



### Holiday schedule for *at Guelph*

The last issue of *at Guelph* for 1986 is Dec. 18, and the first issue of 1987 is Jan. 8. Copy for the Dec. 18 issue, including announcements of events occurring up to Jan. 8, should reach us by Dec. 11. Copy for the Jan. 8 issue should be submitted by Dec. 18. 0

## INTERNAL REVIEWS

A seven-year internal review of Guelph's 42 academic departments and schools begins Jan. 1, 1987 — a process to strengthen and improve programs. The review springs from the University's aims document, which says Guelph must strive to foster excellence in all of its activities.

"The whole process is in place," says Prof. Bev Kay, Land Resource Science, chairman of the Committee on University Planning, which will be providing Senate with further details Dec. 16. Procedures and guidelines for the review process were approved by Senate in June 1986. Provision was made for external consultants to provide an assessment of a department's program to an internal review committee.

CUP is to ask Senate to approve a recommendation to revise the membership of the internal review committees (IRCs) to include; a yet-to-be appointed person who will chair the committees, a dean appointed from among the deans of colleges, dean of graduate studies or dean of research, but not including the dean of the college of the department which is being reviewed, one member of CUP from an unrelated department who is a Senate appointee, and two faculty members from other departments.

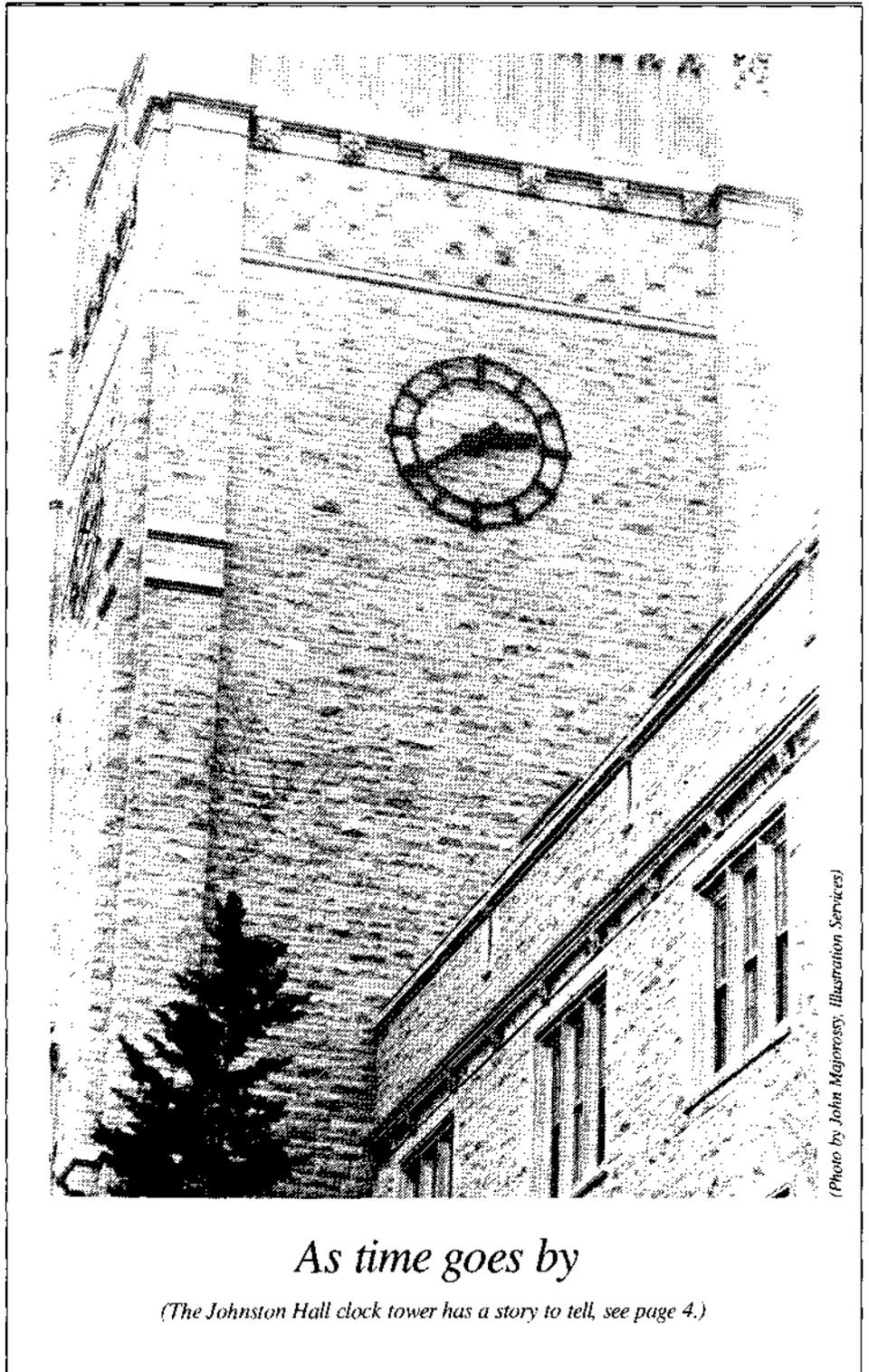
### Consistent reviews

Kay says CUP felt the review process will require too much time from the deans of research and graduate studies, and that the position of a dean for the unit under review would be compromised if that person was on a committee. It also felt that because all units must be reviewed in a consistent manner, one person should chair all IRCs.

CUP felt it was asking too much of faculty to assume the entire burden of the administrative work for the reviews, says Kay, and it supported the idea that one person centrally located would ensure continuity and uniformity in the reviews.

The permanent chair of the IRCs — a review officer — is expected to be a senior academic who will chair all IRCs in a given year and be responsible for the routine administration of the review process, says Kay. This person will be seconded to the Office of Institutional Analysis and Planning (IA&P) for 30 per cent

*Continued on page 2.*



(Photo by John Majorosky, Illustration Services)

*As time goes by*

*(The Johnston Hall clock tower has a story to tell, see page 4.)*

# CUP to outline details of process towards excellence

Continued from page 1.

of her/his time for a three-year period with opportunity for renewal for a second term. If Senate accepts CUP's report, the University Secretariat will call for nominations by Jan. 31, 1987, says Kay. Candidates will be reviewed by the standing subcommittee on internal reviews and the appointment made by the vice-president, academic, on the recommendation of CUP.

Senate will receive for information the budget estimate for Year 1 of the review process. About \$33,000 is required, says Kay; \$16,000 for external consultants for honoraria, travel and local expenses; \$12,000 to compensate the department from which the IRCs chair is seconded; and \$5,000 for operating costs. Compensation will be made from the office of the vice-president, academic, to the dean of the college from which the IRCs person is seconded. Secretarial support for the process will be provided by IA&P.

Senate will also receive for information the schedule of reviews and criteria for selecting the units for review. The review period for Year 1 will be from Jan. 1 to Dec. 1, 1987; subsequent review periods will continue on a calendar-year basis. The departments of Psychology, Fine Art, Environmental Biology and Molecular Biology and Genetics will be reviewed in Year 1. The departments of Veterinary Microbiology and Immunology, Rural Extension Studies, Computing and Information Science and Microbiology will be considered for review in Year 2.

CUP set the following criteria for selecting departments and schools; they will be selected in consultation with the appropriate dean; the internal review of departments with graduate programs should be co-ordinated with the Ontario Council on Graduate Studies (OCGS) appraisals; departments that have already undergone OCGS reviews and received less than an "A" rating should be given high-priority rating; and departments in areas of special responsibility should be given priority for internal reviews.

CUP must report to Senate by September 1988 on the internal review system with suggestions to modify it, if necessary, says Kay. It's important that the departments selected during the first two years represent the range of departments that will be encountered in the following years, he says. In the near future, CUP will be developing an approach to the

review of all activities that do not fall into academic department groups such as interdisciplinary/interdepartmental programs, he says.

Guelph's process is based on the University of Alberta model, but with some distinctions. At UofA, all units were reviewed; at Guelph, it is the academic units only. UofA has set aside \$200,000 annually for reviews of 15 departments each year and employs one full-time staff. UofA has also set aside one per cent of its base budget to be redistributed by the president and the vice-president, academic, in light of the results of the yearly process.

Later this year, CUP will consider the feasibility of a review process for non-academic programs, says Kay. Guelph's costs for the process will be less because only four to six units will be reviewed per year, he says.

Kay says the review process is not intended to be closely tied to planning and the allocation or reallocation of resources. The purpose of the process is to bring about the improvement of department programs, not to make comparative rankings within the University, he says.

"The seven-year period over which the review process will continue precludes the results of the review being used to make comparative rankings. It is hoped, however, that there will be enough flexibility in the University budget to permit a response to specific needs that are identified in the review process and are budget-related." 0

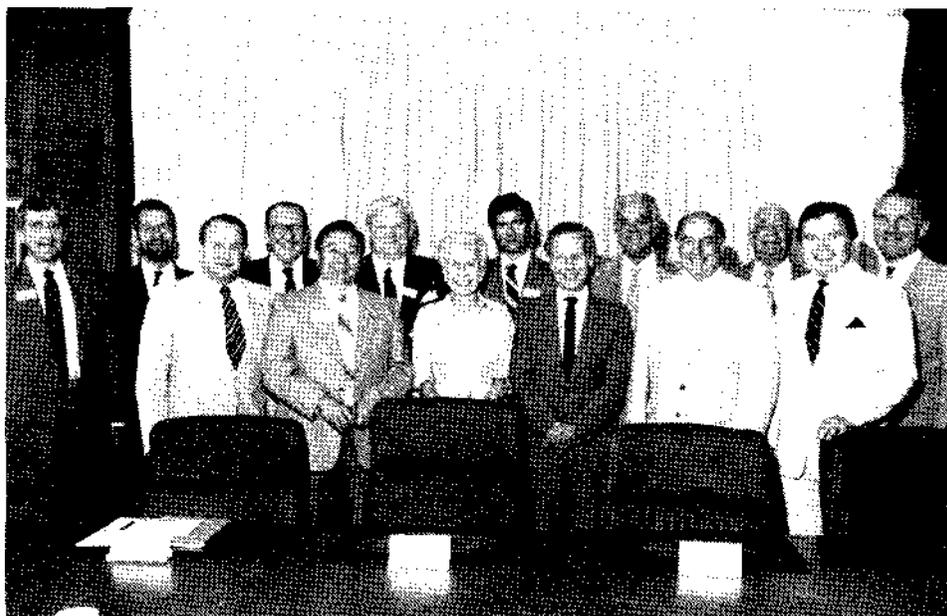
## OAC advisory council meeting

The OAC advisory council is meeting Dec. 11 at the Arboretum Centre to consider an agenda that includes undergraduate, graduate and diploma enrolments from 1981 to 1986 and projections for 1987 to 1991. They are also to discuss course and program preferences and employment of graduates.

Members of the council include: Byron Beeler, CIBA-Geigy Canada Ltd., Mississauga; Donald Bonter, Carrying Place; William Brock, Toronto Dominion Bank, Toronto; Ron Cameron, Thamesville; David Clark, Campbell Soup Co., Toronto; Gregory Clark, John Deere Ltd., Grimsby; Mac Cuddy, Cuddy Farms Ltd., Strathroy; Mac Hancock, Project Planning Associates, Toronto; Stewart Hay, CIL, Willowdale; John Ingratta, Leamington; Prof. Mike Jenkinson, OAC dean's office; Marilyn Knox, Grocery Products Manufacturers of Canada, Don Mills; Harold Major, Dow Chemical Canada Inc., Rexdale; Dr. Paul McCutcheon, East York Animal Clinic, Toronto; OAC Dean Freeman McEwen; Alex McKinney, Pioneer Lodge Farms, Brampton; Ken McKinnon, Ontario Milk Marketing Board, Mississauga; Bernice McLean, Consumers Association of Canada, Burlington; Ken Murray, J.M. Schneider Inc., Kitchener; Bill Parks, Pioneer Hi-Bred Ltd., Chatham; Don Smith, Armco Westeel Inc., Guelph; Howard Stennson, Sheridan Nurseries, Oakville; Murray Stewart, Canada Packers Inc., Toronto; OAC associate dean Bruce Stone; Warren Vincent, Vincent Farm Equipment Ltd., Ayr; Barney Wilson, Flowers Canada, Guelph; and Maurice DeLage, Hoescht Canada Inc., Regina, Sask. 0

## Our People

A slide print of a great grey owl by cinematographer **Norman Lightfoot**, Office for Educational Practice, is on the cover of the World Wildlife Fund's Christmas card this year. Lightfoot took the picture in Western Canada while photographing for a television series. The goal of the WWF is to conserve all forms of wildlife, based on the best scientific advice available. 0



Attending the last meeting of the OAC advisory council were: front, left to right, Byron Beeler, John Ingratta, Warren Vincent, Bernice McLean, Mac Hancock Ken McKinnon and Murray Stewart. At rear, left to right, Dirk Bod, Freeman McEwen, Bill Brock Gregory Clark Howard Stennson, Barney Wilson and President Burt Matthews. (Photo by Herb Rauscher, Illustration Services)

# Task forces on agriculture, faculty hiring

Details of two task forces will be announced at Senate Dec. 16 by the Committee on University Planning.

One task force will consider the present state and the long-term future of agriculture and agricultural education and research; the second will find ways to ensure that the interests of the institution-at-large are taken into account when hiring faculty.

The task forces spring from a report presented to Senate in June by then vice-president, academic, Howard Clark, when he laid out University-wide issues related to long-term planning, says CUP chairman Prof. Bev. Kay, Land Resource Science.

The Task Force on Agriculture and Agricultural Education and Research, chaired by OAC Dean Freeman McEwen, will make its recommendations to CUP by May 1, 1987, and the Task Force on Mechanisms to Make Faculty Appointments, chaired by Len Conolly, acting dean of the College of Arts, will make its recommendations to CUP by Feb. 1, 1987.

## Task force on agriculture

The agriculture task force represents a recognition that agriculture is undergoing a major transformation and will emerge in the future with more productivity but far fewer people actively involved in it, says the Clark report. The University wants to ensure that its programs respond to these changes and that Guelph will provide a leadership role during and after that transformation.

Guelph has a special responsibility in agriculture, not only to Ontario, but to Canada and the world, so it must be involved in this transition, the report says. It also says enrolments in agriculture at the undergraduate and graduate levels are so essential to Guelph's financial base that substantial declines would have great impact on all parts of the University. The future of agriculture and agricultural education is a matter of concern for the entire University, not just OAC, the report says.

- The task force will ask;
- Is it the University's task to teach agriculture as a technical discipline only?
  - What emphasis should be placed on management skills?
  - To what extent, if any, should the University's research in agriculture be concerned with small-scale, viable agricultural systems or with long-term, socioeconomic perspectives?
  - What is Guelph's role in, and emphasis on, rural sociology and in rural outreach?
  - What will be the impact of the transition in agriculture on Guelph?
  - Should enrolment in the B.Sc.(Agr.) program be set at a much lower level, on the assumption that opportunities and demand will diminish substantially?
  - How should the curriculum be reorganized?
  - Are concomitant changes required in graduate programs?
  - What will the overall impact of these changes possibly be on OAC?

Given Guelph's special characteristics and responsibilities, it is hard to avoid the conclusion

that there is need for University-level discussion of these and related issues, says the Clark report.

Other members of the task force include: Profs. Ann Clark, Crop Science; Larry Martin, Agricultural Economics and Business; George Penfold; University School of Rural Planning and Development; Anthony Winson, Sociology & Anthropology; Mike Wilson, Clinical Studies; Monty Sommers, Consumer Studies; and dean of research Larry Milligan. Membership will be expanded if necessary, and the committee plans to seek input on specific issues from agricultural students in the diploma, degree and graduate programs, recent alumni and other off-campus sources.

## Faculty appointments

As the University's resources decrease, it must come up with smarter ways to use what it has, says Kay, and one way is the more efficient use and planning for faculty resources.

The Clark report cites the problems facing Guelph: continuing budget reductions that threaten the quality of programs; difficulties in balancing the 1986/87 budget — even with the excellence fund; reductions in equipment and operating supplies budgets; and salary costs taking an ever-increasing part of the total budget.

If Guelph is to move seriously towards excellence in teaching and research, substantial investments must be made to replace obsolete equipment, to restore the purchasing power of

operating supplies budgets, and to increase the Library acquisitions budget, says the report. It also says major new research initiatives need to be developed and supported financially. Although these may be achieved in part if the excellence fund is continued, this cannot be guaranteed, and, in any event, the University should be making these reallocations with whatever resources are available, says the report.

Because of the age distribution of faculty and staff and the relatively low turn-over, the average age of University employees is expected to continue to increase over the next five years with a similar continuing increase in the percentage of the budget required to cover salaries. By 1991, it is likely that enrolment declines will be substantial in the Ontario university system as a whole and also at Guelph.

The report says it is essential that wherever possible, the broadest view be taken of each faculty member's role within the total University, and that duplication of interests and responsibilities be minimized. When faculty positions are being filled, it says, it is important that University-wide perspectives be applied, rather than the often narrower interests of a particular department.

The most appropriate means of achieving this are not easily apparent, says the report.

In addition to Conolly, the task force includes Profs. Susan Pfeiffer, Human Biology; John Ogilvie, School of Engineering; and William Christian, Political Studies. 0



Plaques were unveiled Dec. 4 honoring the donors of greenhouses to the University. Left, in front of the 36x 72-foot greenhouse donated by Westbrook Greenhouses of Grimsby, are Bill VerMeer of Westbrook, left, with OAC Dean Freeman McEwen. Below, unveiling a plaque in front of the 32 x 48-foot tempered glass building donated by Jacobs Greenhouse Manufacturing Ltd of Brantford and Van Rijn Enterprises Ltd of Stoney Creek, are, left to right, George Van Rijn and Jake and Ron Vanderschee of Jacobs and McEwen.

(Photos by Herb Rauscher, Illustration Services)



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## *Johnston Hall clock replaced and enlarged*

by Betty Bean-Kennedy

The Johnston Hall tower now has three clock faces — new ones on the north and south exposures as well as the original one on the west wall.

The original clock was donated by the OAC Class of '49 upon graduation; at that time, the class could afford only the one face. That installation included a master clock in the foyer of Johnston Hall, which was designed to drive other clocks in various locations around campus. Over the years, repeated vandalism to this master unit caused frequent malfunctions. Recently it became apparent that many parts were badly worn and needed replacement.

During its 35th reunion in 1984, the class decided to update and complete the project. Their decision meant earmarking part of their Alma Mater Fund contributions to refurbish the clock works and to install the two new faces. Elderhorst Bells of London completed the installation in mid-November at a cost of almost \$16,000. Total cost is expected to be about \$18,000, which includes a commemorative plaque and scaffolding that was required for the centre of the tower.

The electronic device that keeps time has a two-hour battery backup. If the power fails, the clocks will stop operating, but when power is restored, the device will reset them to the correct time, provided the failure has not been longer than the two hours. 0

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## *Our People*

Prof. **Jim Tsujita**, Horticultural Science, has received the Henry E. Heiner Award in honor of his cut rose research. Established in 1971, the Heiner Award is sponsored by Continental Products Co. of Euclid, Ohio, and is presented every other year to an individual in recognition of outstanding research or educational contribution to the fresh cut rose industry. Tsujita is the 12th recipient of the award. It carries with it his name on a permanent plaque housed in the Roses Inc. office, an individual plaque and a personal grant. 0

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## *Graduate News*

The final oral examination of Nirmala Malkanthi Evans, Animal and Poultry Science, a candidate for the doctor of philosophy degree, is Dec. 15 at 1:30 p.m. in Room 002, Animal and Poultry Science building. The thesis title is: "The Effects of Skeletal Photoperiods on Reproduction and Lactation of the Rat and Dairy Cow."

Interested members of the University community are invited to attend. 0

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## **Risky business**

### **University needs more insurance coverage, says Ferguson**

Guelph needs more insurance coverage in at least three areas, Charles Ferguson, vice-president, administration, told Board of Governors Nov. 18.

The University's veterinarians and doctors of human medicine are at risk because of inadequate insurance, said Ferguson, and engineers and architects have no coverage.

The University needs more liability protection to cover veterinary medicine malpractice, he said. At present it has coverage that is limited to \$1 million per incident and a total of \$1 million per year. That means if OVC had to pay out \$1 million on a single incident, there would be no coverage left for the remainder of the year.

OVC minimizes its risks by having the owner of an animal sign a waiver — a form that is being looked at by the University's solicitors. If they believe the waiver is inadequate, there will need to be discussions between the administration and OVC to tighten up admitting procedures, Ferguson said.

Coverage for human medical malpractice is also limited. The University and its medical doctors are only covered up to a maximum of \$1 million per incident and \$1 million in total. Guelph has been exploring the possibility of upping its coverage to \$5 million, he said. But the only insurance currently available under this proposal would provide an additional \$4 million coverage for the University itself, but would exclude the doctors from all coverage. The University will not accept this alternative, he said.

At present, it is impossible for corporations in Ontario to get liability coverage for employees practising in the engineering and architect professions, said Ferguson. Draft legislation has been around for some time that

will require the insurance industry to provide such coverage, he said, but in the meantime, the University's engineers and architects are at risk on any consulting advice they give.

The administration is also investigating insurance coverage for the storage and removal of hazardous waste materials. Under current laws, the purchaser is responsible from the day of purchase to the day the waste is disposed of. Hazardous waste material is stored on campus, and a trucking company takes it away to a waste disposal site. "At each step of the way we are responsible for what happens to it," said Ferguson, "but we are not sure of the extent of our vulnerability."

Guelph has insurance coverage of varying amounts to match perceived risks. This includes \$468 million in fire insurance, \$23 million for computing and data processing equipment and \$17 million comprehensive liability. There is also \$2 million in educational institution liability insurance that covers employees while on the job, University officers and members of Board of Governors. The administration is investigating to see if Guelph can reasonably purchase additional coverage for officers and directors, Ferguson said. The cost of the University's insurance premiums for 1986/87 is \$486,000.

Guelph appears to have adequate coverage in other areas such as its art collection, rare books collection, computing and data processing equipment, watercraft and small aircraft, which are used by faculty researchers.

The administration is studying the possibility of hiring external investment managers to handle the University's endowment and expendable trust funds, said Ferguson. Proposals from external managers are now being sought, and he plans to go back to the board with a recommendation at a later date. 0

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## **University of Arizona buys CoSy**

The University of Arizona is the latest purchaser of Guelph's CoSy conferencing system. Arizona, the Open University in the United Kingdom and Manitoba Telephone were early test sites for the VMS version of CoSy, which is the version Arizona has purchased.

There has been a strong surge of interest from several areas in this new version, says Bob McQueen, CoSy's marketing and development manager. Guelph plans to support both the original and the VMS version, and the development of other versions is in the works.

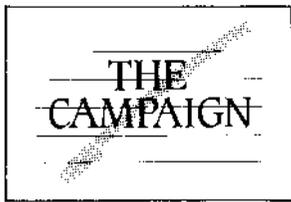
Arizona has requested some additions to the system; it is now working with a consultant to develop them and they will be incorporated into the next version of VMS CoSy, says McQueen. "This is the type of synergistic operation (Guelph) wants, with input and interchange with other universities, he says."

Roger Caldwell, of the University of Arizona's computer centre, says the system is up and operating and is being well accepted by users.

"We've started in a small way with just 50 users," he says. "We'll continue bringing in small units across our entire system until March, when it will be opened to all faculty and staff. That way, we hope to have experienced users to help new users in different areas." Caldwell says Arizona plans to phase in a small proportion of its 30,000 students in the spring and would like to be open to all students by the fall of 1987.

Before purchasing CoSy, Arizona set up a committee that looked at the options in conferencing systems available. They selected three systems to examine in depth and from that group, chose CoSy as the system best suited to their needs. An advisory committee of users is helping with implementation.

The only problem Caldwell is encountering with CoSy is estimating how many people will want to use it. First users report they find it "fun to use and efficient," so he expects the demand will be high. 0



## Personal touch pays off in student telephone campaign

by Mary Dickieson

Cheers were heard in the basement of Johnston Hall on the evening of Nov. 26 when the student telephone fund-raising campaign reached the half-million-dollar mark in only its 10th week of operation. With an overall goal of \$3.8 million in 21 months, the telephone campaign is way ahead of schedule, raising funds at a rate of \$50,000 a week.

Sue Egles is directing the telephone campaign for IDC Canada Phone/Mail Inc., a fund-raising consulting firm hired to complete this part of the University's \$60-million, five-year campaign. She says the students are successful because the program makes the public relations aspect of the telephone call as important as the donation. "This is the first time these folks have been contacted by telephone by a friendly voice from the University of Guelph, and whether they pledge a donation or not, we want to leave them with a good feeling about the University," she says.

The friendly voice on the phone when the campaign reached the \$500,000 mark Nov. 26 was first-year College of Family and Consumer Studies Student Lisa McCahill, who received the pledge from a graduate of the College of Biological Science. All of the \$501,427 raised to date has been pledged by graduates of CBS and the College of Arts. Egles says alumni from the other colleges will be called in turn, more than 42,000 graduates in all.

Each alumnus receives a personalized letter from President Burt Matthews and a second letter from a volunteer college chairman prior to the call. Most calls last seven to 10 minutes, but student callers say they have listened to reminiscences and have answered questions for up to half an hour.

Many people ask about the expense of the telephone campaign and are surprised to learn that it is a cost-effective fund-raising technique, says Egles. It costs the University less than 17 cents for every \$1 raised, and its success speaks for itself. Only six per cent of Arts alumni responded to the 1985 Alma Mater Fund, but the student telephone campaign has received pledges from 40 per cent of these graduates.

McCahill, who leads the program with pledges of more than \$37,000, says she's been impressed by the enthusiasm of people on the other end of the telephone. This includes a recent Arts graduate who now teaches school in Etobicoke and wanted to make sure the University had her change of address so she wouldn't miss any alumni mail, and a 68-year-old woman who graduated from Macdonald Institute and was eager to know how the campus had changed since she last saw it 15 years ago.

Joe Vaga, a third-year human kinetics student,

says he's dropped in to see three professors to deliver messages from their former students who just wanted to say hello and be remembered.

One alumnus, now living in Pennsylvania, asked a student caller to purchase a University crest from the bookstore and have it mailed to him. The student took the initiative to do the favor. "This is the kind of personal contact that makes the difference," says Egles.

The program now employs about 40 students. Each works two nights per week and earns minimum wage. Callers are given a four-hour training session and participate in nightly updates to keep them informed of the progress

of the University's fund-raising campaign and on-campus events. The callers also update the files of alumni if there have been any changes in address or workplace and ask for a reason if the alumni don't wish to make a pledge.

It's not easy to telephone people and ask for money, says Egles, so there is an incentive program to make it fun for the students and to keep morale high. Each time the callers obtain a basic pledge of \$600 over five years, their names go in a draw for a dinner certificate. For \$10,000 in pledges, they receive a University mug; for \$50,000, a campaign sweatshirt; and for \$100,000, a \$75 certificate. The most popular prize is a free 10-minute long-distance telephone call. 0



Marjorie Millar, director of Alumni Affairs and Development, and Ginty Jocius, OAC '70, share the limelight at the 1986 Canadian Agri-Marketing Awards held in Calgary Nov. 14. Ginty Jocius and Associates, a Guelph advertising and public relations agency, took five prizes at the CAMA awards, including first prize in the brochures/ annual reports category for a four-color brochure that kicked off the University's fund-raising campaign. There were more than 300 entries from agencies across Canada entered in the competition.

# Donner Foundation supports food security research

Guelph has received a \$175,000 grant from the Donner Canadian Foundation to establish a food security research program that will focus on food problems in developing countries. The grant, to be paid over three years, will provide core funds to organize and initiate the program, which will examine the problems faced in the struggle to alleviate hunger and malnutrition.

Founded in 1950, the Donner Canadian Foundation is one of the largest charitable foundations in the country. It supports innovative research projects in four general areas; law reform and corrections in Canada, international affairs, Canada's North, and oceans and inland waters.

Crop Science professor Bill Tossell, who will head the research program, says the new initiative will exceed present aid efforts because it will go beyond the current tendency to focus on "putting out fires." It will work with agencies and other research centres to identify major issues facing policy makers. In short, he says, it will be trying to break bottlenecks.

The program is an outgrowth of initiatives taken by the University's Centre for International Programs in recognition of a need for more effective food aid policies, and the University's long involvement with agriculture and food systems. An international conference on "Science and Technology in the World Food Crisis," held at the University in October,

emphasized the need for such a program.

Tossell says that although there has been great progress over the past two decades in increasing food supplies in developing countries, because of the continuing growth in population (averaging two per cent a year) the absolute number of people who are undernourished continues to rise. That means the need for assistance from countries such as Canada will continue for some time. Canadians are aware of this need and want to help, he says. In fact, Canada provides more food aid per capita than any other country.

The University has had extensive involvement in international development activities. President Burt Matthews says Guelph is eager to get involved in this new project because it will benefit developing countries and at the same time assist Canadian agencies in setting policies.

The research program will give the University an opportunity to combine its experience in international development with its broad knowledge of food issues, says Tossell. It will look at all the issues of food strategy from a Canadian perspective, including the linking of agricultural trade and aid.

The program will attempt to link researchers at Guelph, other Canadian universities, Canadian aid agencies, multilateral organizations and in developing countries to shape policies that will assure food security for all people, he says. 0

## CUP calls for strategic plan

The Committee on University Planning has asked President Burt Matthews to bring forward a strategic plan for the University in September of each year, says a CUP report going to Senate Dec. 16 for information.

The plan would be reviewed and commented on by CUP prior to passing on to Senate for comment.

The strategic plan would outline new initiatives, programs or services to be curtailed, and the implications of the plan on resources. It would also contain information for the next fiscal year and less detailed information for the following two years.

The University's aims document, *Toward 2000: Aims and Objectives of the University of Guelph*, reviewed what Guelph was, what it is, and what it hopes to achieve, says the CUP report. The strategic planning process will establish ways for Guelph to move from the here and now to what it wants to become.

The aims document gave the institution a sense of direction, says the CUP report. But resources will continue to be constrained, and a planning process will help to establish priorities on how to allocate scarce resources. CUP says the strategic plan will be the link between the aims document — which set the long-range goals for the University — and the annual budget, which is the financial translation of institutional plans and priorities for the coming year. C

## OAC to host agricultural conferences

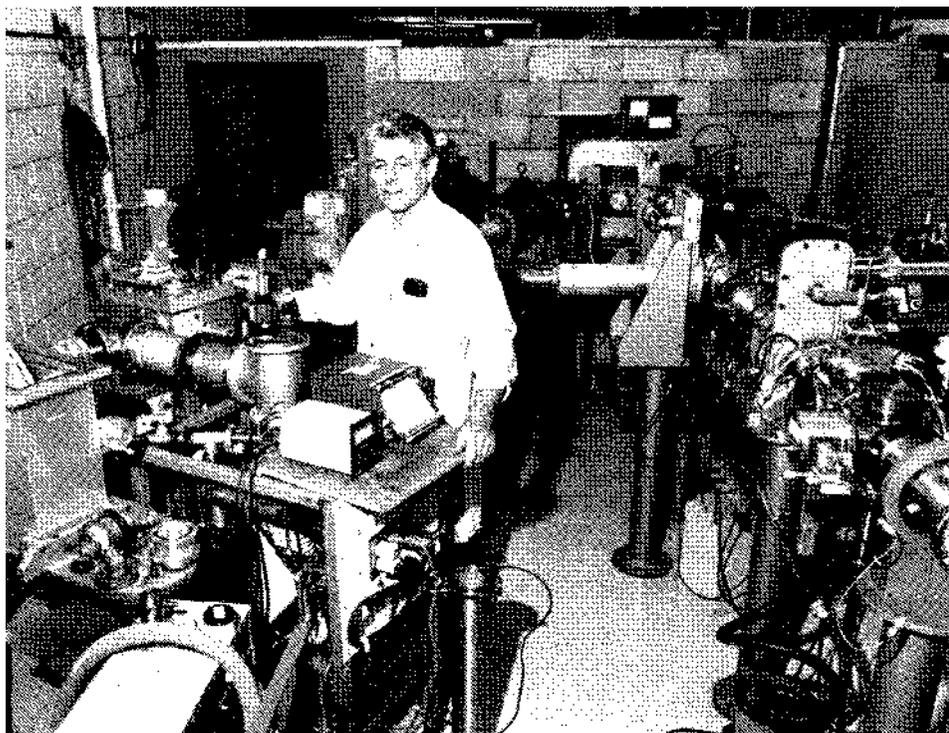
OAC will be offering full- and part-day agricultural conferences Jan. 6, 7, 8 and 11. Geared to farmers and agribusiness personnel, each program will focus on a particular aspect of agriculture.

Full-day sessions Jan. 6 will cover the pesticide controversy and dairy production strategies; an afternoon session will examine computer applications to agriculture. A session on management changes for the future and conservation farming will run all day Jan. 7. On Jan. 8, there will be a full-day session on safety in farm operations; part-day programs include a morning session on moldy corn and afternoon sessions on white beans and agrometeorology.

Programs will be at the Canadian Legion, York Road, Guelph. Morning sessions will begin at 10 a.m., afternoon sessions at 1 p.m. The one-time conference registration fee of \$10 includes one lunch. Two- and three-day registrants will be charged an additional \$5 per day for lunches.

On Jan. 11, a day-long seminar on cured meat will be held on campus in Room 156 of the Animal Science building. It will begin at 8 a.m.; cost is \$16.

For more information, contact Prof. Stan Young, OAC co-ordinator of agricultural extension, Ext. 3933. 0



Gordon Willis, supervisor of the Chemistry-Physics Workshop, has been named the first recipient of the Guelph Chapter Sigma Xi award for Support of Research. He's seen here in front of a Vandergraf accelerator designed and built in the shop. The award was in recognition of Willis's skill in turning faculty ideas on instrumentation into functional designs. (Photo by John Majorossy, Illustration Services)

## Christmas pet is a long-term investment

Before you bring that puppy home for someone's Christmas surprise, be sure you're prepared for the financial obligations that will result, says Dr. Wayne McDonell, a clinician at the Veterinary Teaching Hospital.

Most people consider the regular cost of dog food and incidental expenses for a collar, dog tag and a toy or two, but they overlook the inevitable cost of preventative health care, he says. "The prospective dog owner should be prepared to spend a minimum of \$100 to \$150 per year for health care."

Vaccinations, de-worming procedures

and the treatment of common skin conditions represent only a few of the expenses a dog may incur. All dogs should be vaccinated against distemper, parvovirus and rabies. The initial series for these may total as much as \$60, and annual boosters could amount to an additional \$30 a year, he says.

If you choose to have your pet neutered, you could pay anywhere from \$75 to \$150 for a spay operation and \$50 to \$100 for castration. Costs vary depending on where you live, the age of the animal and complications that may arise. 0

## The Bigmac attack

*Only in America, you say!*

American-style fast food restaurants don't fit easily into the cultural framework of some other countries, says Gerald Rechert of the department of agricultural economics at the University of Munich, a recent visiting professor in the Department of Family and Consumer Studies.

In Germany, for example, the traditional meal schedule calls for a large, complete meal at noon and a lighter, usually cold, meal in the evening. Hamburgers don't fit into that schedule, so they are seen more as intermediate meals. In addition, Germans don't eat a lot of beef - they prefer pork - so McDonald's "100-percent beef" claim doesn't imply flavor and quality.

North Americans and Germans also differ in what they rate as most important in a restaurant, says Rechert. Speed of service and eating is rated as number one by North Americans; by Germans it's rated third. Germans rate the location of the restaurant as most important and the taste and the look of food second.

Traditional fast food outlets in Germany are street vendor stands, where customers don't expect to sit down to eat the sausage on a bun or any other item they may purchase. German people think of a restaurant as a place to sit down, relax and have a leisurely meal, says Rechert. So they don't like what they call the "sterile" atmosphere and the lack of proper cutlery in American fast food restaurants.

Young people in Europe like American-style fast food outlets and act as diffusion agents, introducing their families to new eating concepts, he says. But they can also give a product or business an image that the proprietor doesn't want. Fast food restaurants must attract a wider cross-section of customers to increase their stability, he says. To do that in Germany, for example, McDonald's has added beer to its menu to increase its "adult" image.

Rechert says American-style restaurants should be aware of cultural differences and of the changes occurring in traditional schedules as more women enter the workforce. Limited menus and identical buildings and decor do not appeal to many Europeans, he says, and businesses that want to succeed must take these factors into account. 0

## Job opportunities

As of *at Guelph* deadline Dec. 5, 1986, the following opportunities were available;

**Waiter/Waitress**, Food Services Department. Start rate: \$5.89 per hour; Job rate; \$7.15 per hour.

**Membership Secretary**, Macdonald Stewart Art Centre. Salary range; \$282.66 minimum; \$397.36 maximum.

*The following positions were available to on-campus employees only:*

**Clerk II**, Office of the Registrar. Salary range; \$291.19 minimum; \$336.53 job rate (level 5); \$419.16 maximum.

**Stenographer**, Veterinary Teaching Hospital, OVC; temporary full-time from Dec. 6/86 to April 30/87. Hiring range; \$255.27 to \$277.38.

**Secretary to the Provost**, Office of the Provost. Salary range; \$282.66 minimum; \$322.58 job rate (level 5); \$397.36 maximum.

**Technician (MTS IV)**, Microbiology Department. Salary range; \$384.87 minimum; \$445.09 job rate (level 5); \$551.86 maximum.

**Production Control Photographer, Illustration Services**. Salary range; \$319.62 minimum; \$348.61 job rate (level 5); \$419.16 maximum.

**Custodian 3**, Housekeeping Department. Job rate; \$10.25 per hour; probation rate; \$ .20 per hour lower than job rate.

**Stenographer**, Alumni Affairs and Development. Salary range: \$255.27 minimum; \$296.05 job rate (level 5); \$355.34 maximum.

**Library Assistant I**, Track I, Documentation and Media Resource Centre, Library. Salary range; \$247.17 minimum; \$286.72 job rate (level 5); \$355.34 maximum.

**Delivery/Material Handler**, Grounds Department. Job rate; \$10.54 per hour; probation rate; \$ .20 per hour lower than job rate.

It is the University's policy to give prior consideration to on-campus applicants. To determine the availability of University employment opportunities, contact employment services and training, Level 5, University Centre, or telephone 836-4900.

## Scholarship

The Department of Zoology is recommending an undergraduate award in the name of the late professor Tony Anthony.

If you wish to make a contribution, send your cheque, payable to the University of Guelph Development Fund (Tony Anthony Award), to Don Livingston, director of annual giving, Alumni Affairs and Development, Room 273, Johnston Hall. A tax-deductible receipt will be issued. 0

## Correction

In the Dec. 4 edition of *at Guelph*, an appointment notice incorrectly identified Dr. Ken Bateman, Clinical Studies. Bateman has been appointed assistant professor, retroactive to July 1.

## Personals

*Continued from page 8.*

**For Rent:** Three-bedroom furnished house with basement that could be fourth bedroom, January to December 1987, \$670 per month plus utilities, Ext. 2497 or 824-6735. New, fully furnished apartment to sublet Dec. 15 to Jan. 10, rent negotiable, Leo Hare, 824-9050. Room in shared house, \$250 per month, available Jan. 1, Ext. 4072 or 837-2037, after 7 p.m. Three-bedroom house, \$700 per month plus utilities, no pets, references required, available Dec. 15, 821-5412, after 5 p.m. Three-bedroom apartment, ground floor of house, use of yard, parking, no pets, available Feb. 2, 823-1560. Three-bedroom self-contained basement apartment, parking, use of yard, no pets, available Feb. 2, 823-1560.

**Available:** Slides from graphics, one-day service, Jim, Ext. 3725. Word processing, Ext. 6508 or 763-2944. Graphic artist available for commercial/technical artwork, Gabrielle, 824-6207. Barn space for horse or pony, \$90 per month, feed and board, 822-1859. Professional illustrations - anatomical, geographical, botanical, etc., logos or line drawings, references available, Lloy, Ext. 4048, or 836-6884, after 5 p.m.

*"Personals" is a free service offered by at Guelph for staff, faculty and students at the University. All items must be typed, double spaced, and submitted to at Guelph one week before publication.*

# Next Week at Guelph

**THURSDAY, Dec. 11, 1986**

**Worship** - ECUMENICAL CAMPUS MINISTRY, Fellowship and Conversation, noon to 2 p.m., PCH; COMMUNITY EVENING, 5 to 6:30 p.m., UC 332; EXPLORATIONS IN MEDITATIVE PRAYER, 5; 10 p.m., Chapel, UC Level 5.

**Public Lecture** - BIOTECHNOLOGY AND AGRICULTURE, Bob Church, noon, Holiday Inn, \$10.

**Bulk Food Sale** - PICK UP, 3 to 6 p.m., Maritime Cafeteria; continues Friday, 3 to 6 p.m.

## Briefly

**THE SECOND ANNUAL GLOBAL DEVELOPMENT AWARENESS** Week at the University of Toronto is Jan. 26 to 31. Throughout the week there will be a variety of speakers and panel discussions. For more information, contact Susan James, Development Education Program, Centre for International Programs, Ext. 6914, or the University of Toronto.

**GUELPH FIELD NATURALISTS** is conducting its annual Christmas bird census Dec. 20. This is an all-day event; for details contact Larry Hubble, 1-855-6634.

**SPECIAL GUEST SPEAKER** for OVC's 125th birthday Feb. 12 is William Jarrett, department of veterinary pathology, University of Glasgow Veterinary School. He will speak on "Vaccination Against Retroviruses; From FAIDS to AIDS." FAIDS stands for Feline Acquired Immune Deficiency Syndrome, and Jarrett's research has laid the groundwork for subsequent work on AIDS. The lecture will be at 3 p.m. in War Memorial Hall. Classes at OVC after 3 p.m. will be cancelled to allow students, faculty and staff to attend.

**HONDURAN TRAVEL AND AWARENESS PROJECT** is an opportunity to study and experience the historical, political and cultural elements of the country. Departure date for this 10-day tour is Jan. 9 from Toronto; cost is \$1,550. For more information, contact Susan James, Development Education Program, Centre for International Programs, Ext. 6914, or Eric Robinson, Niagara Consulting Services Ltd., St. Catharines, 416-688-1880.

**THE ANNUAL CLUB CHRISTMAS PARTY** for members of the Faculty Club is Dec. 12 from 8 p.m. to midnight in the club, Level 5, University Centre. Traditional hot mince pie, Christmas cakes, eggnog and hot spiced cider will be served.

**AFRICAN DISCOVERIES KENYA 1987 EDUCATIONAL TOUR** departs Feb. 18 and returns March 8; cost is \$3,200 with a deposit required by Dec. 24. For more information, contact Susan James, Development Education Program, Centre for International Programs, Ext. 6914, or Karanja Njoroge, 902-424-7077 or 902-424-7091.

**INTER-VIEW MAGAZINE**, produced by the University of Toronto's International Relations Society, is attempting to establish a loose network among Canadian and foreign students interested in international relations. The first issue of the magazine is at the Development Education Program, Centre for international Programs, 15 University Ave. E.

**LANGUAGE COURSES** being offered by the Continuing Education Division during the winter semester include a three-hour workshop, "How to Learn a Language," which offers strategies and advice to help learners derive the maximum benefit from a language course. The \$15 course fee will count as a credit applicable to any Winter '87 Continuing Education language course. "Business Communications in French" is a 10-week course beginning Jan. 26. The Certificate Program in French as a Second Language offers levels I, II, III and IV. All students will have their knowledge of French assessed through a preregistration placement and orientation interview in Room 026, MacKinnon building, Jan. 19 or Jan. 21 from 7 to 9 p.m.

**Guelph Field Naturalists** - MEMBERS NIGHT, call Stewart Hilts for information, 836-7657.

**FRIDAY, Dec. 12, 1986**

**Worship** - ROMAN CATHOLIC MASS, 8; 10 a.m., Chapel, UC Level 5; CHINESE CHRISTIAN FELLOWSHIP, 7 p.m., MacK 117A.

**Faculty Club** - ANNUAL CLUB CHRISTMAS PARTY, 8 p.m. to midnight, Level 5, UC.

**SUNDAY, Dec. 14, 1986**

**Worship** - ROMAN CATHOLIC MASS, 10; 10 a.m., PCH; ECUMENICAL CAMPUS MINISTRY (Anglican, Presbyterian, United), 10; 30 a.m., Chapel, UC Level 5.

**TUESDAY, Dec. 16, 1986**

**Schedule of Dates** — EXAMINATIONS CONCLUDE.

**Senate** — MEETING, 8 p.m., MacN 113.

The following abbreviations are used in *Guelph*: AC-Athletics Centre; ANNU=Animal Science Nutrition; APS-Animal and Poultry Science; BG&Z=Botany-Genetics-Zoology; CM-Chemistry-Microbiology; CS-Crop Science; CSRC-Counselling and Student Resource Centre; Eng-Albert A. Thornbrough building; FS-Food Science; HAF-Macdonald Stewart Hall (Hotel & Food Administration); HB-Human Biology; Hort-Horticultural Science; ICS-Institute of Computer Science; JH=Johnston Hall; LA-Landscape Architecture; L/A-Lennox/Addington; Lib-McLaughlin Library; LRS-Land Resource Science; Mac-Macdonald Hall; MacK=MacKinnon building; MacN-MacNaughton building; PCH=Peter Clark Hall; VC-University Centre; WMH-War Memorial Hall.

## Personals

**For Sale:** Child's downhill skis (130 cm); downhill ski boots, size 4; rectangular black fire-screen, 67 x 96 cm, 821-9228. Apple IIe computer with color monitor, double disc drive and Roberts PR 1212A printer plus Apple works software, 836-3928, after 6 p.m. CCM red hockey pants, junior medium size; Bauer 100 hockey skates, boy's size 5; boy's hockey skates, size 1; girl's figure skates, size 4, 821-5412, after 5 p.m. Bateman, Parker, Lester prints, 824-5865.

**Wanted:** Used electric train set, Don, Ext. 2440, or 856-4600. Graduating female student requires room in Don Mills area, Monday to Friday until spring. Clean, quiet, non-smoking, professional, references available, Marilyn, 822-4522.

*Continued on page 7.*



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