

the connection



Mount Saint Vincent University, Halifax, Nova Scotia

Exporting Follow-Up

As a result of a very positive response from the business community, Dr. Erdener Kaynak, Chairman of the Department of Business Administration at Mount Saint Vincent University, has put together a short paper on the subject of exporting in Nova Scotia, based on his recent research ("Exporting by Chance", November 30 issue of **The Connection**).

In his paper he outlines the reasons why many Nova Scotia companies fail to take advantage of export opportunities and offers advice, based on his research, to those who may be considering exporting.

The research led him to the conclusion that Nova Scotia firms need a profound understanding of business practices and procedures in export markets and should adopt an international outlook. "This is why I have put down some thoughts and conclusions on the subject which may be of use to Nova Scotia business people," he says.

Copies of Dr. Kaynak's paper can be obtained from the Mount, by calling extension 198.

At The Art Gallery

A \$33,000 grant has been awarded to the Mount Saint Vincent University Art Gallery, through the museum assistance program of the National Museums of Canada.

"This will enable the gallery to upgrade facilities, particularly in regard to environmental controls for the exhibition area and associated work spaces, an important consideration when world class material is being shown," Mary Sparling,

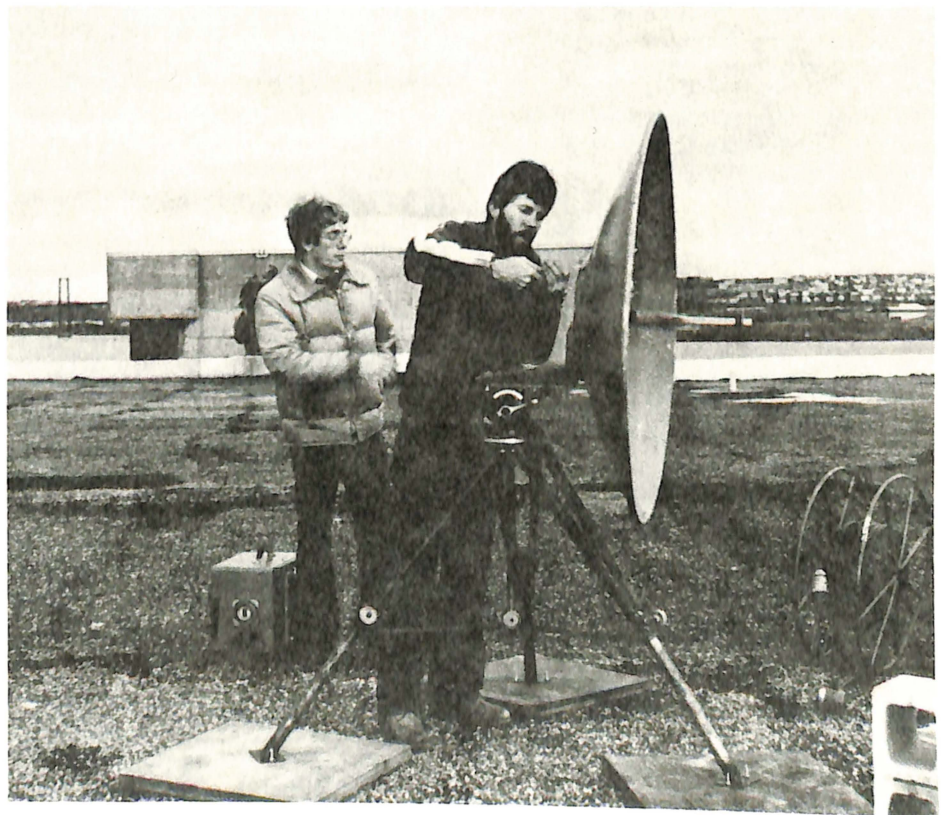
Director of the Gallery says.

The work space has long needed humidity and temperature controls and the upgrading work is expected to begin in the New Year, she says.

Members of the Board of Trustees, National Museums of Canada, visited the Art Gallery last summer. The chairman, Dr. Sean Murphy, subsequently sent a letter in which he said, "I was most struck by

the life and vitality you have imparted to the Mount Saint Vincent Art Gallery. Your program is exciting and I was especially impressed with the exposure that is available to students. You have made the Art Gallery important to Mount Saint Vincent University as well as to the Halifax community."

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Personnel from Maritime Telegraph and Telephone Company Limited installed special equipment on the roof of Seton Academic Centre, in preparation for the inauguration of the I.I.T. program (Interactional/Instructional Television) which got underway at the Mount last week. Classroom 316 at Seton is linked via microwave to four other locations in the Metro area and classes are transmitted on a daily basis to students in these receiving locations via black and white television and two-way audio.

The pilot project, unique in Canada, will last for four months, enabling participants to take both credit and audit programs without having to travel to the campus.

alumnae update

Catherine Cox, Class of '76, who took two years of the Mount's secretarial program and then quit, could possibly have been an example of what NOT to do. But a bright intelligence and vivid personality enabled her to hold down a job which might be the envy of any fully qualified BSA — that of administrative assistant to Jean Chretien, Minister of Justice.

Cox explains, "I went to Ottawa after I left the Mount because I had always been interested in politics and wanted to see what went on at the top. I worked for the P.C.'s for six months, then after they lost the federal election in 1979 I went to work for Jean Chretien."

Her first impressions of the political scene were disillusioning.

"I used to watch our Members of Parliament in the House of Commons behaving like little boys," she says, "but after a while I came to realise how hard many of our politicians work. I respect Jean Chretien more than any other politician — I've never seen anyone work like he does. He's very well loved by the general public and he loves Canada — every bit of it!"

A man of strong personality and strong convictions, according to Cox, and completely without cynicism.

"My main job while I worked for him, was to answer letters regarding the Constitution," Cox says. "Those letters told me how much people admire and respect him."

Cox maintains that the general public is "really ignorant of what politicians do. It's a pity we have to judge them. I've very little respect for the Ottawa journalists. They act like savages and do anything to get a story." She believes we tend to view all politicians through the eyes of the media and "that's not a true picture." She cites Opposition Leader Joe Clark as an example of an honest politician whose reputation has not been helped because of the attitude of the media.

After spending a year working with the Minister of Justice, Cox decided to return to the Mount where she is now working for a degree in Business Administration.

"I'm very thankful for my experience out in the working world," she says, "but now I'd like to get my MBA and eventually get a job in business management. I enjoy organizing and planning and I'm ready to go anywhere in the country for the right job after I get my degree."



From "Tiles Tell a Tale", one of the current exhibits at the Art Gallery.

Notes

Student Services is pleased to welcome Dr. Janet Veinot-Nash as the new campus physician. Dr. Veinot-Nash is a graduate of Dalhousie Medical School and Dalhousie University Family Medicine Residency. Her office hours in Rosaria Centre will be Monday, Tuesday, Thursday and Friday, 9 a.m. to 4 p.m. ***

Imperial Oil Higher Education Awards have been received by a number of Mount students whose parents are employees of that company. C.M. Boone received \$1,167; J.L. Mallow, \$1,095; K.L. Shay, \$1,065; L.L. Silver, \$1,065 and S.G. Wentzell, \$1,065. All are residents of Dartmouth. ***

Co-operative education applications for all first year students must be submitted before January 18. Application approval interviews will be held January 25-27. ***

For many students, life after university seems like a big question mark. Often they are unaware of the wide range of options available. The week January 25-29

has been designated as a career exploration week with the special theme "Exploring Your Tomorrow". Each day during that week will have a special theme with an exciting line-up of lunchtime speakers to talk informally about their own working experiences. Displays and films will also be featured. For more information, contact Student Services, extension 357. ***

Richard Needham, Globe and Mail columnist, will be on campus to talk to students at 3:00 p.m. on Wednesday, January 13. Watch daily bulletins for further details.

Awards Available

Gulf Canada Limited Graduate Fellowships:

To be awarded to candidates pursuing studies directly related to the petroleum industry in the fields of business and management, computer sciences, mathematics, geology, geophysics, engineering physics, chemistry, ecology and other related sciences.

Emergency Planning Canada Research Fellowships:

To encourage disaster research and emergency planning in Canada by developing a number of qualified professionals in this field.

Robert and Mary Stanfield Foundation Undergraduate Bilingual Exchange Scholarships in Canadian Studies:

To improve understanding between French and English-speaking Canadians. The scholarships will be awarded to assist winners in ongoing studies related to Canada, its cultures, people and institutions and to encourage personal development in anticipation of their greater contribution to Canadian society.

Telelobe Canada Graduate Fellowships:

To be awarded to a candidate whose field of study is directly related to international telecommunications.

Deadline for applying for any of the above is February 1. Contact the Financial Aid Office, Rosaria 116.

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Downstairs Gallery, until January 24 "Tiles Tell a Tale", a colourful display of more than 80 tiles from the Royal Ontario Museum's European and West Asian departments.

Persian, Spanish, Dutch and English tin glazed tiles will be on display to illustrate the role that tiles have played as a sophisticated manifestation of the decorative tradition. They have been used for centuries for such diverse things as floors, building facades, room interiors and even furniture and by studying the various groups of tiles, some of the general trends in execution and use throughout the ages will become evident.

Upstairs Gallery, until January 24

Used crankcase oil, ink, thinned acrylic paints, wax, imbedded hair and thinned leather dyes are all used to give a "real life" look to **reconstructions of Micmac costumes**, on display on the Upstairs Gallery.

"This is an exhibition that will be of particular interest to anyone interested in the history of Nova Scotia," Mary Sparling, Director of the Gallery, says, "and also to students of costume design."

Created in 1980 for the Nova Scotia Department of Education's television special "Mi'kmaq" (a co-production with CBC Halifax), the reconstructions were researched and painted by Ruth Whitehead of the Nova Scotia Museum and prepared

under the supervision of Melodie Dauphinee of the CBC Costume Department. The costumes were based on 17th century documentation, on the archaeological evidence, oral tradition, and on comparisons to surviving clothing of a later period and other native cultures.

The exhibit "Mi'kmaq: Micmac Costume Reconstructions from the Fifteenth Century" ranges from everyday garments

to the richly-decorated clothing and accessories of a wedding celebration. Five CBC videotapes accompany the exhibit.

Ruth Whitehead and another museum staff member, Joan Waldron, will give demonstrations of pre-contact Micmac painting techniques using natural pigment, bone painting tools and moosehide, at the Art Gallery on Wednesday, January 13, 1-5 p.m.

Faculty on the Move

ATV's popular program "Live It Up" recently had an item on **Dr. Ron Van-Houten's** research into speeding. Scenes of Dartmouth were shown and Dr. Van-Houten described how successful the research had been. Anyone interested in seeing the item can watch a video tape of it in the A/V Department, Seton. ***

Dr. Mairi Macdonald, Director of The Centre for Continuing Education, has been elected chairperson of the Research and Program Committee of the Metro Council on Continuing Education.

The purpose of the Council is to develop communications, co-ordination and co-operation among the agencies, institutions and organizations which are involved in promoting continuing education in the Halifax-Dartmouth area.

Dr. Lillian Wainwright recently attended the annual meeting of the Canadian Council of University Biology Chair-

men at Montebello, Quebec. She co-chaired a panel on Ethical Considerations in Biology". Dr. Wainwright has been a member of the organization's executive for the past two years. ***

Dr. Erdener Kaynak, Chairman of the Mount's Business Administration Department, recently attended the Atlantic Schools of Business 1981 annual conference held in Saint John, N.B. More than 100 delegates from across Canada and the United States presented papers on various aspects of business. Dr. Kaynak was the marketing track chairperson and proceedings editor. The 1984 conference will be hosted by the Mount.

Dr. Kaynak also travelled to India right after the Christmas holiday to chair a meeting on Agricultural Marketing Strategy and the Developing World. He delivered two papers dealing with a National Marketing Plan and Service Marketing.



Some of those who received their long-service awards at the President's Christmas party were available for this cheerful photo. Left to right: Sylvia Fraser, Greg Coakley (who received the award on behalf of his wife, Gerry), Brenda Arsenault, Goldie Arsenault, Reine Larouche, Tex Barkhouse, Bonnie St. Peters, Pat Butler, Carol Goodwin-Hatt, Vi Porter, Marie Kelly, and Len Kelly. Others who received awards but are not in the picture are Ronald Adams, Donald Boutilier, Charles Gammon, Isabel Hines, Irene Pritchard, Butch Shaw, Sandra Shepard, Joan Strong, Rena Casey, Muriel Giles and Ida McMaster.

When The Fire is Over

Dr. Marguerite Flinn of Mount Saint Vincent University's Biology Department, has been engaged in painstaking and often arduous research for the past five years to determine how we can begin thinking of fire as a friend rather than a foe in our forests.

Flinn and her field assistants spent weeks in the Acadian forest (the name given to all forest areas in Nova Scotia and New Brunswick) in all weathers, in the height of the insect season, doing hard manual work because, as she explains, "I couldn't bring the forest into my laboratory for this particular experiment."

Flinn was trying to discover the regenerative potential of certain plants after fire. Many of Atlantic Canada's native plants have rhizomes — long stems which go down under the soil for a few centimeters and then make a horizontal turn to run underground for several inches, or sometimes several feet. They pop above ground again to form new plants, but all along the length of the rhizome are tiny buds which are also potential plants. If the mature plant is damaged by fire, these buds are encouraged to sprout, so in place of two plants, seven or eight new ones may appear.

Playing With Fire

Her "playing with fire" experiments were carried out in 75 specially selected forest and bog areas. Each plot was two metres square and in groups of three to represent spring, summer and fall conditions. The individual plots in each group had to contain almost the same number of plant stems, in order to make the experiments consistent.

The plots were burned under controlled conditions with special equipment designed for the experiment. The Department of Lands and Forests always had a team on hand, and two students stood by with water packs in case anything went wrong. It never did!

Results showed that no matter what plants were destroyed above ground, all regenerated after a few months, but the dominance of the species changed. In every case blueberries took over, and Flinn says her research may lead to using some bogs which are not very productive for the cultivation of blueberries.

Experimenting with light, medium and intense fires, Flinn discovered that light fires, which don't reach sufficient depth to destroy the rhizomes, are the best for encouraging a blueberry crop.

Knowing the exact rhizome depth of certain plants and knowing just how much intensity of fire is needed to reach that depth "gives us the ability to wipe

out or encourage certain plants," Flinn says.

Small Section

In order to further experiment with soil heat penetration, Flinn and her team dug what she calls thirty "graves". She explains: "We left a small section in the centre of each grave uncut. Then we placed a bottomless box over that section and cut it away carefully so as not to disturb the composition of the earth particles. Everything had to remain exactly as it was in the natural state, otherwise the experiments would have been worthless."

These samples were taken back to her laboratory and subjected to various degrees of heat for varying lengths of time to determine how fast and how far heat will travel into the ground under certain conditions.

In one case a sample was subjected to 570 degree Celcius heat for 70 minutes. But after the heat source was removed, the heat continued to penetrate the earth for another 150 minutes, until it had reached a depth of 12 centimeters.

"This kind of knowledge is important," Flinn says, "it tells us what to expect in different types of forest fires. In some cases, the flames may be out, but the damage is still going on underground."

Flinn's work could prove important in the prescribed burning of forest lands for forestry of wildlife management. By taking into consideration the species present before the burn, fire intensity could be controlled in order to inhibit or stimulate certain species of plant.

It could also be of value in increasing Atlantic Canada's blueberry production.

Job Markets

The demand for graduates in liberal arts rose by five per cent during 1981, according to a recent report released by the College Placement Council, a U.S. agency.

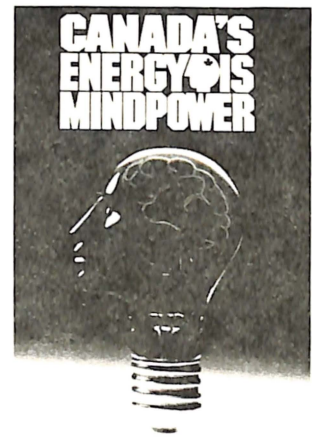
Companies were looking for 23 per cent more graduates with bachelor's degrees in science, mathematics and other technical areas; 29 per cent more with master's degrees and 32 per cent more with doctorates.

Business graduates with bachelor's degrees found a 13 per cent increase in job opportunities and MBA's saw a 15 per cent increase in demand.

The report was based on a survey of business and industrial companies, federal agencies and non-profit and educational institutions in the United States.

A similar Canadian study, carried out by

the Technical Service Council, showed that the demand for new university graduates was expected to be even stronger than in 1981 with employers seeking accounting, commerce, business administration, computer science and engineering graduates.



Art College Chosen

The Nova Scotia College of Art and Design (NSCAD) is one of five art colleges around the world chosen to produce international symbols for the International Organization for Standardization (ISO). Visual communication students, under the direction of their professor Horst Deppe, are to design internationally understood symbols for such common signs as lost and found, currency exchange and firefighting equipment. NSCAD was chosen to design the symbols after successfully completing a similar ISO test project in 1978. The other schools picked to take part are the Hungarian Academy of Arts and Crafts, the Bezalel Academy of Arts and Design in Jerusalem, the Uygulomali Endustri in Istanbul and Ohio State University in the United States.

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