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EXCELLENCE X 2

A double feature profiles the remarkable Alumni Tribute Award recipients from 2012 and 2013.
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features

04 EXCELLENCE X 2
Meet the remarkable Alumni Tribute Award recipients from 2012 and 2013

10 COMMUNITY + CABLE: COLUMBUS-STYLE
Brendan Paddick extends the reach of Columbus Communications Inc.

13 FROM CHILDHOOD DREAMER TO ENTREPRENEUR
Introducing Iris Petten: the chair of Memorial’s Board of Regents

22 POETRY
Submissions of note by award-winning alumnus Mark Callanan

29 AIMING TO IMPROVE HEALTH OUTCOMES
Dr. Tyler Wish launches a health-focused startup with help from Memorial’s Genesis Centre.

32 ONE OF CANADA’S NEXT 36
Samantha Phelan nabs spot in national entrepreneurial leadership program

34 YOUNG ADULT CANCER CANADA
How Geoff Eaton is building a network for support

in every issue

02 MESSAGE FROM THE DIRECTOR

16 Q&A Hormel Master Teacher Award winner
Lyle Wetsch goes social

18 THE MEDIAN
Jeff LeDrew, founder of Jumping Bean Coffee, on local impact with global reach

20 WE WILL REMEMBER THEM
Bert Riggs shares the story of Richard Augustus Parsons and how he combined poetry with law

24 DONOR CONNECTIONS
Entrepreneurial alumni give back to Memorial

28 ALUMNI CONNECTIONS
Melanie Caines delivers on a business strategy with balance

30 IN MEMORY

33 CAMPUS CONNECTIONS
Enactus Memorial improves communities through the positive power of business

36 LAST WORD
Keelin O’Leary of the Genesis Centre
Self-imposed limitations aren’t part of their DNA. They are the divergent thinkers—and they turn those thoughts to action.

In this edition of Luminus we celebrate innovative entrepreneurs with vision. From supporting eco-friendly and fair-trade coffee to helping young adults with cancer create a global support network, Memorial’s entrepreneurs are passionate and determined.

Their stories are inspiring.

In my role, I am privileged to have the opportunity to meet many of our amazing alumni, and I recognize and applaud their success. In the fall of each year we take a moment to shine a brighter light on a few of those individuals. The pages that follow profile the recipients of the Alumni Tribute Awards from 2012 and 2013.

An entrepreneurial spirit is pervasive among our graduates, irrespective of their chosen field or profession. Memorial University alumni can see the possibilities where others dwell on the problems.

That makes them different. And daring.

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DIRECTOR, ALUMNI AFFAIRS AND DEVELOPMENT
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Since graduating from Memorial University’s Faculty of Medicine, Dr. Andrew Furey has brought positive change to many lives in Canada and around the world through his work as a physician, humanitarian, teacher, mentor and leader in his chosen profession of orthopedic surgery.

In recognition of his contribution to his profession, the province and the betterment of society, Dr. Furey is the recipient of the 2012 Alumnus of the Year Award.

An orthopedic surgeon and assistant professor of surgery, Dr. Furey completed his bachelor of science, medical doctorate, master of clinical epidemiology program and his orthopedic surgical residency at Memorial. Travelling south of the border, he completed a fellowship in orthopedic trauma at R. Adams Cowley Shock Trauma Center in Baltimore, Maryland, before returning to practise in Newfoundland and Labrador.

He is co-founder and president of Team Broken Earth, a volunteer task force supporting the relief effort in Haiti. Under Dr. Furey’s leadership, Team Broken Earth has completed eight successful missions to Haiti, providing care for more than 500 patients per week in the aftermath of the devastating earthquake in 2010 that levelled the capital city of Port-au-Prince. The work of Team Broken Earth continues to expand with other universities and medical schools, like the University of Calgary, engaging in missions to the country.

Dr. Furey has become well-known for his humanitarian efforts and leadership through the organization, which has attracted global attention and continues to gain momentum. He is a leader and mentor to his students and colleagues in Newfoundland and Labrador and Haiti. Upon receiving the Alumnus of the Year Award he said, “I am truly humbled and honoured by this award, especially when I look at the names associated with it in the past. Team Broken Earth is more than just a name, however, it is a team, and I feel I am accepting this on behalf of all the members of our team. I am tremendously proud to be a graduate of Memorial and I’m grateful for the opportunity to give back.”

Dr. Furey is visibly proud of his Memorial roots. His parents, Senator George Furey, BA(Ed.’71, BA’72, M.Ed.’78 and Karen Furey, BN’72, had a strong influence on the role the university has played in his life. “It’s had a significant impact on my life, and I believe it is a cornerstone of Newfoundland and Labrador—a leading institution that has shaped the province and created opportunity for everyone. My father came from humble beginnings and he worked hard to get to university. I credit him for my decision to attend Memorial.”
Tom Mills has had a tremendous impact on the lives of immigrants and new Canadians in Newfoundland and Labrador, and has been an advocate for those fighting against adversity throughout his successful career as a family counsellor.

His commitment to those individuals in the community who are disadvantaged and disenfranchised makes Mr. Mills deserving of the 2012 Outstanding Community Service Award.

A lifelong learner, Mr. Mills obtained a bachelor of arts, bachelor of social work, bachelor of vocational education and a master of social work from Memorial, all while working and raising a young family. He first began his studies at Memorial in 1967 and received his master of social work degree in 1992. He views learning as a fulfilling and lifelong pursuit, necessary to effectively serve people and the community.

His personal commitment to academic success followed a non-traditional path with a return to school at age 34. “I was working a lot at night and it was cutting into my family time. Quite simply, I got tired of it. I enrolled in two courses at Memorial at the age of 34, an older student than most. I was driven to complete my studies so I resigned my job and moved my family in with my in-laws so I could study full-time. With tremendous support from my wife and family, I was able to complete a bachelor of arts and later a bachelor of social work. I got a job as a research assistant in psychology right out of school and so began my extremely rewarding career in family counselling.”

He spoke about how his work with the multicultural community has benefited his life. “Multiculturalism is so important in our community today. I believe we have so much to learn from people with cultural backgrounds that are different from our own. My life has been tremendously enriched by my contact with people from all over the world, right here in St. John’s.”

A longtime volunteer, Mr. Mills’ dedication to helping others and serving his community has inspired all who’ve known and worked with him. He has served on several boards and volunteered in many capacities throughout his career, including time as provincial president with Family Services Canada, as a member of the board of director’s with St. Francis Group Home and a founding member of Teachers on Wheels.

Josh Quinton

B.Comm.(Co-op.)’07

2012 ALUMNI HORIZON AWARD

Having risen through the ranks of the financial services industry in New York City, Josh Quinton is the 2012 recipient of the Alumni Horizon Award for outstanding achievement under the age of 35. At 29, he has achieved career success while remaining committed to his alma mater and home province.

Upon graduating from Memorial’s bachelor of commerce program in 2007, Mr. Quinton began his career in finance as a research analyst at CIBC Wood Gundy, but soon after landed a position at Bloomberg in New York City.

He now leads a team covering pensions, hedge funds, central banks and money managers in the Northeastern United States and Canada. He is also active in his local community in New York where he serves on the finance committee of the Grenfell Association of America in New York.
Despite distance, his commitment to Memorial and his profession is evident in his work to equip a state-of-the-art trading lab for the university. In 2011, Memorial’s Faculty of Business Administration was in the process of constructing a new trading lab, a project funded by a donation from Mr. Brad White, B.Comm.(Co-op)’91. Mr. Quinton helped arrange a donation from Bloomberg that included operating software and several pieces of trading floor equipment. He then helped co-ordinate training for students and faculty to ensure they had the right tools and knowledge for the best hands-on experience possible in the lab.

His positive attitude, leadership and commitment to mentoring Memorial students is evident. “My alma mater is extremely important to me. I would like to see others give back time (as mentors) or financially where possible like one of my mentors, Brad White, has done at Memorial, both with time and resources.”

To that end, Mr. Quinton notes that providing opportunities for others and setting an example of mentorship is crucial. “I have seen many Memorial alumni rise in firms but often without much help. I moved to New York in 2007 not knowing anyone, but with a determination to make it on my own. I enjoy working with others and I would encourage all alumni to give back as mentors.”

For his contribution to his field, his alma mater and his home province of Newfoundland and Labrador, Mr. Quinton is the recipient of the 2012 Horizon Award for outstanding achievement under the age of 35.

For his leadership and vision in public service to Memorial University, the province and country, Dr. John C. Crosbie is this year’s recipient of the J.D. Eaton Alumni Award.

Dr. Crosbie, one of Newfoundland and Labrador’s most notable public figures, became the 12th Lieutenant Governor of Newfoundland and Labrador in February 2008 following a distinguished career in public life and the law. He was installed as chancellor of Memorial University in 1994 and during this time was integral to the success of the Opportunity Fund capital campaign, which raised $30 million from the private sector and an equal amount from the province.

Dr. Crosbie commented on why the award was meaningful to him. “This award comes from Memorial, our own local university, the only university in Newfoundland and Labrador. That’s what makes it unique and valuable to me. I am very appreciative of recognition from the institution where I served as chancellor for more than 13 years.”

Dr. Crosbie was first elected to the House of Assembly in 1966 and moved to federal politics a decade later. Under Prime Minister Joe Clark and Prime Minister Brian Mulrooney he held cabinet positions in Finance, Justice, Transport, International Trade and Fisheries and Oceans.

He retired from federal politics in 1994 after 28 years of dedicated public service. He continued to practise law with Cox & Palmer in St. John’s and released a political autobiography, No Holds Barred, in 1998. Dr. Crosbie has received many honours during his career, including Officer of the Order of Canada, chancellor of the Order of Newfoundland and Labrador, honorary chief of the Royal Newfoundland Constabulary and honorary colonel of the Royal Newfoundland Regiment.

He is a dedicated ambassador for Memorial University and a steadfast contributor to the success and prosperity of Newfoundland and Labrador.

His passion for the university and for the province is clear. “I would say that Memorial is critically important to the province. The university must continue along its current path, continually improving teaching and facilities, as is being done right now. As I said earlier, I also think the independence of a university is paramount to its success, no matter where in the world it is located.”
Brendan Paddick gets people connected. As the chief executive officer of Columbus International Inc., he connects over 600,000 customers across a 62,000 kilometre telecommunications network that spans 42 countries. It’s a long reach that extends a little further every day.

After graduating with a bachelor of commerce degree from Memorial in 1986, the native of Grand Falls-Windsor started his career as a door-to-door salesman for N1 Cable TV in Newfoundland and Labrador. He quickly rose through the ranks, assuming the job of president in 1994 and ultimately chief executive officer of the company that evolved to become Persona Communications. Along the way he completed his MBA at Memorial and in 2000 graduated from the Advanced Management Program at Harvard University.

Mr. Paddick founded Columbus International Inc. in 2005. Under his leadership it has become a force in the telecommunications industry. The company and its subsidiary, Columbus Networks, provide advanced telecommunications, video, internet, telephony, data center and cloud-based services throughout countries in the greater Caribbean, South and Central American regions.

In 2000, Caldwell Partners and the Globe and Mail named Mr. Paddick one of Canada’s Top 40 Under 40. He has also been named one of Atlantic Canada’s Top 50 CEO’s by Atlantic Canadian Business Magazine on several occasions. He has been the Honourary Consul of Canada to the Bahamas since 2006. In 2011, Mr. Paddick was named Ernst & Young’s Atlantic Canadian Business-to-Business Entrepreneur of the Year. He noted that the recent honour of being named Memorial’s Alumnus of the Year for 2013 evoked a range of feelings and helped secure an important bond.

“Humbled, honoured, flattered, embarrassed are all emotions that come to mind,” he said. “You know when you pack up everything and move away from your family, your friends, your city, your province and even your country, you can’t help but wonder if you will lose touch; if you will you lose relevance. Being named Memorial’s Alumnus of the Year confirmed to me, and my family, that this need not be the case. I believe this award will forever serve as my family’s anchor to Newfoundland and Labrador.”

Maintaining a real sense of where one comes from is one of things that Mr. Paddick credits for his business success. He emphasizes a focus on people and embraces a corporate culture that not only places a priority on personal relationships but rewards effort more than success. He credits Memorial for supporting that same philosophy.

“Many people might look at Memorial as a large institution, but I always felt that no matter how large Memorial grew to become it always maintained its small, intimate and personal feeling. It was, and still is, a place where the professors know you by name, residence life has a real sense of camaraderie and family and there is an ongoing connection beyond convocation. I believe we have carried a similar strain of DNA into our corporate life. One of the Columbus golden rules is ‘the bigger we get, the smaller we have to act.’ That’s how you avoid bureaucracy and complacency, and how you truly differentiate yourself and your organization.”

Mr. Paddick’s accomplishments in the telecommunications industry extend around the globe. His exceptional business acumen, longstanding record of success and commitment to giving back to those he serves and works with every day make him a deserving recipient of the 2013 Alumnus of the Year award.

Learn more about the life and work of Memorial University’s 2013 Alumnus of the Year on p. 10 in this issue of Luminus magazine.
The energy4everyone Foundation is perfectly named for its acting executive director and president. Frank Durnford seems to have an unlimited supply. A decorated student, Mr. Durnford has quickly transitioned that success to accolades in the legal field and in his latest role at the helm of a burgeoning non-profit organization. The accomplishments enjoyed early in his career are only overshadowed by the potential for his future. Frank Durnford is the recipient of the 2013 Horizon Award for outstanding achievement under the age of 35.

Soon after Mr. Durnford left his hometown of Marystown to start his bachelor of arts degree at Memorial, he was being recognized for his work. He was inducted into the Paton College Honours Society and received the Birks Medal and the Leslie Thoms Convocation Award. After graduation, he was chosen as one of four Canadian interns to participate in the inaugural CBC Radio Peter Gzowski Internship Program.

Mr. Durnford completed his LLB at Dalhousie Law School in 2006, receiving the Leonard A. Kitz, QC Prize for superior skills in oral advocacy and the Horace E. Read Memorial Award for the greatest overall contribution to student life. He was also elected the Class of 2006 President for Life.

Mr. Durnford articled with the international law firm Blake, Cassels & Graydon in Calgary and received the Volunteer of Distinction Award in 2007. He has since practised with Justice Canada, specializing in aboriginal law.

As the current executive director and president of the energy4everyone Foundation, a non-profit organization funded by Enbridge Inc., he guides that organization in their mission to reduce poverty in developing countries by improving access to energy. With the support of local and international partners, Mr. Durnford has implemented projects in Ghana, Peru, Tanzania and Nicaragua. He explained that bridging cultural and communication divides is a key to their success and it’s one of the challenges that excite him about the work.

“I love being there for the moment – and it is very often a discrete moment – when an employee volunteer makes a connection with one of our local project participants or beneficiaries despite the language and cultural barriers that exist. Whether it’s over a shared joke or while working through a problem, you can often identify the moment when people start to understand one another. It’s a gift to be able to bring people together for that and to be connected by the common goal of improving the lives of individuals and communities.”

FRANCIS DURNFORD
BA(Hons.)*03
2013 ALUMNI HORIZON AWARD

ELEANOR SWANSON
M.Ed.’77
2013 J.D. EATON ALUMNI AWARD

Eleanor Swanson is a champion of education. As a director in the Department of Health, a member of the Board of Regents or a driving force for Memorial’s recent fundraising success, she is guided by the value of higher learning. It’s a passion only matched by her resolve that Memorial is the best place to receive that education.

Because of her exceptional leadership, outstanding service to Memorial University, and her commitment to student success, Ms. Swanson is the recipient of the 2013 J.D. Eaton Alumni Award.

Ms. Swanson’s first experience with university education was as a student at Mount Allison University. A native of Buchans, she returned to Newfoundland and Labrador with a science degree in home economics and began working as a dietitian.

Ms. Swanson would eventually continue her studies at Memorial by completing
Randy Murphy doesn’t walk the walk. He hikes it. In doing so, he has opened a window on the beauty of Newfoundland and Labrador through his work with the East Coast Trail. Whether it’s for recreation, fitness, a learning experience or a beautiful view, the trail has created a lasting contribution to the province and in particular those communities that are fortunate to be near or on its scenic route. For this reason, Randy Murphy has been recognized with the 2013 Alumni Award for Outstanding Community Service.

Mr. Murphy grew up in Placentia where his passion for the outdoors flourished and a love of the rugged coastline would eventually lead him to the East Coast Trail (ECT). He is a graduate of the Faculty of Business Administration and today he is a certified Project Management Professional.

Mr. Murphy has had a tremendous impact on tourism and the communities throughout the Avalon region of the province; he joined the East Coast Trail Association in May 1995, where he has served as president for 18 years.

Mr. Murphy led and managed the ECT project from a working concept through the development and delivery of an internationally recognized destination. Names like Tinker’s Point Path and Father Troy’s Trail reflect the history and cultural significance carefully considered along the 265 kilometres of developed paths, making the trail more than a tourism or recreational product.

The ECT attracts thousands of hikers annually, including local enthusiasts and tourists from around the world. It has been recognized by National Geographic magazine on two occasions: first in 2010, when National Geographic ranked the Avalon Peninsula as the world’s top coastal destination and in 2012, when the publication identified the ECT as one of the top 10 adventure destinations in the world.
Newfoundland Roots

Entrepreneurial spirit for many begins early in life and Columbus Communications chief executive officer and founder Brendan Paddick, B.Comm.(Co-op.)‘86, MBA‘94, is no exception. In fact, Brendan’s early start really does prove the adage about the early bird catching the worm.

“I started off selling worms to a local sporting goods store in Grand Falls-Windsor. Before you knew it, I had regular fishing customers coming to my house. I would collect coffee grounds from local restaurants to keep my soil nourished and my worms healthy. After all, it’s not easy to differentiate and command a premium for a worm!” Those early lessons as a youth in rural Newfoundland and Labrador have proved their value given the tremendous business success he has achieved. Brendan’s business accolades include a Top 40 Under 40 Caldwell Partners Globe and Mail appointment in 2000. He also holds an appointment as Honorary Consul for Canada to the Bahamas by the Canadian Department of Foreign Affairs and International Trade. He currently sits on the board of directors for Clearwater Seafood Inc., and also served for five years as a member of Memorial University’s Board of Regents from 1996–2001.

In 1986, with a bachelor of commerce (co-operative) degree from Memorial in hand, he began his career in the telecommunications industry as a door-to-door salesman for N1 Cable TV. He later earned his MBA from Memorial and completed the Advanced Management Program at Harvard University. “For a year or so I literally knocked on every door in over 150 rural communities across the province. Although I may not have realized it at the time, I was gaining an in-depth, first-hand knowledge and understanding of the consumer psyche and behaviour … lessons that would later shape my career.”

These same sales and leadership skills, as well as an innate ability to seize opportunities when they were presented, led him to a promotion as the chief executive officer of what became known as Persona Communications. In 1992, a chance conversation with one of the staff at his children’s daycare would propel his next step. Upon learning that N1 Cable’s president was leaving the position, he immediately flew to Toronto and convinced then chairman, Gary Kain,
to hire him. He returned that same day with the top job.

Under his leadership Persona thrived: the company went public in February 1998 with Brendan and his team leading an aggressive 42 acquisitions across Canada in 60 months and an expansion to serve over 250,000 customers in 1,200 towns across seven provinces.

“Ultimately we sold Persona for over $400 million in 2004 to a private equity firm based in Texas,” he said. “This essentially completed the mailroom to the boardroom storyline of my personal story.”

**Community Building: The Columbus Way**

In 2005 he founded Columbus Communications in the Caribbean: a new competitive market with its own unique challenges, new culture and new customers.

Providing digital cable television, broadband Internet and IP telephony to over 600,000 customers in Trinidad, Jamaica, Barbados, Grenada, Curacao, St. Lucia, St. Vincent and the Grenadines and Antigua under the brand name FLOW, Columbus’ 2,600 employees also provide corporate data and cloud-based services under the brand Columbus Business Solutions. Through its subsidiary, Columbus Networks, the company provides capacity and IP services, corporate data solutions and data centre hosting throughout 42 countries in the greater Caribbean, Central American and Andean region via its 44,000 kilometre subsea fibre optic network.

Maintaining connections to communities is a priority for Brendan in his personal and business life, so respecting the communities in which his organization operates is critical. Recently, the company has found a direct way to bridge their Newfoundland and Labrador roots with their commitment to the communities Columbus serves through Memorial-affiliated Team Broken Earth. “Columbus is often asked to support worthy causes in Newfoundland, but given we operate in countries like Nicaragua, El Salvador, Honduras, Guatemala and Colombia, it is often very tough to justify directing our efforts back home when the needs of the countries we serve are so great,” he said.

“Team Broken Earth was the perfect opportunity to address the incredible needs of the people of Haiti while supporting a cause with Newfoundland roots. I was fortunate enough to accompany Team Broken Earth to Haiti last summer and it was one of the most heartwarming and proud moments of my career. Dr. Andrew Furey, (B.Sc.’97, MD’01, M.Sc.’04), and the many team members give so much more than their time and talents. They share compassion, provide a rare sense of safety and simply give hope. So as Team Broken Earth’s missions deliver an immediate impact, Columbus is working hard to make a sustainable difference,” he noted.

**Strategy Talk**

The Columbus team is invested in ensuring the communities they operate in are positively impacted by their presence; they are committed to leaving a country better off than when they found it.

“Building a successful company as an entrepreneur is really all about culture. I like to say that culture is not the most important thing at Columbus ... it’s the only thing. We have a golden rule at Columbus: ‘Permission to fail is part of our corporate DNA.’ That’s the key in my mind; you have to create a culture where people are encouraged and rewarded to try a lot of things. At Columbus, you don’t work for people, you work with people. As such, you will never see capital letters in any of our titles; not on our website, not on our business cards, not anywhere. So
whether you are a customer service representative or a chief executive officer, we all have a job to do ... together.”

Brendan shares a piece of advice given to him by late, legendary Newfoundland and Labrador businessman Craig Dobbin, a recommendation applicable for any entrepreneur, regardless of industry.

“He told me, ‘Don’t be afraid of the zeros! Every financing, acquisition, capital investment, big or small, should be based on a detailed set of facts and a good dose of intuition. So whether you are talking about $10,000 or $100,000,000, don’t let the zeros blur your focus and discipline.’”

Brendan’s own words of wisdom for other entrepreneurs is a personal family mantra, fitting and reflective of his other successes. “I would share with aspiring entrepreneurs the pledge that Renee, Cayla, Gary (B.Eng.’07), Ian and I, my family, have made to keeping it real and always remembering where we came from. Success is a privilege, not a right.”

During his career, Brendan has found that people have often underestimated him, being from Newfoundland and Labrador or Memorial University. “Apart from obviously being wrong, it actually puts them at a big disadvantage. I have a personal motto, ‘You can never guarantee that you will be the smartest person in the room, but there is no excuse for not being the most prepared.’ So apart from the fact that your entrepreneurial dreams will always cost more than you thought and take longer than you expected, my advice would simply be to always be the most prepared.”

While his new-found home in sand-and surf-drenched Bahamas (he is a permanent resident but retains his Canadian citizenship) can’t compare in many ways to Newfoundland, island life, whatever the location, is similar. “Isolation, cancelled flights, a great feeling of community, a sense of pride in where one comes from, strong accents, open line talk shows, good rum ... and people who talk about politics more than the weather!”

When asked if he has any keepsakes to remind him of home, Brendan shared: “My wife, Renee, and I are huge fans of the Newfoundland arts community; whether that’s music, art, literature or the performing arts. We are fortunate to count amongst our good friends the likes of Alan Doyle, (BA’92); Sean McCann, (BA’89); and Bob Hallett, (BA’90) from Great Big Sea, Barry Canning, (BA(Hons.))’97, B.Ed ’03, MA’03); Andrew James O’Brien, (BFA(Theatre)’07); Allan Hawco, Perry Chafe, (BA’92); Peter Soucy, Cory Tetford, Fabian James, Amy House, Mark Critch, Dr. David Blackwood (CM: Honorary D.Litt’92); and on and on. And all of them and many more are such proud goodwill ambassadors for Newfoundland. So it’s not really what’s on your desk, or on your wall, or on your coffee table, or on your iPod. We store our keepsakes of Newfoundland in our heart and soul.”

Always happy when life calls him back to Newfoundland and Labrador, Brendan and his family have their rituals. “Renee and I must drive to Blackhead where we had our first date. I try to catch happy hour at the Duke (of Duckworth). We almost always spend a couple of hours at The Rooms and the Emma Butler Gallery. We usually try to find a sing-song kitchen party to hook up with friends and family. And, I always visit my best friend Rob Carter’s grave.”
For entrepreneur Iris Petten, BA’84, B.Voc. Ed.’97, it all began with a childhood dream: a simple dream steeped in her family’s history in the fishing industry in the small Newfoundland community of Port-de-Grave. As the eldest daughter in a family of six siblings, she often took her mother’s place on the wharf during the summer months cutting and gutting the fish her father caught. Amongst the hustle and bustle of a busy harbour, she was always dreaming.

“My life’s ambition was to own my own boat and licence, but I was a daughter and not a son so

“Memorial means so much to the province and its culture, to our government, to our economy, and really, to all our future generations of leaders.”

Port-de-Grave native Iris Petten is the chair of the Board of Regents.

FROM CHILDHOOD DREAMER TO ENTREPRENEUR
INTRODUCING IRIS PETTEN: THE CHAIR OF MEMORIAL’S BOARD OF REGENTS

BY KRISTINE POWER, MA’02
tradition wouldn’t allow me to follow that path,” said Ms. Petten.

It was many years later when she got that boat and the licence, but she garnered skills during those long hours on the wharf that would take her beyond her small community and into the broader world of building a successful career in business. Ms. Petten—the recently appointed chair of the Board of Regents at Memorial University—credits those early experiences as the fodder for her realization that her career aspirations lay in the world she already knew. It was a natural fit, but it took a little prodding from a professor at Memorial to connect the dots between geography and economics and to encourage her to make the leap.

“When I started university, I really didn’t know what I wanted to do as a career. Then I took an economics course with Dr. Stan Novak. Back then there weren’t many women in his courses. He would call on me in class and ask my opinion and I had many opinions because it was the world I had grown up in. I realized that my opportunities lay in my own backyard—in the fishery. I knew everything about it. I had grown up with my dad, a strong entrepreneur himself, who was always finding creative ways to make money and carve out a unique niche,” she said.

It wasn’t always a smooth transition to her bachelor of arts in 1980, but again, those skills of adaptability, focus, straightforwardness and determination that mark Ms. Petten as a force in business, contributed to academic success.

“One of my most memorable moments at university happened when I got my first math exam results and I realized I had failed. I called my mom to seek assurances that everything would be okay, and instead she said, ‘Iris give it up and come on home, if we wanted you to go to university you wouldn’t go, besides you are only going to get married eventually and have children.’ Well, she must have known that would goad me into succeeding. I never looked back. I paid my own way through university and appreciated every course and every friendship,” she said.

Evolution and Change

Ms. Petten has embraced change and reinvention in her career and her life. She started her career with Fishery Products International (FPI). She worked there for 10 years, organizing and arranging training courses for captains, mates and chief engineers, as well as compiling financial analysis of a 60-plus fleet. After being laid off as a result of the cod moratorium in 1992, she jumped over to the Marine Institute’s organized field delivery courses for fishermen. These jobs brought her face-to-face with the people who fished for a living, whose lives were most affected by the fishery and the drastic changes it was experiencing. She earned their respect and trust and this laid the foundation for her next successful round of business endeavours.

“I was instrumental in forming a fisher group that acted like a co-operative and Grand Atlantic Seafood was created and was successful in receiving a processing licence for crab. Grand Atlantic Seafood, with the help of an investor, eventually became Ocean Choice International (OCI). Ironically, in 2007, OCI bought the assets of FPI. I was very focused. I worked day and night. There were times when I didn’t know when I would be paid but I had to get established. You have to have the passion for what you are doing to survive as an entrepreneur.”

“I had grown up with my dad, a strong entrepreneur himself, who was always finding creative ways to make money and carve out a unique niche.”

Ms. Petten has gone beyond the average definition of career success; she helped transform a fishery in a time of great uncertainty. She is generous with her time: she sits as an advisor on various public and private boards, has created a scholarship at the Marine Institute, donates her time to charitable causes like Easter Seals, and still finds time to make dessert for the coffee club at work. Has she changed much from that young girl on the Port-de-Grave wharf?

She is still doing what needs to be done with the efficiency, vision and passion that have made her a successful entrepreneur. And that’s what she brings to her role as the chair of the Board of Regents.

“I consider it a great privilege and a great honour to be the chair. Memorial means so much to the province and its culture, to our government, to our economy, and really to all our future generations of leaders. I am just one person on a board with vast amounts of experience. I want to tap into all those skills and work as a team to make a difference.”
THANK YOU
TO ALL OF OUR PARTNERS AND EVERYBODY
WHO ATTENDED OUR REUNION 2013 EVENTS.

havin’a time
was hosted at Memorial from Oct 17-21.

For more information on reunions and how you can celebrate your time at Memorial call (709) 864-2322 or email reunion@mun.ca or visit reunion.mun.ca
Social media is all around us, affecting our day-to-day interactions. Whether we’re highly engaged with it, somewhat engaged with it, or barely engaged with it—it’s here to stay and it’s having a huge impact on society. If anyone can give true insight into its influence, it’s Lyle Wetsch. An award-winning expert in digital and social media, Mr. Wetsch is dedicated to sharing his knowledge and expertise on the ever-evolving world of social media.

LUMINUS: Tell me about how you got started in academia. What brought you to Memorial?

WETSCH: I spent 19 years running my own company, training scuba diving instructors before I entered the world of academia. I worked throughout the Caribbean, Central and South America for nine years, and when I got bored with that, I relocated to New Zealand and spent another nine years there and in the South Pacific.

I guess you could say that’s how I got started on my current path. I was running my company in the 1980s with a Toshiba T1000 laptop with no hard drive. I was offering and conducting scuba diving programs in what eventually became 19 different countries around the world, using electronic communications whenever possible. That meant using whatever technology was available to me in the early days of the Internet.

After completing an MBA program in New Zealand, I was looking for a bit of a change. That was when I decided I wanted to pursue a career in academia. It was around the time that Silicon Valley was growing and the Internet was just starting. I had a lot of interest in the high tech industry. I decided I would continue to teach, but that I would simply change what I was teaching.

Then, as a master of science student at Queen’s University in Kingston Ont., I started to ask questions about what needed to be done to get a new course started. After several conversations with administration at Queen’s, I could tell that this was an opportunity. Next thing I know, an Internet
marketing course became a priority and I was asked to have an outline ready to go for the next semester. I taught the first-ever Internet marketing course at Queen’s in 1998-99 as a master of science student. I became involved in research, teaching and consulting on many topics related to Internet marketing and the electronic privacy act—known today as PIPEDA.

My wife and I both had the opportunity to come to Memorial to work. When we came to visit, we really enjoyed our experience and decided St. John’s would be a great place to live and work. We’ve been here for almost 10 years now.

LUMINUS: How did you get the social media program off the ground at Memorial?
WETSCH: In about 2003, when Facebook, MySpace and other platforms started to grow, it became clear that the impact that the Internet in general had was going to be minor compared to the impact that social media was going to have.

I got involved in social media right from the get-go, trying to follow what was going on, to identify the opportunities that came along with it and the ways it could translate. As with any tool, channel or technology the first time it comes out, everybody starts doing things that may or may not be appropriate and you’ve got to figure out what’s going to work and how people need to evolve and deal with it. I did a lot of exploratory work in a number of different areas around social media. Working with Distance Education, Learning and Teaching Support (DETS) here at Memorial, I took students in my Internet marketing class into the virtual world, Second Life, to evaluate virtual worlds and how they worked. This was the beginning of the social media program, and it has evolved a fair bit since then.

LUMINUS: How is your role at Memorial entrepreneurial?
WETSCH: The thing that excites me about teaching, researching and consulting in the digital media space is that it is constantly evolving. This requires both keeping very current on the most recent developments and trends as well as being able to see the value that can be provided to an organization at the early stages of a new feature released by a social media channel. In my opinion, this is the essence of entrepreneurial spirit, being able to recognize the potential and opportunity early on, perhaps before everyone else is able to see the true potential. While maintaining a current level of knowledge is challenging, it is exciting to look to the future and assist organizations in gaining an early mover advantage on channels that have the greatest opportunity.

LUMINUS: What are your thoughts on social media education? When should we start educating young people about how to use social media?
WETSCH: Part of the challenge is that people make the assumption that today’s youth are the “digital natives.” They assume because youth have been brought up on this technology they must know it inside out. It’s hard to understand that this is the first time in history that a technology of this magnitude has been entirely self-taught by youth.

Based on research that I have done on social media education and that of others, the consensus is for the most part that we need to start educating kids no later than grade three. Children are interfacing in social media communities like Neopets, for example, which is targeted towards very young children. So, if we’re going to have these types of online communities, a digital citizenship course seems necessary to properly educate everyone. It’s much like back in the 1960s when home economics and auto shop were brought into the school system to teach necessary life skills. There are many people, myself included, who believe that we need to have a digital citizenship curriculum where we accomplish certain things from kindergarten to grade 6, in junior high and in high school, so that when people are graduating from high school, they have the skills, knowledge and capabilities to effectively and responsibly use social media.

LUMINUS: What advice would you give entrepreneurs exploring social media and other digital marketing channels?
WETSCH: Entrepreneurs are typically very busy and need to manage their time to get many different jobs done at once. It’s often easier for entrepreneurs to have a bigger impact with social media, as long as it’s done right. It’s about being on the right channels and being strategic.

LUMINUS: What are some common misuses of social media?
WETSCH: Many people and businesses don’t realize that the most important thing about social media is that it’s two-way. It has to be two-way. It’s not enough to use it to talk at your audience. The value is in being able to use social media to engage in meaningful conversation. Using the wrong channel in the wrong way is another common misuse.

LUMINUS: What are the top trends in social media today?
WETSCH: Video is huge right now. Images, the growth of Pinterest, Instagram, YouTube. These are all making waves. The power of the image is incredible. The mobile world is also big today. The idea of connectivity—being able to communicate anytime, anywhere. Things are changing fast, though. There have been many times when I’ve prepared a few slides for a class or one of my Digital Marketing Program seminars (www.DigitalMarketingProgram.ca) at the Gardiner Centre, and then I’m making changes to them an hour before the session to reflect changing trends. It’s an exciting time in the digital world. The one constant is change.
LOCAL IMPACT, GLOBAL REACH

BY JEFF LeDREW, B.Eng.(Electrical)/97, P. Eng., Founder of Jumping Bean Coffee

The view from Jumping Bean Coffee’s head office on Harvey Road in St. John’s.

PHOTO: Jeff Parsons
A love of coffee and a passion for the perfect cup took my interest from hobby to coffee entrepreneur in 2005. A trip to Italy and the purchase of an Elektra Micro Casa led to a side project: roasting beans for my Rotary Club and contributing to fundraisers for Engineers Without Borders on the St. John’s campus. Appropriately so: many, many cups of coffee were consumed during my days and nights as an engineering student on that campus!

Jumping Bean Coffee™ was born from wanting to engineer that perfect cup of java and we’ve grown to be a coffee brand that combines local impact with global reach. From locally roasting beans to growing distribution, our product is roasted and enjoyed right here on the rock.

Combined with our focus on local, we make a difference as a corporate citizen: we have produced an ECO: Roast coffee™ that reduces carbon transfer by 85 per cent. Our products also include a range of fair trade beans that have been approved by certification standards. From our continued commitment to keeping it local to the broader global impact made by fair trade buying practices and emission reductions, our sustainability message is now shared with community organizations, charities and our growing network of franchises. And, although it all began with a love of coffee, my entrepreneurial endeavours have grown to focus on having a positive impact on people, communities and the environment through our growing brand.
The practice of law and the writing of poetry are two distinct professions that most people would assume have little in common. Yet both require many years of study in order to gain mastery of the craft, are dependent upon skillful interpretation of the written and spoken word and benefit greatly from a creative imagination.

One Newfoundlander was able to fuse both of these professions into a very successful career, conducting a law practice for almost 60 years and producing hundreds of poems that have continued to delight thousands of readers since the first volume was published in 1954.

Richard Augustus Parsons was born at Bay Roberts on June 2, 1893, the son of Dorcas Catherine Mosdell and William Parsons. He received his early education at Bay Roberts Academy before moving to St. John’s as a teenager to attend Bishop Feild College.

Following his matriculation from Bishop Feild in 1909, Parsons underwent teacher training and taught for five years at schools in Greenspond, Sandy Point, St. George’s Bay and Trinity before enlisting in the Newfoundland Regiment shortly after the outbreak of the First World War.

Parsons served in the regiment until the end of the war, seeing active service on the European Front. He was discharged in 1919, having attained the rank of sergeant. Then it was off to McGill University in Montreal, where he completed the requirements for a bachelor’s degree in civil law. Parsons returned to St. John’s in 1921, where following articles, he was enrolled as a solicitor of the Supreme Court and called to the Bar of Newfoundland on June 25, 1924.

Later that year he was appointed clerk of the Legislative Council, a position he held until 1932. Four years previous he had entered into a law partnership with Albert J. Walsh. At the time Walsh was a member of the House of Assembly, but his defeat in the June 1932 election, coupled with Parsons’ resignation as clerk, enabled them to devote all of their energies to building their practice.

The partnership was relatively short-lived, however, ending when Walsh was appointed to the magistracy in 1935.

Parsons then practised alone until 1937 when he formed a new partnership with Arthur Lloyd. Their partnership lasted a decade, ending when Lloyd left to become senior partner in the new firm of Lloyd & Renouf. For a few years at the end of the decade Parsons was senior partner in practice with William Proudfoot, but in 1952 he joined forces with Herbert Morgan. Their partnership lasted until 1975 when Morgan was appointed a justice of the Supreme Court.

Parsons was named as King’s Council in 1932 and for many years served as a bencher of the Law Society of Newfoundland, the regulatory body that administers the practice of law in the province.

During the 1950s Parsons made two separate attempts to gain election to the House of Assembly. His first campaign was for the Nov. 26, 1951 provincial election. He ran in the district of Port-de-Grave, which included his hometown of Bay Roberts. His Liberal opponent was fellow lawyer Isaac Mercer, who won handily, but Parsons did receive more than 30 per cent of the votes cast.

Parsons’ second attempt came at the end of the decade, once again in Port-de-Grave. Premier Joseph R. Smallwood had called an election for Aug. 29, 1959, seeking a vote of confidence from the electorate for his stand in the province’s ongoing dispute with Canadian Prime Minister
John Diefenbaker over the interpretation of Term 29 of the Terms of Union between Newfoundland and Canada.

Parsons' Liberal opponent this time was Llewellyn Strange, the former St. John's police chief, who had been born in Port-de-Grave. Strange, who had first been elected in 1956, easily won a second term, defeating Parsons by more than 1,000 votes.

In addition to his law practice and his involvement in politics in the 1950s, Parsons published his first book of poetry in that decade. He had been writing verse for many years, mainly lyrical poems that reflected the simplicity of outport life and the rugged beauty of the Newfoundland landscape. His first volume, aptly titled Reflections, was published in 1954. A second volume, with the same title, appeared in 1958.

Over the next two decades he published 10 other books of poetry: each volume was hardbound, with striking dust jackets that often bore reproductions of paintings by Parsons’ sons Austin and Paul, his daughter Helen or her husband Reginald Shepherd.

R. A. Parsons married Bessie Ash Somerton of Burgeo in 1920. They were the parents of four children, sons Austin and Paul and daughters Helen and Sheila. Both Austin and Sheila followed their father’s lead and studied law, while Paul and Helen had very successful careers as visual artists. Parsons died at St. John’s on March 31, 1981.

Parsons’ contributions to Newfoundland law and literature were recognized by Memorial University in 1974 when he was awarded the honorary degree of doctor of letters. In introducing Parsons at that convocation ceremony, Deputy Public Orator Alan Hall described him as a man who “has served the community and enriched its fabric beyond the call of duty and the bounds of his profession.”

This is indeed a fitting tribute to a man who dedicated his life to the practice of law but who found time to reflect upon the land of his birth and its people and to record his observations in verse that transcends the passage of time, providing a lasting legacy to future generations.
Mark Callanan's most recent poetry collection is *Gift Horse* (Véhicule Press, 2011), which was shortlisted for both the BMO Winterset Award and the E.J. Pratt Poetry Prize. With James Langer, he edited *The Breakwater Book of Contemporary Newfoundland Poetry* (Breakwater Books, 2013).

Someone’s got to take the rap.
If not him, then who?
Your wife, who giggled
when he doffed his cap
and bowed so low it looked
as if he might collapse?
Your right-hand-man
who sank his gaze
beneath the flagstone floor
and shuffled almost imperceptibly
one heel against the other?
Yourself? After all,
despite the woeful tidings,
the just plain shit
news trickling
from the messenger’s hare-lip,
something in you
felt proud to catch
these intimations of the end
and cradle them;
meditate on the page rewritten:
the page fled,
taking doomsday with him.
Ten years old and skinny,
propped on a gold-flecked bike
that shone
like polished spurs,
I popped wheelies,
fought the lightning
strike of panic
in my rearing horse.

By mistake or not
I turned the wheel
so that it caught
on the sidewalk
when it landed,
bucked the bike
and threw me
past the handlebars,
past my rider’s fantasies

and into this moment
in which I see
the bigger picture:
a boy falling from the sky,
his eyes betraying
blind animal fear
of what comes next
and what comes next
and what comes after.
Motivational. Transformational. These words speak to the effect winning an entrepreneurial scholarship had on business leader Wade Dawe, B.Comm.’92, while attending Memorial University. The scholarship, along with his education and experiences while a student, set the foundation that led to career success as a venture capitalist and in the mineral exploration sector.

Mr. Dawe recognizes that investing in business students is fundamental to their future success. “I firmly believe that, by fostering entrepreneurship at a pivotal time in the academic career of a young person, we have the opportunity to plant the seeds that could well blossom into the next generation of our business leaders,” he said.

This passion for learning and entrepreneurism inspired Mr. Dawe to establish the James R. Pearcey Scholarship for Entrepreneurism. Mr. Dawe named the scholarship in honour of his close friend and brother-in-law, James (Jim) Robert Pearcey, who died tragically soon after graduation from Memorial’s Faculty of Engineering and Applied Science in 1994.

“Entrepreneurs are the cornerstone of economic growth and innovation in Canada, but more particularly in provinces such as Newfoundland and Labrador, where economic diversification is so very important,” said Mr. Dawe. “I know Jim would be happy having his name linked to such a positive undertaking—one that benefits those who will lead our province into the future.”

Entrepreneurs are risk-takers. They are bold thinkers and doers. Entrepreneurs transform ideas into realities. These energetic and determined individuals have a passion for business and for their Memorial community.

They are investing in the future of our university in daring, innovative ways. Their courageous creativity, and their belief in Memorial, is truly inspiring.

Our intrepid donors are making a difference in our province and beyond. They are taking risks, and they are sharing their rewards.

GIVING BACK AND MOVING FORWARD

For Christa, B.Mus.’01, B.Mus.Ed.’01, and Jason Humber, B.Eng.’99, proud graduates of Memorial, it is important to show their appreciation for the years they spent here.

As one of the youngest couples to create an endowed award at Memorial, they have made a significant commitment to Memorial’s Faculty of Engineering and Applied Science. The Integrated Informatics Award of Excellence is awarded to a senior engineering student annually in the faculty’s offshore oil and gas option, and will make a difference in many young lives for years to come.

“I know there are going to be a lot of fantastic graduates coming out that may need help, and that is a real priority,” said Ms. Humber. “We also want to support the university in its efforts to foster and grow new programs—programs that might not have a chance without a little extra help.”

Having worked with one of the largest oil and gas companies in the world, Mr. Humber recognized a need for specialized geographic information system applications that would build efficiencies into these complex systems. In 2002, the couple co-founded Integrated Informatics Inc. Their company provides data management, workflow and process automation, and custom-mapping solutions to the energy and natural resource sectors. Just over 10 years later, their business is thriving, with offices in Calgary, Houston and St. John’s.

“Entrepreneurs are the cornerstone of economic growth and innovation in Canada, but more particularly in provinces such as Newfoundland and Labrador, where economic diversification is so very important,” said Mr. Dawe. “I know Jim would be happy having his name linked to such a positive undertaking—one that benefits those who will lead our province into the future.”
A TRADITION OF INVESTING IN INNOVATION

As distinguished business leaders in the province, the Patten family recognizes the importance of innovation in business theory and practice.

Dr. Susan Patten, Honorary LLD’13, along with her sons Robert Patten, B.Sc.’77, and John Patten, BA’78, have invested $250,000 in the establishment of the A. Harvey and Company Limited Teaching Fellowship in Business in Memorial’s Faculty of Business Administration.

This program recognizes innovation and commitment to teaching, and honours faculty members who have significantly enhanced the quality of learning for students. This generous gift is providing permanent, endowed funding for several teaching fellowships annually.

The Patten family leads the A. Harvey Group of Companies, a firm founded by Dr. Patten’s grandfather, Alexander Harvey, in St. John’s in 1865. Built upon Newfoundland tradition and family values, A. Harvey and Company Limited is headquartered in St. John’s, and enjoys the distinction of being one of Newfoundland and Labrador’s oldest and most diversified firms.

Just as the Pattens continue to pursue and implement innovations in their businesses, their investment is encouraging faculty members to do the same in the classroom.

EXPLORING THE FUTURE OF OUR PAST

Dr. Chesley Blackwood, MUC’48, is confident that the fishery remains a significant driver for our economy. He believes that we should closely examine our past in order to responsibly and sustainably build our future. And he has boldly stepped forward to help move us closer to this reality.

With a long and varied career in federal fisheries management, seafood processing and marketing, Dr. Blackwood is passionate about the fishery and related businesses in Newfoundland and Labrador. Dr. Blackwood’s passion has inspired him to make a major commitment to Memorial’s Marine Institute to help review and develop a policy framework for the future management and utilization of the province’s fishery.

“As we look forward to the return of our groundfish stocks to more normal levels, now is the time to develop a business plan to provide year-round employment to the harvesting and processing sectors,” said Dr. Blackwood. “Using the latest advances in technology and sound management, this new multi-billion dollar industry could successfully compete with, and complement our other resource industries, while making a major contribution to the Newfoundland economy on a sustainable basis.”

Memorial’s Public Engagement Framework is one of the reasons Dr. Blackwood chose to make this investment. He believes that collaboration between the public, the fisheries industry, the Marine Institute, and the Faculty of Business Administration will help to identify and correct the errors of the past and optimize the economic value of our future fishery.
Your best moments deserve the best protection.
They're family drives. Evenings spent by the fire. And special times only you and your loved ones share. They're your best moments, and they deserve the best in protection, value and service. With Munn, you can protect what matters most without ever having to spend more. So when the moment counts, it's good knowing you can count on Munn.
1 | **ED MARTIN,** BA’99, founder and CEO of Best Boy Entertainment, and his team have completed a deal in which Best Boy has acquired copyright and production rights to, *They Never Left*, an action ghost thriller by American writer Patrick Hludzenski.

2 | **JESSICA BURRY,** B.Sc.(Pharmacy)'06, is currently with UNICEF in Copenhagen, Denmark, where she works closely with the UN Commission on Life-Saving Commodities for Women and Children. In 2012 Ms. Burry also concluded a mission with Médecins Sans Frontières in Swaziland.

3 | **MAX RUELKOE,** Dip. Eng.’66, former chair and CEO of the Canada-Newfoundland and Labrador Offshore Petroleum Board (C-NOLPB) has joined the team of Norwegian-based Aker Solutions in a senior management capacity. Mr. Ruelkoe is based in St. John’s.

4 | **ROBERT ANSTEY,** BA(Hons.’09, MA’11, is a recent Rothemere Fellow from Newfoundland and Labrador; he has begun studies at Cambridge University.

5 | **DR. NATALIE BRIDGER,** B.Sc.’00, MD’04, clinical chief of the Infection Prevention and Control Program at Eastern Health, and **BRENDA EARLES,** BN’83, with the Infection Prevention and Control program, were awarded the 2013 Moira Walker Memorial Award by the Community and Hospital Infection Control Association for their work with Team Broken Earth.

6 | **DR. SUSAN QUINN,** B.Mus.’84, B.Mus.Ed.’84, is the 2013 Newfoundland and Labrador Arts Council (NLAC) Music Educator of the Year, and **WANDA NOLAN,** BA’94, won the NLAC 2013 CBC Emerging Artist Award.
Facets of yoga: Balance. Creativity. Evolution. Stage presence?

Yes, says Melanie Caines, BFA(Theatre)'03, founder and owner of Nova Yoga in St. John’s.

And it’s not a stretch, either.

“I was doing yoga when I was on the road with (Theatre Newfoundland Labrador’s) Tempting Providence—it was something I could take with me wherever I went. It was my go-to fitness routine.”

Fast-forward a couple of years and that routine has become a way of life for Ms. Caines, a graduate of Memorial’s bachelor of fine arts (theatre program), offered at Grenfell Campus in Corner Brook. She sees a direct connection between acting and yoga.

“I’m a good teacher because of my theatre training,” said Ms. Caines. “They are completely related—one helps the other. As an actor you create a mood—your audience listens to you and reacts to you, and you tell a story. It’s the same with yoga. It is very creative. I ask myself, ‘What story do I want to tell people?, What journey do I want to take them on, I create a mood with my voice. You need to have confidence, to have a strong figure to lead you through a great experience. You need to have stage presence.”

Similarly, Ms. Caines’s yoga training has helped her as an actor, improving her body awareness, balance and breathing.

“Becoming a yoga instructor is the best choice I could have made.”

A couple of years ago Ms. Caines realized she was “ready to evolve—to do something mentally and creatively different,” and so she travelled to New York, where she achieved her 200-hour certification at Sonic Yoga in a month. Upon returning to St. John’s, she put out word that she was teaching classes, and it wasn’t long before Nova Yoga was filled to capacity.

Business is continuing to grow and expand every year; Ms. Caines now offers multiple classes a day, seven days a week and has a team of five teachers plus herself. In the fall, she delivered a weekend of classes in Corner Brook, and she will also lead a seven-day retreat in Tulum, Mexico, in February. Ms. Caines just taped her second television season for Rogers Cable, and is branching out into retail—yoga-inspired jewelry and clothing. And like any good teacher, Ms. Caines is continuing to learn, pursuing her 500-hour certification with Shiva Rea in Los Angeles.

The winner of the Newfoundland and Labrador Organization of Women Entrepreneurs (NLOWE) 2012 Start-Up Business of the Year Award, Ms. Caines credits her success to loving what she does. “I’ve always been self-employed—that’s not new to me,” she said. “You’ve got to make sure you love what you’re doing. Go with your gut, stay inspired, get creative, and avoid burnout by finding work-life-play balance.”
Even before he completed his PhD, Dr. Tyler Wish was on his way to becoming an entrepreneur. His doctoral research, carried out from 2005 to 2012 at Memorial under the guidance of Dr. Patrick Parfrey, was in the field of the clinical and molecular epidemiology of colorectal cancer. During that time, Dr. Wish did a lot of consulting work, so it was only natural to leverage his expertise to build a niche company for clinical trials.

The company Dr. Wish eventually formed is Research Avenue Inc. and it is currently housed in Memorial’s Genesis Centre. Early in 2012, the company was accepted as a Genesis client.

“We had great resources and a clear foundation,” explained the 33-year-old company president. “Our first project was with the Heart and Stroke Foundation of Newfoundland and Labrador, developing a business case to support the implementation of optimal stroke care in the province.”

Research Avenue recently landed a large clinical development project with a pharmaceutical company that will include three clinical studies involving 600 patients over two and a half years. “It is a major opportunity for Research Avenue and it also benefits the province by attracting significant R&D investment from the pharmaceutical industry,” said Dr. Wish.

Dr. Wish credits the Genesis Centre with invaluable help. “They put together an advisory board of business leaders for the company and they are providing office space and equipment. For example, when our new client came to visit for three days, the Genesis Centre made its entire facility available. The other great thing is the synergy that comes from being located with other startup companies.” (Another project, focusing on colorectal cancer and molecular risk predictors, is also in the works.)

Dr. Wish said the health outcomes research business is a quickly growing segment of the contract research organization industry. “A combination of industry demand and outstanding local infrastructure made it possible to establish Research Avenue,” he said. “There’s been a tremendous investment in health care and medical research infrastructure in Newfoundland and Labrador over the past decade, which has created the ideal environment for our company to provide exceptional solutions for our clients and to be competitive in the marketplace.”

Dr. Wish points to three major factors that influenced his decision to start Research Avenue. “The Newfoundland and Labrador Centre for Health Information is one of the most advanced electronic health records systems in Canada—this resource is a valuable asset for conducting real-world health economic and observational research.” He added that Memorial University is also playing an integral part of provincial development. “The Faculty of Medicine expansion will include a state-of-the-art genomics research facility in the Craig L. Dobbin Genetics Research Centre.”

Finally, unique genetic research opportunities are associated with the Newfoundland founder population. “Viewed as a world-renowned resource for investigating medical genomics and developing applications for personalized medicine, the province’s population is one of the world’s few genetic isolate founder populations and has been shown to have the greatest generalizability to Caucasian populations compared to all other founder populations.”

AIMING TO IMPROVE HEALTH OUTCOMES

BY SHARON GRAY
IN MEMORY
(RECORDED FROM MAY 2012 – OCTOBER 2013)

LINDA (MAY) AITKEN
BA(Ed.)*'62
March 17, 2013

BING WAH AU
B.Sc.'95, Dip. in Info.
Tech.'00
Aug. 29, 2013

BETTY MARTHA
GEORGETTE (NEE LAWSON) ANDERSON
BA(Ed.)*'79, B.Sp.Ed. *'92
Feb. 26, 2013

DR. HUGH JOHN
ANDERSON
professor emeritus, Department of Chemistry
June 26, 2012

CLIFFORD K. ANDREWS
MUC'40, MUC'45
April 2, 2013

EILEEN ELIZABETH BABB
B.Ed.(Primary)'86, B.Sp.
Ed.'87
April 4, 2013

JENNIFER ELIZABETH (REID) BABB
BSW'77, BA(Ed.)*'73, M.Ed.'87
Feb. 27, 2013

HEATHER JOY JOHNSON-BALLARD
BA'82, BN'82
Aug. 16, 2012

WALTER STEPHEN
BILLARD
MUC'45
Sept. 18, 2012

DR. JOHN EDWARD
BISHOP
MUC'37
Aug. 12, 2013

WALLACE WHITFIELD
BOONE
BA(Ed.)*'76
June 21, 2012

DR. JAMES BRADLEY
professor, dept. head, Department of Philosophy
May 17, 2012

DR. KATE BRIDE
PhD.'10
April 7, 2013

CHESLEY KENNETH CAVE
BROWN, PhD
MUC'47
Feb. 3, 2013

MAJOR ERIC BROWN
BA(Ed.)*'73
May 15, 2012

JOHN EDWARD
Buckingham, SR
B.Comm.'74
June 4, 2013

ERIN PHYLLIS BURSEY
B.Sc.(Hons.)*'12
June 26, 2012

ROXANNE EILEEN
BURTON (NEE OLIVER)
BA'10, Cert. in
Lib. Studies '12
Oct. 25, 2013

JAMES A. BYRNE
B.Sc.'83
May 16, 2012

JOHN R. CADIGAN, SR
B.Eng.'75
July 1, 2013

GERARD JOSEPH CAHILL
B.Comm. '74
Feb. 9, 2013

ALONZO A. CAINES
BA 81, B.Ed.'81
April 24, 2013

NORA KAREN CANNING
BA'73
June 19, 2013

VALDA MARIE CASHIN
BA(Ed.)*'86
Dec. 21, 2012

ALMA CHAPMAN
(OSBOURNE)
BA(Ed.)*'77
Nov. 26, 2012

LIONEL CHESLEY
“CHURCH” CHURCHILL
B.Com.'73
Aug. 27, 2013

PAUL CHURCHILL
BA'81
June 25, 2012

SHARON JOY CHURCHILL
BN'87
Dec. 5, 2012

MARY CLARKE
B.Com.(Co-op.)*'79
Feb. 16, 2013

NICHOLAS TERRANCE
LAWLOR COATES
B.Eng.'10
Aug. 16, 2013

HON. DAVID ALEXANDER
COVILLE, PC, CC, ONS
Honorary D.Litt.'81
July 16, 2013

GENEVIÈVE COMEAU
(NEE LOCKE)
B.Ed.'61
Aug. 21, 2013

STEPHANIE COONEY
BBA'06
July 18, 2013

BRIDGET “BRIDE” COSTELLO
MUC'41
Jan. 10, 2013

DORIS COWLEY
(NEE MOSS), MD
B.Sc(Hons.)*'60, B.Ed.'66,
BA'69, B.Med.Sci.'77,
MD'79
June 26, 2013

RICHARD COLE CREWE
MUC'49
Jan. 31, 2013

HARRY ALFRED CUFF, CM
BA(Ed.)*'52, MA'71
(fmr.) professor, Faculty of Education
Aug. 31, 2013

HELEN JEAN DERRANE
(NEE SIMMS)
BA'66
Aug. 28, 2012

ALICE VIOLA DICKS (NEE PIKE)
MUC'40
Aug. 1, 2013

TINA DOLTER
BFA(Visual Arts)'02
Sept. 4, 2012

DERMOT JAMES
DOWNEY
BA(Ed.)*'66, BA'71
June 12, 2013

DEBORAH I. DRAYCOTT
(NEE SMITH)
B.Sc.'75
Aug. 8, 2012

MADELYN MARY D'YER
(NEE PENNEY)
MUC'40
March 18, 2013

FRANCIS JOSEPH
EDWARDS
B.Ed.'83, B.Sc.'83
Dec. 31, 2012

DR. LORNE ELMS
B.Sc.'61
July 23, 2013

DR. RICHARD DOUGLAS
FAGAN, MD
B.Sc.(Hons.)*'68, MD'12
June 14, 2012

JAMES JOSEPH FINN
PeEng.
Dip. in Engr. ’62
May 11, 2013

SYLVESTER FLEMING
B.Eng.’77
Aug. 27, 2013

DR. JOHN CHARLES
HARVEY FORD, ONL
Honorary LL.D'08
Sept. 14, 2013

DAVID FRANKLYN FORD
BA'87, B.Ed.’87, M.Ed.'97
June 28, 2012

CINDY DUANA FRY
B.Sc.'02
June 25, 2013

FLORENCE CECELIA
GABRIEL
BA(Ed.)’83
Dec. 18, 2012

ELEANOR MARIE
GARDNER
BN'76, M.Ed.'79
Oct. 21, 2013

GERARD “GERRY”
FRANCIS GARDNER
BA(Ed.)*'66, BA69, M.Ed.'75
Graduate Dip. in Ed.’74
Oct. 28, 2013

MARY THERESA GAUDON
BA(Ed.)*’82
May 27, 2013

JAMES “JIM” EDWARD
GRANT
BA(Ed.)’67
Sept. 24, 2013

GEORGE LYNCH GREELEY
BA(Ed.)*’77, BA'86
Aug. 29, 2012

DR. RAY DAVID GEORGE
GUY
Honorary D.Litt.'01
May 14, 2013

ROBERTA DIANE
(WINDSOR) HALLETT
BA(Ed.)*’69, M.Ed.'79
July 8, 2012

ROBERT CHARLES
HAMILYN
B.Sc.’71, BA’72
Jan. 21, 2013

DR. JACK HAND
B.Med.Sci.'98, MD'90
June 6, 2012

PAMELA TERESA
HANSON
BSW ’79
Jan. 27, 2013

JOANNE HAPGOOD
BN’90
April 19, 2013

DAVID PAUL HARRIS
B.Eng.’90, MBA’97
Sept. 13, 2012

WILSON GEORGE HARRIS
MUC’40
May 11, 2013

DR. JAMES ARTHUR
HEAD
B.Med.Sci.’74, MD’76
May 27, 2013

SUSAN MADELINE HEAD
(NEE COADY)
BA’94, Cert. in
Criminology ’95
Aug. 14, 2012

KENNETH JOSEPH
HICKEY
B.Sc.’82, M.Eng.’99
Sept. 11, 2012

ROBERT PETER HILLIER
BPE’68, B.Ed.’70, M.Ed.’73
Graduate Dip. in Ed.’71
Aug. 31, 2013

SHAUN CHRISTOPHER
HILLIER
B.Sc.’10
Dec. 15, 2012

MAJOR RODGER HOBBS
BA(Ed.)’69, BA’70
Aug. 8, 2012

HON. DR. A. MAXWELL
HOUSE, OC, O.NL, MD,
FRCPC(C)
MUC’47, Honorary LLD’99
(fmr.) lieutenant-governor; professor emeritus, Faculty of Medicine
Oct. 17, 2013

RONALD “RON” HOUSE
BA(Ed.)*’58, BA’69
June 27, 2013

ROXANNE MARY HOWSE
B.Ed.’87, B.Sp.Ed.’87
May 4, 2013

DEREK ALEXANDER
HUTCHINGS
BA(Ed.)*’79
Sept. 23, 2013

CERIDWEN HYNES
BA’83, B.Ed.’83
May 2, 2012

RONALD PAUL HYNES
BA(Ed.)’64, BA’68
Dec. 15, 2012

DR. DOROTHY
CONSTANCE INGLIS
Honorary LLD’98
May 22, 2013

CHERYL (NEE BELL)
INKPEN
BA(Ed.)’71
Sep. 6, 2012

DR. LESLIE GORDON
JAEGER
Honorary D.Engr.’94
Aug. 26, 2013

BRENDAN JOHN
JOHNSON
B.Sc.’85, B.Ed.’86
Sept. 1, 2012

MORGAN E. JOHNSON
BA(Ed.)’61, BA66, Grad.
Dip. in Ed. Admn.’71
Sept. 23, 2013

ROBERT JOHN
ALEXANDER JOHNSTON
MBA’12
Feb. 25, 2013

PAUL JAMES HERBERT JONES
B.Sc.'91, Dip. of Tech.'95
June 29, 2013

KEITH A. KEATING
B.Eng.'78
June 15, 2013

DR. ROYSTON RUSSELL
KELLEHER
BA(Ed.)*66, BA*67, M.Ed.'73
(fmr.) professor, Faculty of Education
June 7, 2013

AGNES “NANCY” KELLY (NEE SMITH)
(fmr.) regent, Board of Regents
June 23, 2012

ANNA CECILIA KELLY
B.Ed. '73, BA'73
Aug. 19, 2013

BRYAN EDWARD KELLY
BA'79, BSV'81
May 3, 2012

DR. PHYLLIS MAY KENNEDY
KELLEHER
MUC'30
Jan. 28, 2013

GRENFELL CAMPUS
(Grenfell Campus)
(fmr.) professor, faculty of Education
BA(Ed.)'66, BA'67, M.Ed.'73

MURIEL FRANCIS KING
B.Sc.'62, BA(Ed.*)'63
Aug. 22, 2012

DR. WAYNE F. KING
B.Com.(Hons.)(Co-op.)'68
(fmr.) associate professor of entrepreneurship, Faculty of Business Administration
Nov. 2, 2012

SWE-YEN LAM
B.Sc.'01, BN'07
March 30, 2013

DONALD E. LANGDON
BA'70, B.Ed.'70
Dec. 17, 2012

MONA MABEL (DYKE) (CUMBY)
LEDREW

JENNIE IRINE LEFEUVRE
BA(Ed.)'78
Oct. 9, 2013

CATHERINE EARLE LEGGE (NEE DAVIE)
BA(Ed.)'86, B.Sp.Ed.'88
Sept. 22, 2013

SHIRLEY LEWIS (PARSONS)
BA(Ed.)'71, BA'75
March 22, 2013

MADONNA MARY LIVELY
BA(Ed.)'78
Oct. 27, 2013

DR. R. SHELDON MACKenzie
(ret.) professor, Department of Religious Studies
Dec. 27, 2012

JAMES “JIM” MARCH
BA'88, B.Ed.'88, M.Ed.'05
Oct. 6, 2013

DR. WILLIAM HEKT MARSHALL
(fmr.) head and professor of immunology; (fmr.) director of Clinical Immunology Diagnostics Laboratory
Sept. 19, 2013

MOYA KATHLEEN MASON
BA'96
July 7, 2012

MUNTASIR MAWLA
BBA'09
Oct. 23, 2013

JOSEPH GERARD MCGRATH
BA'70, BA(Ed.)'73, M.Ed.'78
June 19, 2013

REVERAND CLAYTON MENCHIONS
MUC'45, BA(Ed.)*54, BA'71
May 12, 2013

RAYMOND GEORGE MICHELIN
Dip. in Voc.Ed.'87
Jan. 29, 2013

RUBY MILLS
BN'S2
Jan. 1, 2013

JOHN DANIEL MOSHER
(fmr.) associate professor, Business Administration, Grenfell Campus
March 5, 2013

STEPHEN CECIL MIUSE
Dip. of Tech. '09
Dec. 19, 2012

HOPE DARAL (NEE HIGGINS)
MURPHY
Dip. Mntl. Hlth & Psych. Nurs.'76, BN'78
Feb. 10, 2013

DR. HELEN K. MUSSALLEM
Honorary D.Sc.'69
Nov. 9, 2012

MARY SUSAN MYRICK
MUC'45
Jan. 11, 2013

WAYNE NESBIT, ONL
(fmr.) professor, Faculty of Education
Sept. 27, 2012

DONALD NOBLE
Dip. in Engr.'57
Oct. 19, 2012

MARIE NOBLE (NEE LANE)
BA(Ed.)'74, BA'79
Feb. 21, 2013

ANTHONY PAUL NOSEWORTHY
BA'81, B.Ed.'81, Cert. in Criminology '92
Jan. 12, 2013

DR. MICHAEL C. NURSE
B.Sc.'66
Oct. 1, 2013

PAUL JOSEPH O'BRIEN
Dip. in Engr.'70
March 25, 2013

ROSANNE THERESSE O'DEA
BA'74
Oct. 30, 2012

DR. PAUL JAMES O'NEILL,
CM, ONL
Honorary LLD'88
Aug. 12, 2013

DAVID OSMOND
B.Comm.'73
Sept. 1, 2013

REX THEODORE PARSONS
Dip. in Engr. '95, B.Sc.'55
April 10, 2013

ALTON LEE PAYNE
B.Sc.'89
Oct. 14, 2013

ROBERT DAVID PETERS
BA(Hons.)*62, B.Comm.'62, MA'65
March 10, 2013

CHRIS PICKARD
(fmr.) coach, track and cross country, Athletics
Oct. 11, 2012

ERNEST ALEXANDER WILLIAM PIKE
BA(Ed.)*64
March 29, 2013

DR. THOMAS KENTON PITT
MUC'47, PhD'76
April 5, 2012

WALTER JOHN “JACK” POND
BA(Ed.)'71, BA'81
Aug. 14, 2012

JAMES AUSTIN POWER
BA'97
June 8, 2013

JAMES Prowse
BA(Ed.)'71, M.Ed.'75
March 17, 2013

MYRA BARBARA PURCHASE
MUC'36
July 23, 2013

ROY JAMES RALPH
B.Sc.'66
March 24, 2013

DOUGLAS ROY RANDELL
BA'75, B.Ed.'75
May 2, 2012

ELWOOD J. REID
B.Eng.'75
June 2, 2012

DOROTHY B. ROBBINS (NEE RICKETTS)
BA'68, B.Soc.W'85, MSW'91
Oct. 13, 2013

JAMES DOUGLAS ROBERTS
B.Mus.Ed.'88, B.Mus.'88
Sept. 19, 2012

DR. KENNETH ROBERTS
(fmr.) physician, professor and first associate dean, Faculty of Medicine
Dec. 17, 2012

AUGUSTUS TAYLOR ROWE
(fmr.) professor, chair, Discipline of Family Medicine
July 20, 2013

REV'D DR. BRIGETTE SCHLOSS
BA(Ed.)*65, Aug. 20, 2013

KENNETH SIMMS
BA'73, B.Ed.'73
Sept. 4, 2013

PATRICIA SING (NEE MANNING)
BA(Ed.)*81
March 13, 2013

GENEVIEVE SINGLETON
MUC'44
July 17, 2012

HILDA ELEONOR SMITH (NEE COTTON)
M.Sc.'17
(fmr.) instructor, Faculty of Science
Dec. 24, 2012

ROD SNOW
B.Sc.'73
April 3, 2013

LAURIE ANN STRANGE
B.Ed. (Primary/Elementary)'04
Oct. 29, 2012

DR. FRANCIS WILLIAM SUMMERS
MUC'46
(fmr.) professor and first dept. head, Department of Geography
March 25, 2013

RAYMOND FREDERICK TAYLOR
BA'75
July 11, 2012

RUBY CAVELL TAYLOR
BA(Ed.)'74, BA'76
May 1, 2013

VIVIAN THOMAS (NEE YOUNG)
Dip. in Community Health Nursing'83
June 1, 2012

FLORENCE MARY TORRRAVILE (BARNES) (NEE CHAFFETTY)
MUC'44
March 8, 2013

DR. MINNIE VALLIS
Honorary LLD'10
July 26, 2013

MARY (RYAN) WAKEHAM
BA(Ed.)*72, BA'76
Jan. 9, 2013

DR. JOHN WALSH
Dip. in Engr.'66
professor emeritus, Faculty of Engineering and Applied Science
Feb. 14, 2013

KIERAN ALPHONSUS WHELAN
B.Sc.'74, B.Voc.Ed.'84, Dip. in Industrial Arts'66
May 1, 2012

G. ROY WILLIAMS
MUC'42
Oct. 28, 2013
Samantha Phelan, B.Comm.(Hons.)’12, is no stranger to adventure: her latest involves packing up and moving to Toronto, Ont., to participate in The Next 36, a business accelerator program for young Canadian entrepreneurs.

A graduate of Memorial’s bachelor of commerce program in 2012, Ms. Phelan knew early on that she wanted to seek experience abroad.

“Travelling for me has been about the sights, sounds and smells of a place, which tie the threads of my memories and experiences together,” she said.

“When I graduated, I asked myself: Did I want to take up an opportunity that offered me international experience? Heck yes. Was I interested in putting myself into an uncomfortable environment where I would be forced to overcome unexpected challenges? Absolutely. Would I want to pack up all of my life into one suitcase and leave my family and friends behind? That was my only hesitation, so with that I booked a plane ticket before I could talk myself out of it.”

That plane ticket led her to Brazil where she spent three months teaching English and then, after a visit back home, it was on to Africa where she took on climbing one of the seven summits, Mount Kilimanjaro, for Young Adult Cancer Canada. It was while in Brazil that Ms. Phelan heard about The Next 36.

“It came at an opportune time as I was trying to decide what my next steps would be once I returned to Canada. Travelling was exhilarating because I could do things on my own schedule and those decisions were driven by my own interests. From reading some of the insights about this program I thought there was a lot of correlation between what I enjoyed about travelling and what it meant to be an entrepreneur, so I applied hoping this program could be an extension of that.”

The Next 36 is a Canadian entrepreneurial leadership program started by entrepreneurs for entrepreneurs. Thirty-six undergraduate students from across Canada are selected to participate in the program each year. The application and selection process for the program is intensive, beginning with general information and essay questions, followed by a video interview, and finally, selection weekend.

Once she was selected, Ms. Phelan was assigned to a team with fellow program participants, Josh Levitan and Nigel Gutzmann. Using the capital, resources and mentorship provided through The Next 36, they developed ConqRit, a mobile platform that allows companies to reach and engage their employees through an interactive community.

The early months of the startup consisted of each of the three team members working remotely on the venture. All participants then packed up and moved to Toronto to dedicate 16 weeks to the project.

As for lessons learned throughout her participation in The Next 36, there have been many. “I’ve learned that a lack of resources is by no means an excuse as to why someone should not pursue an opportunity. I’ve learned how important failing is. Failing creates tension, which motivates people to release that tension by doing better the next time around. And I’ve learned how to ride the roller coaster that is being an entrepreneur; for all of the lows that you experience, the highs will be so exhilarating that it’s almost always worth the fall.”
Did you ever think that a student organization could change the lives of nearly 7,000 people and win national awards along the way? That’s exactly what Enactus Memorial has been doing for 21 years here at home and abroad.

Memorial’s team is one of the 1800 from universities and colleges across the globe who count themselves as part of Enactus. This international non-profit organization mobilizes student-led teams to develop outreach projects that improve communities through the positive power of business and by supporting entrepreneurship.

Christian Hynes is the group leader for World at Work, one of the Memorial team’s newest social enterprise projects. Working together with her fellow team members, she has seen the many benefits of this organization to the lives of participants.

“World at Work helps offset the difficulties participants experience by providing them with the opportunity to work independently and make use of their skills by delivering quality services. Whether it’s helping our country’s veterans become entrepreneurs through The Prince’s Operation Entrepreneur, or helping people who push carts and collect recyclables create a household recycling service through Project Bottlepreneur, we strive to help the people we work with each and every day,” said Hynes.

Part of Enactus’ social enterprise program aims to offset the province’s unemployment rate for new Canadians as it is designed to give immigrants an opportunity to work independently through a supportive, organized program as they begin to make this province home.

“This wave of new Canadians often face daunting challenges and come to the province with the hope of a safer, more prosperous life for themselves and their families,” she noted. “While no comparison to what many had experienced, these recent immigrants often still experience lower standards of living. The difficulty in obtaining sustained employment impacts their overall quality of life.”

Enactus Memorial’s efforts haven’t gone unnoticed. Their community outreach projects have guided them to six national titles in eight years. Competing against teams from other universities across Canada, timed presentations are delivered to a panel of top business executives, who evaluate the programs and their success. In 2008, then as SIFE Memorial, the team won the International World Cup Title.

In the past year alone, Enactus Memorial’s community projects have helped start 50 businesses, create 62 jobs and generate more than $1.6 million.”

Being a member of the Enactus Memorial team allows Ms. Hynes to connect and build relationships with many inspirational people. She also credits Memorial’s Faculty of Business Administration for their support of Enactus Memorial.

“The dean has instilled confidence in Enactus Memorial and the programs we deliver, plus our faculty advisor, Lynn Morrissey has been with the program through all six national titles and the world title,” said Ms. Hynes.

“I would recommend this program to all students. Working with the Entactus Memorial team has introduced me to people from different cultural, financial and educational backgrounds. Although our goals weren’t always the same, we had a common objective of improving lives. I feel blessed to work alongside an amazing team of volunteers who want to help individuals from all walks of life recognize and reach their full potential. Our mission is to create local solutions to global economic challenges.”

Group leader Christian Hynes is a Memorial University bachelor of commerce co-operative student.
When Young Adult Cancer Canada (YACC) executive director and founder, Geoff Eaton, BBA’98, got started in business, he knew his road would be an entrepreneurial one. However, he didn’t know he would become a social entrepreneur.

His business plans took a turn from corporate tech to social entrepreneurship after a life-changing cancer experience. Today, he leads a national team dedicated to helping young adults with cancer “live life, love life” while enjoying his own family life as a husband and father of three in St. John’s.

A graduate of Memorial’s Faculty of Business Administration, Mr. Eaton was initially enrolled in the bachelor of commerce co-operative program. Anxious to dedicate himself full-time to a new business in Internet consultancy, he switched to the bachelor of business administration program and completed his academic studies a year earlier. He credits then associate dean Dr. Gary Gorman for supporting him as he made the transition between programs and guiding him through the process.

“If I stayed in my original program, I would have been in my final term and trying to fight cancer while completing my studies,” he said.

Diagnosed with acute myeloid leukemia just six months after graduation, he received most of his treatment at the Health Sciences Centre in St. John’s. Mr. Eaton later received bone marrow transplants at Toronto’s Princess Margaret Hospital and The Ottawa Hospital. Sharing his experience and cultivating a community of supporters via email became part of his positive approach to fighting cancer.

“On June 20, 1999, I made a commitment, in my journal to myself, that I would start the organization within a year — expecting that my doctors told me I’d need a year or so to get back to feeling like myself. On June 15, five days early, we started YACC.”

The sharing and storytelling YACC has become known for included a great first year of connecting with young adults.

“Connecting them to those email messages and talking to them about challenge and dealing with cancer as a young adult was a tremendous first year.”
This was also the start of community-building efforts with a young adult focus that Mr. Eaton and his team have become known for.

“We are building a community and by building a community we are giving back to a community,” he said. “This is a core part of our impact: we bring young adults out of isolation. This is the number one issue they face.”

YACC has not only built a community but also formed an important resource for helping young adults through the oncology experience.

“We have an expertise around helping young adults. Organizations, in Canada, or in other parts of the world that want to deliver support programs for young adults call and we are happy to help them. We will consult domestically or internationally.”

While many young adults are first introduced to YACC through their oncologist or social worker, others find the organization by connecting online with others who are experiencing a cancer diagnosis. YACC also works with physicians, nurses and healthcare leaders to share knowledge and ensure that healthcare professionals learn more about the needs of their young adult cancer patients.

Mr. Eaton and his team have a bold, long-term plan for YACC. Pursuing exponential growth means continuing to community build through their programming model and growing their information hub. His entrepreneurial spirit shines through when asked about his vision for the brand and community he has built.

“In 10 years, this is what YACC is doing: more of everything! More programs, higher revenues, more great partners and more donors — ambitious, but this is how we like it!”

Mr. Eaton began his career using technology and networking savvy to build business relationships in the technology sector. It is those same tenets of connectivity and community that have positioned him and his YACC crew as influencers and advocates. This network is built for support. It’s a place for young adults afflicted by cancer to connect and share, especially when they need it most.
It seems to me that for the first 500-or-so years on this wonderful but rugged rock we call home, most folks were focused on surviving. As a result, those who did survive here came to excel at endurance, perseverance and resourcefulness. Thriving was beyond the imagination; success equaled survival. We were used to being knocked down, for example by a storm, and then picking up the pieces and starting over.

I always marvel at the stoicism of the fisherman who, being interviewed after a big storm and asked how he feels about having all his equipment washed away, says only, “Ohhh … not too good.” There usually seems to be an attitude of “no point in getting upset about it; it’s what you learn to expect when you live next to the North Atlantic.” Great training for developing perseverance, an important entrepreneurial trait, but not really conducive to a vision of thriving!

As we were able to take survival more for granted, and move up the hierarchy of needs, there were more opportunities to explore and think big. Necessity may be the mother of invention, but free time is the mother of creativity! So the environment of the past few decades has been conducive to developing entrepreneurial vision, to pushing the bar for success beyond just survival. And since the province has shed the “have-not” label, the increased confidence of her citizens should be the ultimate fuel for entrepreneurial vision.

Memorial University operates the Genesis Centre, a support network for entrepreneurs pursuing high-growth, technology-based ventures. I’ve led the development of the centre since its opening in 1997, and have enjoyed witnessing the remarkable growth in entrepreneurial activity on campus and off. A key principle for the Genesis Centre is selecting applicants who have entrepreneurial vision, and then reinforcing that vision by immersing the entrepreneur within a community of like-minded people. (Mr. Brendan Paddick chaired our Selection Board, and Dr. Tyler Wish is a client; both are profiled in this issue.) The reinforcement is important, because there are lots of headwinds and storms along the way that can make a fledgling entrepreneur doubt his or her vision.

Another important feature of the business incubator (as the Genesis Centre is known) is the proximity it offers to entrepreneurs. Increased proximity leads to synergy and innovation. The recent attention given to encouraging regional clusters as a way of stimulating industry sectors recognizes this. I wonder if, conversely, our dispersed population in much of Canada presents a challenge to fostering synergy and innovation. At least all the new communication technologies should increase interaction.

Although entrepreneurial vision can add value everywhere in our economy, the combination of entrepreneurship and innovation has the most potential for providing big leaps forward in our standard of living. Memorial is a very likely source of that innovation. You’ve got all kinds of research into new areas, expert knowledge, youthful enquiry and powerful tools—all in a significant cluster. Even further validation of Memorial as one of our province’s most valuable resources.
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