

Current Events

For these defences visit www.sfu.ca/sfunews

MONDAY, FEBRUARY 12

LECTURE | 12:45 pm | Burnaby campus | AQ 5067 | Shelley A.M. Gavigan, Osgoode Hall Law School on: Prisoner Never Gave Me Anything For What He Did: Aboriginal voices in a prairie criminal court, 1876-1903.

LECTURE | 7 pm | Vancouver campus | Transportation engineer Vukan R. Vuchic, University of Pennsylvania on: The Role of Rail Transit in Making Cities Sustainable | Free | Reservations required. 604.291.5100 or cs_hc@sfu.ca.



WEDNESDAY, FEBRUARY 14

READING AND PERFORMANCE

| 12noon | Vancouver campus room | HC 1425 | Joy Coghill and Stephen Aberle; *Poems to Love: Songs and poems for Valentine's Day* | Free | Limited seating | Reservations: 604.291.5100 or cs_hc@sfu.ca.

THURSDAY, FEBRUARY 15

LECTURE | 7 PM | Vancouver campus | Author and lawyer Marc Denhez on: Landmarks, Not Landfills: Keeping Canadian cities out of the dumpster | Free | Reservations: 604.291.5100 or cs_hc@sfu.ca.

AUTHOR READING | 7:30 pm | Vancouver campus | Guy Gavriel Kay, award-winning author of nine novels and an acclaimed collection of poetry, reads from his new book, *Ysabel*. | Tickets \$12 from White Dwarf Books, 3715 W. 10th or call 604.681.6330.

SATURDAY, FEBRUARY 17

LAUNCHING FOUR BOOKS | 2 pm | Vancouver campus | Meet the authors of four new Chinese books: *Random Thoughts from Edmonton* by Laifang Leung; *Strolling Through Maple Woods and Coconut Grove* by Susie Tan; *Images: A Cultural Anthology* by Paul Yeung, and the *Anthology of Chinese Canadian Writers III* | Free | Information: 604.291.5089.

TUESDAY, FEBRUARY 20

FACULTY WORKSHOP SERIES | 1:30 pm | Burnaby campus Speaking to be heard: Developing effective voice and communication skills | For SFU instructors | Further information: www.lidc.sfu.ca.

WEDNESDAY, FEBRUARY 21

ALUMNI LEADER FORUM | 4:30 pm | Burnaby campus Diamond Alumni Centre | Meet our outstanding alumni award winners and hear their inspiring stories of success and leadership at this special event and catered reception. | To register: www.sfu.ca/alumni/events.

THURSDAY, FEBRUARY 22

BILL GASTON READING | 12:30 pm | Burnaby campus, Library | room 7100 | Victoria fiction writer Bill Gaston, author of the short story collection *Gargoyles* will read from his work.

FACULTY WORKSHOP SERIES | 1:30 pm | Burnaby campus EDB 7512 | Preparing writing-intensive courses | Further information: www.lidc.sfu.ca.

SFU'S NEW BRAND IDENTITY

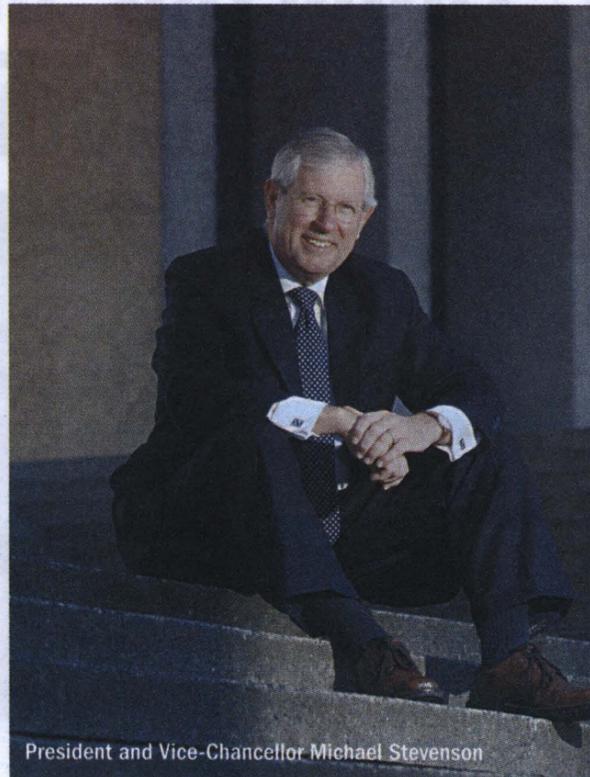
A message from President Stevenson

Over the past 40 years, SFU has grown from a small, innovative institution with a fresh mission and a local student base to a major Canadian university with an expanding presence on the international stage. We now have three campuses, six faculties, 60 departments and schools, 63 institutes and centres, our first international dual-degree program, and a student enrolment of more than 25,000.

Each individual department and program has built a strong identity within its own specific communities, but the image of SFU collectively has been relatively unclear. Our visual identity has been distorted by the tendency for every unit on campus to take a unique approach to letterhead, business cards and even the use of the university's crest. This may be typical for dynamic, rapidly growing, young organizations such as ours, but with increased competition for students, faculty members, staff, research grants, government funding and philanthropic investment, we need to stand above the crowd.

To achieve this, SFU, like other universities, has sought ways to encapsulate our complexity in a clear visual identity and tagline summary of our distinctive vision and mission. Our goal has been to develop a new SFU brand, building on our heritage and success, inspiring us as we move forward, and strengthening our position on the world stage.

I am now announcing the creation of a new visual identity for Simon Fraser University, which includes a new logo, business cards, stationery, website design and recommendations for applying the new logo to all of



President and Vice-Chancellor Michael Stevenson

our marketing materials and signage. The new logo is in fact a return to our past. The original SFU logo – a “toothpaste” stripe of the three letters – was designed in the 1960s by renowned visual artist Iain Baxter of the legendary Centre for Communication and the Arts in the Faculty of Education. The new logo is again a bold, clear and contemporary representation of the letters SFU, designed by Jim Rimmer, perhaps Canada's premier font designer. His papers are deposited in SFU's Special Collections, and the SFU Library's “Rimmerfest” celebrated his achievements this past November.

The new logo is supplemented by a tag line – “Thinking of the World” – which has emerged from a process of consultation with high school students and counsellors, current students, staff, faculty, alumni and community stakeholders. It speaks to the role that the university plays in fundamental research uncovering the mysteries of the world, and applied research responding to the needs of the wider community, as well as to SFU's distinctive commitment to active social engagement locally and globally. The logo and tagline have been accepted by the Board of Governors and will be used from this day forward.

Together, the logo and tagline create a new visual identity which will, I hope, create in the external community greater recognition of SFU's collective presence and achievements, and a more consistent impression of this university's values and commitments.

As we think of the world, the world will think of SFU.

SECOND DVD RECALLS SFU'S EARLY YEARS

BY STUART COLCLEUGH

The SFU Retiree Association is publicly premiering its second video disc in as many years on the university's early history, with the airing Feb. 15 of *The Instant University* at the Burnaby campus Images Theatre, from 1:30 – 3:20 pm.

Their first, 45-minute oral-history DVD, *The Excitement of the Early Years*, was produced by Joel Schwarz, then with the education faculty's Centre for Educational Technology, and first shown in 2005 during the run-up to the university's 40th anniversary last year.

Schwarz also helped create *The Instant University* in 2006, this time as a member of SFU's Learning and Instructional Development Centre (LIDC) media design group. Both DVDs were funded as part of the 40th anniversary celebrations.

The two videos combine archival film footage and still photos with first-hand reminiscences by retired staff, faculty and students to create a compelling account of SFU's first five years, from 1964–69.

The Instant University DVD runs about 50 minutes and features interviews with 13 students, staff and faculty from 1965–69. They include Dave Cutler, Susan Digney, Lorne March, Marg Jones,

Nini Baird, Dennis Roberts, Ken Strand, Kenji Okuda, Alan Aberbach, Elinor Ames, Andrea Lebowitz, Leigh Palmer and Shue Tuck Wong.

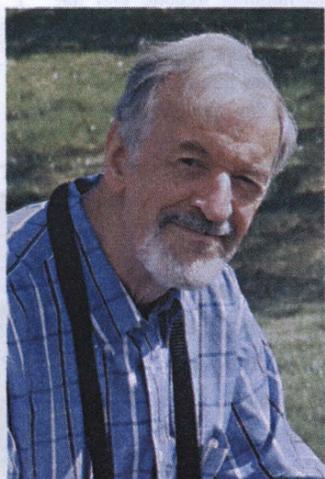
Participants in *The Excitement of the Early Years* include Ron Baker, Marilyn Cairns, Win Caldwell, Roy Carlson, Harry Evans, Allen Garr, Maurice Gibbons, Thelma Finlayson, Malcolm Page, Klaus Rieckhoff, Stan Smith, Hal Weinberg and Stan Wong.

Both DVDs can be purchased for \$20 each at the Feb. 15 showing. For more information, visit www.sfu.ca/retirees.



The LIDC media design group: (l to r) Francis Campbell, Andrew Szendrey, Joel Schwarz, Rick Tunstall and Jonathan Nodrick.

HONOURING DISTINGUISHED SERVICE



Chancellor's Award winners Barry Forbes (l), Ray Spaxman (r)

Forbes, Spaxman Win Chancellor's Award

BY STUART COLCLEUGH

SFU will honour credit union president Barry Forbes and urban planner Ray Spaxman with Chancellor's Distinguished Service awards during its 2007 awards ceremony Feb. 15, 4 – 6 pm, at the Burnaby campus Diamond Alumni Centre.

The award recognizes individuals outside the university community who have made a distinguished contribution to the province in areas in which SFU has a major interest or direct association.

Spaxman, who was the City of Vancouver's planning director from 1973-89, has

more than 30 years of international experience in planning and design. In 1999, he was appointed to the board of the SFU Community Corporation, which was just beginning development of the award-winning UniverCity residential community on the Burnaby campus. Spaxman's willingness to become involved at the start of the project and his contribution to the development's vision have been instrumental to UniverCity's success.

Forbes, who was a charter student at SFU, has been the president and CEO of Westminster Savings Credit Union since 1978. During that time, he has

overseen a tremendous expansion of the organization.

In 2002, Forbes was appointed to the newly formed SFU Surrey Advisory Council to help guide SFU's expansion into the South Fraser region. He now chairs the council and his involvement has significantly helped to forge strong links between SFU and the community.

Forbes' outstanding support and contributions to the development of its new Surrey campus have helped SFU to quickly establish itself as a major presence in the area, which will have long-term positive impacts in the entire region.