call (604) 257-5111.

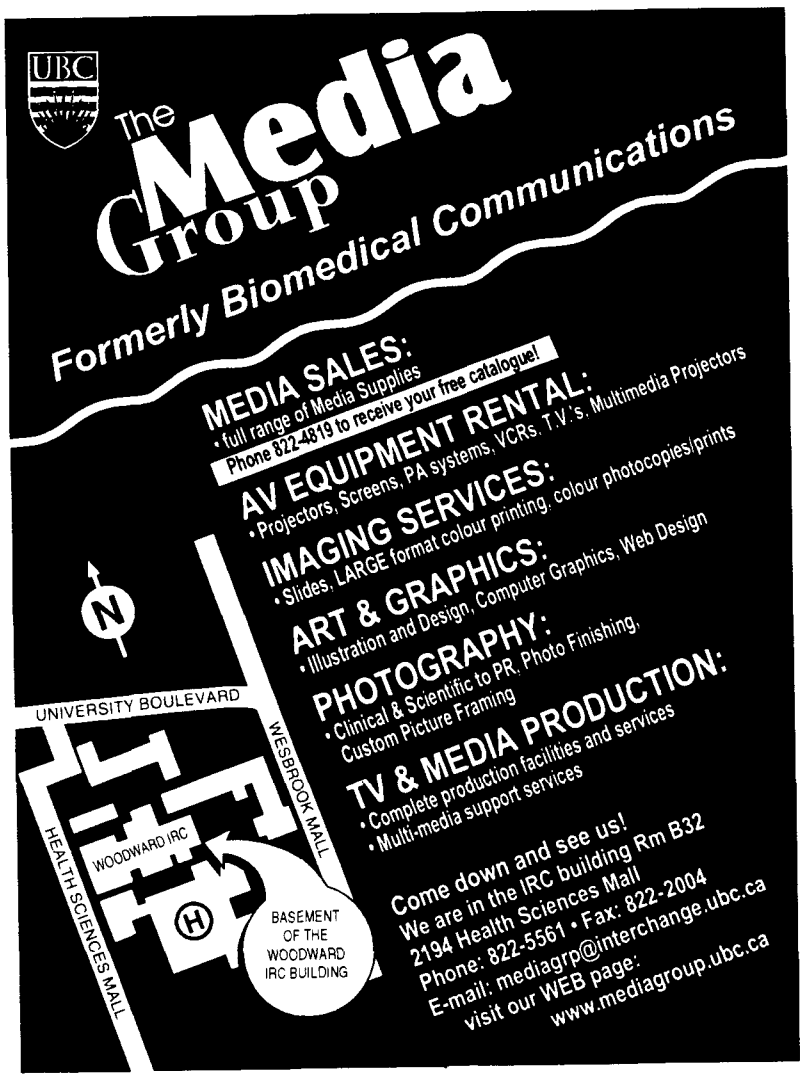
The Feb. 5 lecture, Challenges Facing Canadian Jewry in the 21st Century, will be held at UBC in the Henry Angus Building, room 104 at 11:30 a.m. Admission is free.

The annual Itta and Eliezer Zeisler Memorial Lecture series was established at UBC by Betty and Irv Nitkin.

Topics focus on the modern Jewish experience, especially as it relates to Canada and Israel.

A committee chaired by Richard Menkis, associate professor of Jewish Studies in the Dept. of Classical, Near Eastern and Religious Studies, co-ordinates the lectures.





AIR QUALITY TIPS... *Let's clear the air*

If everyone took transit to work once a week, there would be 20 per cent fewer cars on the road during rush hour.

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Deadline: for the Feb. 8 issue: 12 noon, Jan. 30.

Enquiries: UBC-INFO (822-4636) · *Rate:* $16.50 for 35 words or less.

Additional words: 50 cents each. Rate includes GST.

Submission guidelines: Ads must be submitted in writing 10 days before publication date to: UBC Public Affairs Office, 310 – 6251 Cecil Green Park Road, Vancouver BC, V6T 1Z1. Ads must be accompanied by payment in cash, cheque (made out to *UBC Reports*) or journal voucher.

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B.C. Wine Research Centre graduate student John Husnik (left), Agricultural Sciences Prof. Hennie van Vuuren and graduate student Virginia Marks cradle some of the vintage wine that will be housed in the new Wine Research Library. The library will help researchers analyze B.C. wines and assist winemakers to develop exceptional vintages.
Bruce Mason photo

30,000 bottles of wine to be on walls of library

Facility designed to bolster B.C.'s young wine industry

by Bruce Mason staff writer

B.C. WINERIES ARE delivering 22,000 bottles to UBC where it will be determined which of their products will improve with aging and how they stack up against the world's best.

A 117-square-metre Wine Research Library is being constructed in the basement of UBC's Food and Nutritional Sciences Building at 2205 East Mall. The wine industry is financing the $500, 000 facility whose heavy oak doors will officially open this summer.

Another 8,000 bottles of international wines are being donated to posterity and future prosperity by people who will receive a tax receipt for the full market value.

After extensive discussion with the province's wine industry the university is establishing the B.C. Chapter of the Canadian Wine Library, says Agricultural Sciences Prof. Hennie van Vuuren, director of the B.C. Wine Research Centre (BCWRC) at UBC.

"Young B.C. wines will be evaluated and analyzed annually to provide vital information our industry needs to consistently achieve outstanding quality," he says.

"The Wine Research Library is one example of how our faculty is being transformed to contribute to the economy and environment through advanced research and education," says Agricultural Sciences Dean Moura Quayle.

A special vinotheque in the library will house the premium international wines. Their aging will be compared to the same varietals from B.C. and graduate students will analyze all wines to exacting standards using state-of-the-art-technology. Wines will also be tasted annually by an expert board of directors which is currently being appointed.

"Systematic analysis will help us better understand wine complexity and quality," says Virginia Marks, a BCWRC graduate student who can't wait to uncork and share the secrets in a donated $450 bottle of 1970 Chateau Ducru Beaucaillou Saint Julien Medoc.

"For Canadians to create an exceptional wine industry, researchers must have access to the widest possible diversity of vintages, varieties, qualities and regions," adds John Husnik, another of the centre's graduate students.

"It will be a spectacular and unique facility," says van Vuuren.

B.C.'s young wine industry comprises 60 wineries producing more than 300 wines.

The B.C. Wine Research Library at UBC will be the world's only collection of an entire wine-producing region's wines.

Van Vuuren adds that donating fine wine is a wise investment.

"Donors are making a significant—as well as a 100 per cent tax deductible—contribution to the world of wine."

For more information e-mail hjjvv@interchange.ubc.ca.

Century's best Chardonnay to uncork $1-million prize

Wine researcher hopes to raise B.C. wineries' profile

UBC'S BOARD OF GOVERNORS has approved a plan to establish an International Wine Trust at the university to administer a global competition for the best Chardonnay produced in the world in the past 100 years.

The first-place prize of $1 million will be raised entirely through entry fees and private sponsorship.

"It is unprecedented in the world of wine—an opportunity for wine producers from around the world to compete with each other for the prestige of earning the largest prize ever offered," says Agricultural Sciences Prof. Hennie van Vuuren, director of the B.C. Wine Research Centre at the university. He is the creator of what is being called The Chardonnay of the Century $1-Million Challenge.

An enormous increase in the interest around wine has resulted in a corresponding growth in wine competitions for gold medals he says. As a result their impact has been devalued and virtually every winery has won medals, van Vuuren says.

Organizers estimate there could be as many as 3,000 competitors for the challenge which will be held in spring 2002 in Vancouver.

The competition is one component in van Vuuren's ongoing campaign to bring a higher profile to Canadian wines and provide research and education that will benefit B.C.'s growing wine industry.

Honour Roll

Science Dean **Maria Klawe** will receive this year's Wired Woman Pioneer Award at the Spotlight Awards Gala 2001 at the Westin Bayshore hotel to be held Feb. 16.

The third annual awards are co-hosted by two not-for-profit organizations: the Wired Woman Society and Women in Film and Video Vancouver. They recognize 10 Canadian women for their achievements in the fields of high technology, entertainment, communications, new media, film and video.

More than 600 people are expected to attend the event which organizers say celebrates the talent, innovation and pioneering spirit of women across Canada.

For more information on the awards and the gala, visit www.wiredwoman.com/spotlight.

Award-winner Maria Klawe

. . .

UBC zoologist **Russel Andrews** and his exploration of the deep-sea mysteries of the northern elephant seal will be featured on the award-winning television documentary series, "Champions of the Wild." The show will air twice on the Discovery Channel on Monday, Jan. 29 at 6 p.m. and 11 p.m. It will be re-aired on Saturday, Feb. 3 at 1 p.m.

Andrews uses sophisticated remote underwater monitors to study the seals that, with their bizarre appearance and their remarkable diving ability, are one of the ocean's most intriguing creatures.

Andrews received the Cameron Award in 2000 from the Canadian Society of Zoologists for the best Canadian zoology PhD thesis of the year for his research on the metabolic processes of juvenile northern elephant seals.

. . .

Physics and Astronomy Prof. **William Unruh** has been elected a fellow of the American Physical Society (APS) for his research in black holes.

Unruh is cited for his contributions to the understanding of black holes, their evaporation and other quantum effects associated with strong gravitational fields.

Unruh was elected after the November meeting of the council of the APS.

The APS represents more than 40,000 members of the physics profession, mostly in North America.

The society's activities include publishing some of the world's most widely read physics research journals, developing and implementing programs in physics education and outreach and fostering the health of the profession through career development initiatives.

Campus campaign surpasses target

Community comes together to give big to the United Way

THE UBC UNITED WAY CAMPAIGN has set a new record.

The 2000 campaign raised $351,000—$43,000 more than the target goal set by United Way.

More than 200 UBC faculty, staff, alumni and emeritii contributed $500 or more, says Bill McMichael, campaign chair and program co-ordinator with the UBC-Ritsumeikan Academic Exchange Program.

"Our campaign committee is both humbled and delighted by the generosity of our contributors and volunteers," he says.

UBC runs one of the largest employee campaigns in the Lower Mainland and accounts for one-third of the dollars raised in the United Way's Educational Division.

The Faculty of Commerce gave the campaign a head start by raising more than $28,000 prior to the university-wide kick-off. Thirty per cent of staff and faculty in Commerce contributed to the campaign, which is the highest of any faculty. UBC's unions wrapped up the campaign by raising more than $4,000 in the most successful international barbecue ever.

"The campus community came together so impressively on this campaign and participants had so much fun working with each other that I believe we have just begun to see how high we can climb," says McMichael.

Ron Fong in Plant Operations won the UBC United Way grand prize, a trip for two anywhere Air Canada flies in North America.

FORUM

Genetic factors are only part of the story, says Dr. Patricia Baird

The challenges to using genetics wisely

by Dr. Patricia Baird
Dept. of Medical Genetics

The following is taken from a lecture Prof. Patricia Baird gave earlier this month.

WE ALL KNOW the remarkable progress in genetics we've seen over the last several decades.

Specific genes can be identified, sequenced, manipulated, or put into other organisms. A molecular genetic approach has led to greater understanding of numerous specific disease pathways in individuals. Recombinant DNA is used to produce hormones, or vaccines that are useful in treatment.

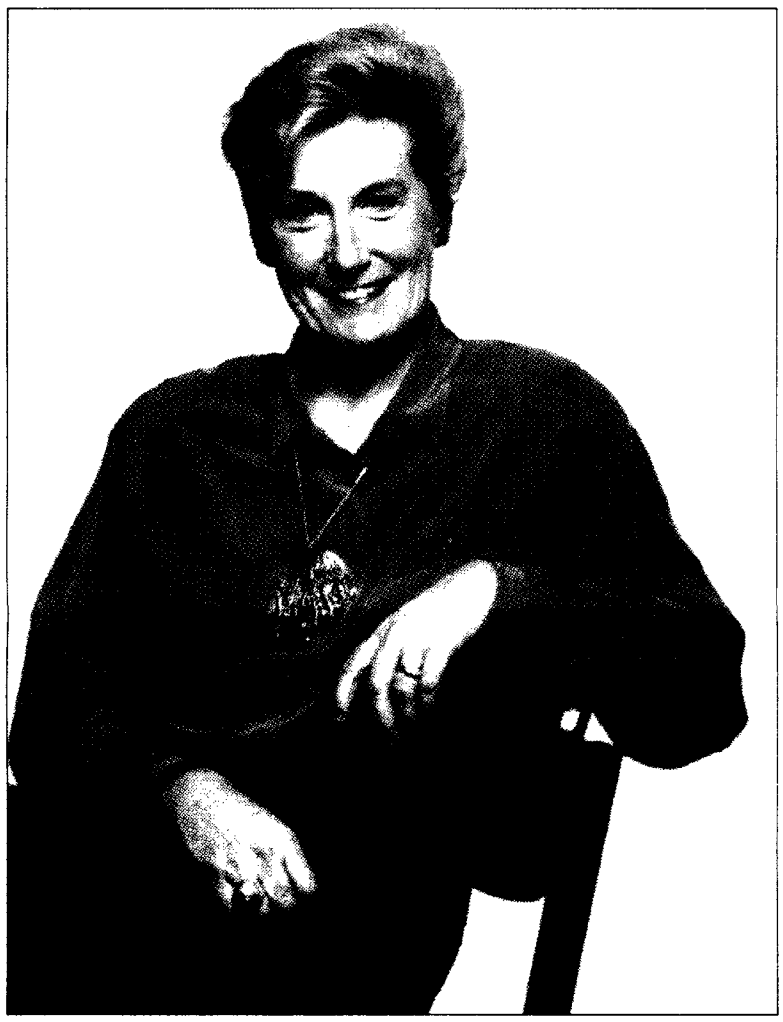
There has been a media blitz on how rapidly the Human Genome Project is progressing, including even President Clinton and Prime Minister Tony Blair. It's a rare week that the media don't announce that a gene related to some disease has been identified.

As a consequence, there's a widely shared view that the sequencing of the human genome will tell us just which genes cause diseases—cancer, arthritis, heart disease or mental illness for example. Then, in light of that information we'll design tailor-made new drugs that people will take to cure or prevent disease from developing. In the longer term, we may even re-engineer the genes in question—we'll fix the responsible gene.

It is promoted by many that there will be a genetics revolution in health care and health. This scenario for the future is shaping the way in which a great deal of research money is spent both by governments and by industry. But is this scenario in fact likely?

Evidence shows that the circumstances we are exposed to over the course of our lives determine much ill health. It's quite true that some individuals are more likely to have disease because of their genetic endowment, but that is only part of the picture.

Each individual also has their own profile of environmental exposures to social/physical/nutritional experiences. Learning more and understanding more about the role of genes in human functioning should be pursued with the recognition that genes are interacting with this variability, so it's not possible to tell a simple genetic causal story for ill health except in some rather rare, single gene instances.



Medical geneticist Dr. Patricia Baird cautions against viewing genetics as the source of "magic bullet" solutions.

But the conditions from which most people suffer in their adult years will require us to consider both genetic and environmental components and how these interact if we're going to understand them.

The complexity of interacting factors over time on the way to the chronic common disease endpoints of adulthood make it unlikely there will be widely applicable "genetic magic bullet" solutions for common diseases.

Genetically based approaches to diagnosis and treatment will have to be tailored to individual variation, and it is not yet clear whether this will be practical or cost effective. To expect genetic interventions alone to be sufficient to make us all healthier is unrealistic.

A great deal of money and a large industry is involved in supplying technology for genetic testing and identification, and in producing therapeutic agents based on a molecular genetic understanding.

Pharmaceutical/biotech companies investing in genetic research have an obligation to shareholders to market and promote the use of a genetic approach to disease. The more it's used, the more successful they are.

In the process, they are likely to divert attention and funding from exploration of other determinants of health.

BIOTECH COMPANIES in the U.S. raised $8 billion a year annually during the mid-'90s and the amount raised has increased since then.

The major U.S. pharmaceutical companies spend 24 per cent of their income on marketing; their sales people make 30 million visits a year to doctors' offices to market their products.

Several other factors contribute to the increasing focus on genetics. One of these is overly simplistic media portrayals of disease causation.

GENETIC ACCOUNTS of the cause of disease are common in the media.

"Genes cause disease" is a simple message which is easier to capture in today's short media formats. Partly as a consequence, many people expect that common diseases will be addressed effectively by genetic approaches.

Scientists like myself in biomedical disciplines also play a role in the focus on genetics.

The human genome project is the largest "Big Science" project ever outside physics/engineering, with many billions U.S. in expenditures involved.

Molecular geneticists in academia have increasing ties with biotech companies. This means that the opinions of academic researchers with investments in those firms or with appointments on boards or as consultants can't necessarily be accepted as objective.

In a rush to a new knowledge-based economy, governments too have often facilitated technology transfer from academia to industry without necessarily taking into account the long-term broad implications, or the need for balance.

They haven't supported to the same degree exploration of other non-genetic avenues to decrease disease incidence—one kind of worthwhile research has crowded out another.

Lastly, but importantly, genetic explanations are attractive to people in some sectors of society who don't want to deal with complex social and economic determinants of health.

Framing ill health as genetic, and promoting individual genetic or pharmacologic solutions pushes the problem back to the individual. It allows awkward questions on employment policy, or child-care policies, or inappropriate workplace organization, to be avoided.

Clearly there will be numerous specific instances where unravelling some disease pathways or differences in drug metabolism will enable better therapy.

I am not advocating that we stop pursuing these, or that we stop providing genetic services. The individual clinical view of health determinants is important. It underlies medical training and biomedical science, and it provides a framework for the treatment of diseases in individuals.

What I am advocating, is that it's in the public interest to make sure our framework is extended, that other important influences on health are recognized and explored.

A balance in the funding available to do research on what leads to most ill health is needed, because other kinds of questions need to be asked as well as genetic ones. And before large-scale genetic testing or so-called "preventive" treatment is offered to healthy people, there should be requirements to have data demonstrating benefit, that harms are unlikely to occur, and that safeguards against these are in place.

POLICY MAKERS should view new and expanded expenditures on detecting so-called risk genotypes related to common complexly determined disorders with a healthy scepticism, and an evaluation of who is advocating such expenditures and whether they are ones who will gain.

We are at a very exciting time in genetics. I think there'll be steady progress in understanding, and in some specific instances in treating particular diseases using genetics. But it's essential to remember that genetic factors are only part of the story.

Dr. Patricia A. Baird is a University Killam Distinguished Professor and professor of Medical Genetics. She has served on many national committees and chaired the 1993 Royal Commission on New Reproductive Technologies. Her current interests include the analysis of social, ethical and health consequences of applying knowledge on human reproductive biology and genetics, and resulting implications for public policy.