

REVIEWplus

VOL. 4, ISSUE 4, 2009



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in our Snap Judgments'09
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REVIEWplus

Volume 4, Issue #4, 2009

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And don't forget to check out the Winter edition of **Q-Pod**, the Alumni Review podcast. Music, feature interviews and your chance to win a valuable prize by answering our trivia question. Visit www.alumnireview.ca for all the details.

COVER PHOTO:

This charming photo by Karen Daigle, Artsci/PHE'07, capturing a playful moment between her five year old cousins, ring bearer and flower girl at a recent wedding, was one of the Honourable Mentions in our Snap Judgments 2009 photo contest.

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RP3

PHOTO COURTESY OF ROBERT KENNEDY PUBLISHING



RP10

QUEEN'S ARCHIVES PHOTO

Clean, lean, and beautiful

She once weighed 200 lbs. Not now. Tosca Reno, Artsci'83, has transformed herself into a svelte cover girl and fitness guru, and now she's keen to share her secrets with others.

BY GEORGIE BINKS, ARTSCI'75



PHOTO COURTESY OF ROBERT KENNEDY PUBLISHING

At age 50, Tosca Reno can boast of having a physique rivaling many women half her age.

“Instead of following someone else’s nutritional plan, Tosca developed her own regimen, based on what body builders were doing.”

For Tosca (Van Diepen) Reno, Artsci'83, singing about “oil thighs” was as close as she got to worrying about body fat during her student days at Queen’s. These days, it’s a very different story.

Tosca has turned her personal transformation from everyday housewife to fitness maven into a successful business making the Mississauga, Ontario-based grad one of the Canada’s top female fitness mavens. The once-200-pound Biology major now graces magazine and book covers with a body that rivals those of most women aged half of her 50 years.

Tosca admits that getting in shape wasn’t just about looking better. She wanted to tap into her own potential. “I’d been making the lives of my kids and husband my priority and had ignored my own life,” she explains.

All that began to change for Tosca about 10 years ago. She accepted a challenge to compete in a body-building competition. “When I picked up the weights and started ‘Eating Clean,’ that’s when I experienced the biggest change,” she says.

Instead of following someone else’s nutritional plan, Tosca developed her own regimen, one that was based on what body builders were doing. “Body-builders practise an extreme version of eating clean, which is a kind of deprivation,” she says. “When I realized how powerful the eating-clean diet was, I thought I’d make it a mainstream way of eating and include more healthy foods.”

In fact, she has labeled her diet and lifestyle “Eat-Clean”. Says Tosca, “The backbone of the Eat-Clean lifestyle involves eating lean protein and complex carbohydrates. It’s the answer to the question, ‘What do I eat and when?’”

She has a booming business based around her various Eat-Clean ventures. With a number of Eat-Clean books to her credit, including one for men, another for families and kids, and a workout book, as well as a cookbook, Tosca works as a motivational speaker, talking to corporate functions, service groups, and campus audiences. In fact, she spoke at Queen’s last spring. A regular columnist for *Oxygen* magazine (published by her husband Robert Kennedy), she has also appears regularly on such shows as the American entertainment show *Extra* and *The Doctors*, and she conducts personal consultations through her web site. (<http://www.toscaren.com/index.html>)

The future holds a new book deal with Harlequin that will see Tosca write an inspirational health and wellness book, an update of her Eat-Clean book, and three new television shows that are in the planning stages. She is also scheduled to return to campus on May 9, 2010, for a speaking engagement, an event she’s looking forward to since she has a soft spot in her heart for Queen’s, especially now that her daughters (by a previous marriage) Kiersten Corradetti, Artsci'10, and Kelsey Lynn Corradetti, BFA'13, are students here now.

Tosca says her Eat-Clean plan gives people the chance to enjoy their lives without food controlling them. “It isn’t about looking good,” she says. “It’s really about getting your health back, which in turn gives you your full human potential. My goal is to change the way North Americans eat, one mouthful at a time.” ■

And congratulations to ...

Our four-person panel of judges has sifted through the hundreds of entries we received for our 2009 Snap Judgments photo contest. Our Grand Prize winner and the winning entries in each of our four categories appear in the Fall print edition of the *Alumni Review*. Here we present the honorable mentions in each category.

CATEGORY: PEOPLE



Eric Webb, Sc'02, Ed'03,
Kingston, ON

"Drops of Joy"

"My six-year-old niece, Amber, at the water pad of the Kingston Family Fun World."



Karen Daigle, Artsci/PHE'07,
Toronto, ON

"Luc and Nicole"

"My five-year-old cousins as ring bearer and flower girl"



Janice Frame,
Department of Oncology,
Queen's University

"Iceman"

"Looking through a sheet of ice picked up from the shore at Lemoine's Point, Lake Ontario"

CATEGORY: PLACES

Dr. John Geddes,
Department of Family Medicine,
Queen's University
"Wolfe Island ferry at dawn"

John was up at sunrise one November morning to catch this photo of the Wolfe Island ferry as it cut its way through the Lake Ontario mist.



Jill Rooney, Artsci'99, Ed'01,
Kingston, ON
"Beautiful Bruges"

Jill captured this evocative image while on bike ride along the river from Bruges to Damme

Adrian Brett,
School of Regional Planning,
Queen's University
"Tree in Macdonald Park"

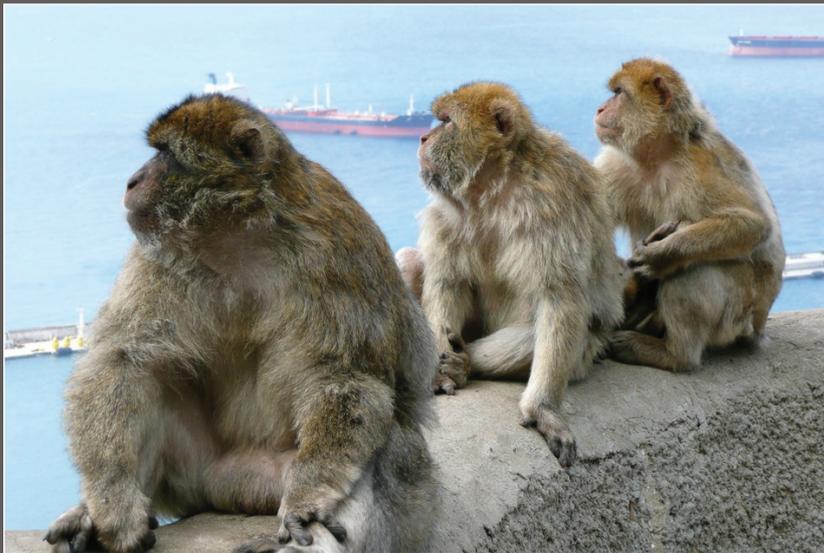
Adrian captured this image of a solitary tree along the shoreline of Macdonald Park in Kingston, ON, looking east toward Wolfe Island



CATEGORY: FLORA AND FAUNA

Kelly Reid, Artsci'08,
Point-Claire, QC
"Arrival of Spring"

Red tulips mark the arrival of spring's abundant wonders in Canada's capital region.



Peter Au, Sc'89,
Richmond Hill, ON
"Gibraltar Monkeys"

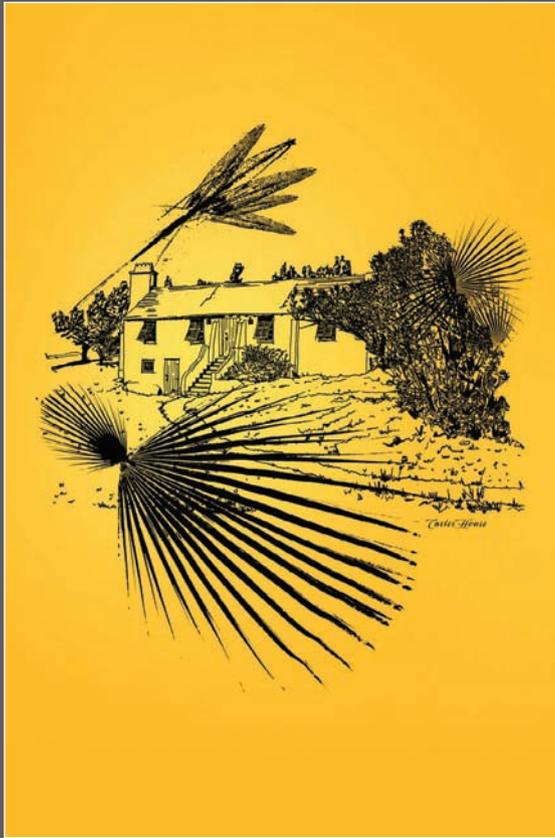
Up on the Gibraltar Rock, the monkeys are enjoying the view, too.



Prof. Philip Jessop,
Chemistry Department,
Queen's University
"Heron at Sunset"

A great blue heron in the Catarqui River at McLean's Trails Park, Kingston, ON

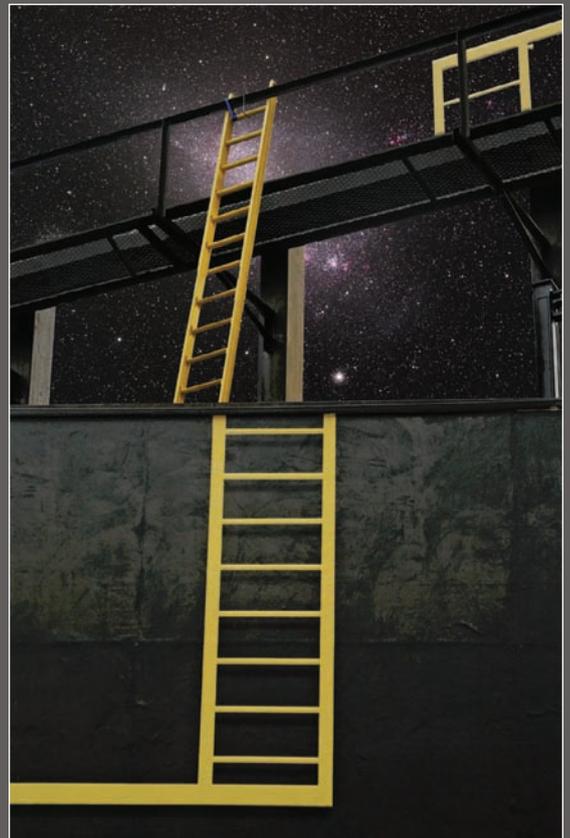
CATEGORY: DIGITAL ILLUSTRATION



Mary Danielle Carswell, Artsci'04,
Toronto, ON

"Carter House"

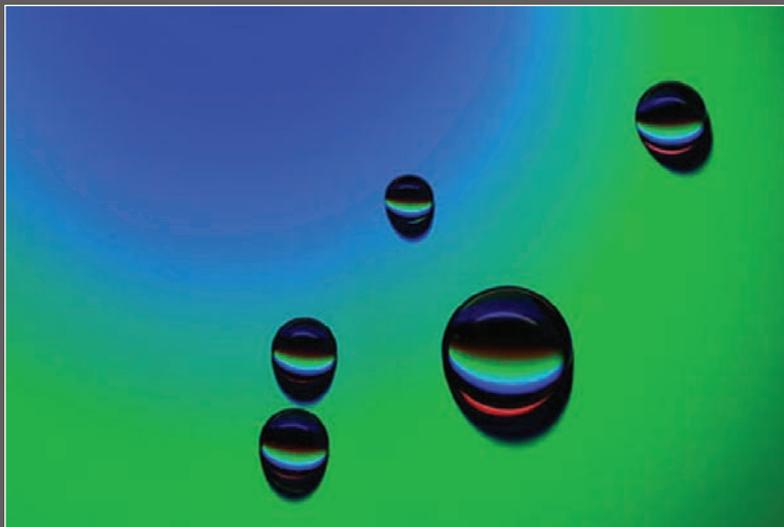
"The image of the house was originally a digital photo, which I turned into a digital sketch. The surrounding leaves were scanned and turned into a digital image."



Prof. Edward Zamble,
Emeritus Professor (Psychology),
Toronto, ON

"Aspiration (*Sic Itur ad Astra*)"

The ladders were on the side of a building in downtown Toronto. "But somehow, I saw them as climbing into the sky. It took several attempts, but eventually I hit upon the idea of a field of stars in the background." Prof. Zamble adds, "By the way, loosely translated the Latin means 'This way to the stars.'"



Diane Eastham, Arsci'74, Ed'75,
Waterloo, ON

"Magic water"

"The photo you see is what I saw through the lens of my camera and had received only very minor retouching in PhotoShop."

CATEGORY: PEOPLE'S CHOICE

Ted Goldring, Artsci'97,
Kingston, ON
"First breath"

"This photo shows the birth of my son Henry, by C-section on June 18, 2008. I was able to get this shot off just before the crying began." The bright operating room light gave the shot its intriguing lighting.



Jess Joss, Artsci'97,
Greenwoos, ON
"Family portrait"

"While walking along the beach in Venice, the sun started to set. As it glistened off the rippling water, we decided to take a family picture, but the beach was bare. Noticing our exaggerated shadows, we positioned ourselves as three distinct silhouettes and created a mysterious family portrait. "



Dan Wainman,
Cancer Biology and Genetics,
Queen's University
"Snail"

"I took this shot as the snail paused for a rest on its way to the next blade of grass," says Dan, who was the People's Choice winner in our 2008 Snap Judgments Photo Contest.

A SPECIAL THANK YOU ...

A special thank you to everyone who entered our Snap Judgments'09 photo contest, to our judges, and to our sponsors: Alumni Travel, Gohagan & Company, and Camera Kingston foto source.

To view all of the images in the various categories, please visit <http://alumnireview.queensu.dollco.ca/>

Laughter is the best medicine

Diagnosed with a rare and often fatal lung disease, Catherine Lawrence, Artsci'80, reacted the way she always does when facing adversity – she fought back ... and laughed while doing it.

BY GEORGIE BINKS, ARTSCI'75

In 2006, when Catherine Lawrence's doctors presented her with test results that explained why she was short of breath, they imparted two bits of life-altering information. One detailed the severity of her disease. The other offered advice on how to live with it.

Catherine learned she has Lymphangioleiomyomatosis, or LAM, a rare and often fatal lung ailment that's progressive and has no cure. LAM affects women of childbearing age. Its main symptoms fatigue, shortness of breath with exertion, chest pain, and coughing. Sufferers need a continuous supply of supplemental oxygen. Sometimes a single- or double-lung transplant is an option. Either can extend a LAM sufferer's life.

Doctors also advised Catherine how to cope with her disease. Their best advice? "They told me just to live my life," she recalls.

What they didn't realize was that Catherine is no typical mid-career woman. A lawyer-turned-laughter coach, she has always tackled life with a rare vitality, and so she had no intention of changing her ways. Crewing on a tall ship, heading up the first Canadian Women's Elephant Polo team in Nepal, and attending the NASA-affiliated Advanced Adult Space Camp in Huntsville, Alabama, are just a few of her past adventures. Battling LAM would be her next one.

With that in mind, Catherine began reading everything she could find about LAM. She also began compiling a binder of information – what she calls her "plan." It includes studies, medical articles, advice she gets from people, contacts, and her correspondence with doctors.

Catherine also was intent on tackling her disease with the help of her signature sense of humour. (She always keeps a rubber chicken at hand, while she records a cheery guffaw on her answering machine daily). When she set up a fund to raise money and awareness of LAM, which she dubbed it the "Green Eggs and Lam Fund."

Explains Catherine, "I can't do this if it's not fun. This stuff is hard work and it's serious, but I can take myself lightly doing it."

However, when a surprise birthday party friends threw for her raised \$120,000, Catherine knew it was no joking matter. She wanted to use the money as effectively as possible in her battle against LAM.

She and Amy Farber, the founder of the LAM Treatment Alliance in the U.S. (<http://tinyurl.com/ye2t6ww>) last spring organized what they called the Lung Destruction Summit at Toronto's MaRS, a non-profit innovation centre.

Those of us who have LAM are not in remission. Time is of the essence, and so researchers have to be in a hurry.

Their hope was that putting together the biggest experts in the field world-wide would help them combine their knowledge and possibly find a cure for the disease as well as accelerate an understanding of other common serious diseases from cancer to emphysema and chronic obstructive pulmonary disease. Its key question was this: "If money was no object, but time was in short supply, what would be critical to learn about lung destruction, modelling, repair and regeneration in LAM in order to advance the most high-impact clinically relevant interventions for women now living with the disease?"

The Green Eggs and Lam fund financed the entire summit, researchers' expenses, and even the kick-off party. Researchers praised both the summit and the efforts of Catherine and her team, lauding the sessions as being "intense and productive." Says Catherine, "There were 30 really brilliant minds in the room, and for eight hours it was amazing."

She knows time is of the essence in finding a treatment or cure for LAM, for her and for others who have the disease. "Those of us who have LAM are not in remission," she notes. "Time is of the essence [to us], and so researchers have to be in our hurry."

Catherine draws hope from all of the connections and the dialogue between experts from around the world. She's optimistic about future information sharing. "My dream has always been that the money we raise will go directly to science at a cellular level and that it make a direct impact."

Classmates and other friends of Catherine can contact her via email at survivalofthefunniest@gmail.com. ■



CALEY TAYLOR

The "Green Eggs and LAM" fund, started by Catherine, is one of the ways she's using laughter to battle her disease.

Fraternal follies

Fraternities and sororities, a notable element of student life at many North American colleges and universities, are banned at Queen's. However, as **REVIEW EDITOR KEN CUTHBERTSON** reports, it hasn't always been that way.

For more than a century now, fraternities and sororities have been central to student life on the campuses of colleges and universities across North America. These Greek-letter societies are focal points for a variety of activities, some of them laudable, others deplorable.

The U of T has them. So do McGill, Western, and several other well-known Canadian universities. South of the border, such elite Ivy League schools as Harvard, Stanford, Brown, Yale, and Princeton do, too – albeit reluctantly in the case of the latter two.

Supporters say fraternities and sororities provide undergraduate students with a much-needed sense of community, emotional support, and even a “home away from home.” Critics counter that these groups are exclusionary, elitist, and promote anti-social behaviour that's sexist, rowdy, and promotes binge drinking. Even if that's not really the case, it's the popular image that the 1978 film *National Lampoon's Animal House* had fun with and glorified.

Within the memory of most living alumni, fraternities and sororities have been conspicuous in their absence from Queen's campus. However, this wasn't always so.

No female students have ever tried to organize a sorority on campus – possibly because they had residences earlier than the men and Goodwin, Matheson, Gordon, and Muir Houses offered some of the best aspects of sorority houses, but there was a time in the early 1930s when it looked as if fraternities were taking root at Queen's. And they might well have done so, if the Alma Mater Society (AMS) – with the support of then-Principal W. Hamilton Fyfe – hadn't moved to outlaw them. In fact, 2009 marks the 75th anniversary

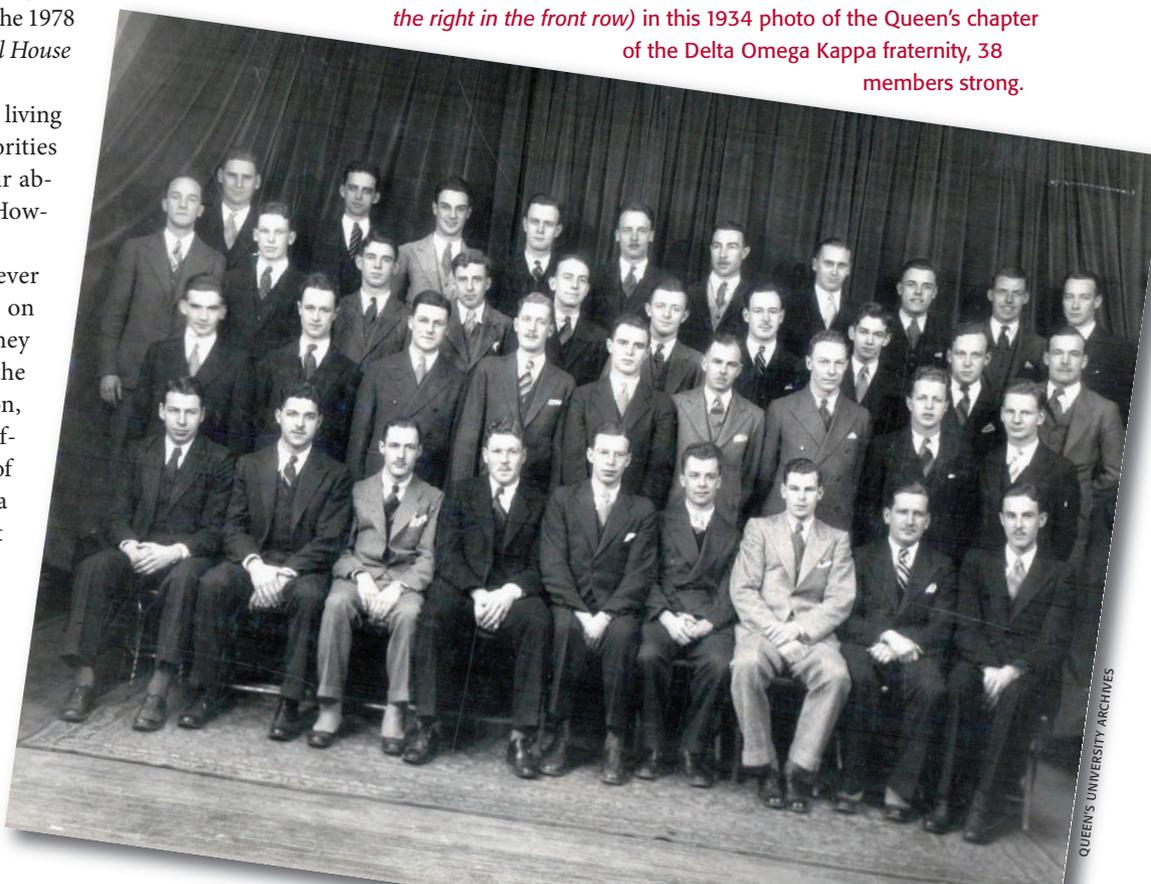
of an historic student vote to ban fraternities and sororities from campus, a move that followed a bitter and at times emotional debate and headline-making prosecutions that left a segment of the student population angry, hurt, and forever resentful towards their alma mater.

This little-known page of Tricolour history was inadvertently highlighted this spring when the University honoured retired Kingston businessman Graham Thomson, Com'34, at the first-ever Spring Reunion's “Re-Convocation” ceremony.

A few words of explanation are needed to clarify what this has to do with fraternities.

You see, Thomson is a former student; he never actually *graduated* from Queen's. Thomson was in the third year of his studies

Graham Thompson, Com'34, is front-and- centre (seated fifth from the right in the front row) in this 1934 photo of the Queen's chapter of the Delta Omega Kappa fraternity, 38 members strong.



ΑΓΡΑΓΣΑΔΓΑΔΦΑΕΠΑΚΛΑΣΦΑΤΩΑΦΑΑΦΔΑΧΡΒΣΨΒΘΗΒΧΘΔΧΔΚΕΔΦΔΨΔΣΦΔΤΔΔΥΖΒΤΖΨ
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Kingston resident Graham Thomson, the one and only president of Queen's chapter of Delta Omega Kappa fraternity, turned 100 in August. Forced to drop out of Queen's in 1933 for economic reasons, he never graduated, but remained a loyal alumnus. During a re-Convocation at Spring Reunion '09, Graham was proud to receive from Chancellor David Dodge a certificate citing him as an honorary graduate of the Class of 1934.

when he dropped out to work in his father's insurance business. That was in late 1933, the nadir of the Great Depression. Times were tough. "My family had no money," he recalls. "People were still buying insurance policies, but often it was difficult to collect the premiums."

Despite never having completed his degree, Thomson went on to a stellar business career. For many years he was one of Kingston's leading citizens, operating successful insurance and real estate brokerage businesses and volunteering for many civic causes. Through it all, he remained a loyal Queen'sman and encouraged his son, George Thomson, LLB'65, to follow in his footsteps. The latter did so, and, unlike his dad, was able to complete his Arts and Law studies. The younger Thomson has enjoyed such an exemplary legal and public-service career in Ottawa that Queen's gave him an honorary doctorate in 2007.

In recognition of the elder Thomson's long association with Queen's and to acknowledge the fact he's one of only about a dozen of the 388 original members of the Class of 1934 who are still with us, in May the University awarded him a certificate of attendance. When his good friend, *Emeritus* Professor (Political

Studies) Stewart Fyfe, Arts'49, MA'55 (no relation to Principal Fyfe), contacted the *Review* to ensure the news was duly reported in the magazine, he mentioned in passing Thomson's role in the dramatic events that led to the banning of fraternities and sororities at Queen's in 1934.

This was the first I'd heard of this. I knew the University had outlawed fraternities and sororities, but had only a sketchy knowledge of the why and when details. The news that Thomson was a key figure in the process prompted me to ring him up in hopes of learning the details.

Although he turned 100 in August, Graham Thomson is still relatively hale and hardy. Since he lives in one of those grand old Victorian houses just a few blocks north of campus, he suggested that I drop by to see him. He would, he said, tell me the story of his role in the drama that ended in Queen's banning fraternities and sororities.

"I was the president of Delta Omega Kappa in 1933," Thomson recalled when I called on him. "I think it was some medical students who were the first to start a fraternity on campus."

According to the *Review* archives, that is correct, but it's only half the story. Longtime *Review* editor Herb Hamilton, BA'31, LLD'75, relates in his 1977 book *Queen's Queen's Queen's* how Edward Wood, BA 1910, MD 1914, told him that a chapter of the New York-based Phi Sigma Kappa was active on campus in the 1890s and early 1900s.

For several years, the group flew "below the radar", as we say nowadays. However, when the administration heard about it and

“Just prior to WWI, J. Arnot MacGregor and a group of his classmates – some students being ever ready to challenge authority – started a group called the “Eat-a-Pie-Club.””

issued an edict banning fraternities, that was the end of that. Well, sort of.

Another old grad, J. Arnot MacGregor, BA 1915, MD 1921, told Hamilton that in the years just prior to WWI, he and a group of his classmates – some students being ever

ready to challenge authority – started a group called the “Eat-a-Pie-Club.” It violated no University ban and, as Hamilton noted, “still approximated the sound of a Greek-letter society.”

The club, made up of a couple dozen students, many of them varsity athletes, scholars, musicians and campus actors, was based in a house on Alfred Street, not far from campus. The residence,

THE ARGUMENT AGAINST FRATERNITIES AT QUEEN'S

The argument against fraternities at Queen's was put succinctly and eloquently by Rector Leonard W. Brockington when he rose at a 1950s dinner to reply to a toast to the University made by Prime Minister Louis St. Laurent.

"This University has no fraternities and no sororities," said Brockington, who added – and remember that he was using the patriarchal language of the day – "I will correct myself. It has *one* fraternity, and that is the brotherhood that without the key of wealth and any distinguishing mark or race or creed is open to all who seek and find within the walls of this place true patriotism, a sacred thirst for learning, the love of truth, and the hatred of intolerance and cruelty. It has one sorority, and that is the sisterhood of true women dedicated to the building of homes, the teaching of children, the nursing and healing of the sick, and all those compassions which have been throughout the ages the benediction of womankind."



Here's that 1914 photo of Herb Carter, the manager of the Eat-a-Pie-Club (centre), handing some money to the landlady. By the deer-in-the-headlights look on her face, she either didn't like having her photo taken or perhaps she was having second thoughts about renting out her home and cooking meals for the club members.

ΔΧΔΚΕΔΦΔΨΔΣΦΔΤΔΔΥΖΒΤΖ
 ΑΝΚΦΝΛΦΣΑΕΣΑΜΣΒΡΣΝΣΛΒ
 ΜΔΦΣΚΦΣΦΧΔΧΧΦΧΨΨΥΩΔΦ

QUEEN'S ARCHIVES PHOTO

“owned by two gracious ladies who acted as hostess and waitress,” was run on a co-op basis. A 1914 archival photo (above) shows the landlady and her “27 contented customers,” as Herb Hamilton described them. “The venture lasted several years,” he wrote, “and came to an end shortly after illness struck down the ladies who provided the motive power.”

It seems the debate about the merits of fraternities died down for a few years after that. Then in 1924, a group of Arts undergrads again proposed the idea of a fraternity at Queen's. Their campaign touched off a debate that simmered on-and-off for much of the next decade. Occasionally the rhetoric heated up and spilled over into the pages of the campus media.

J. Alex. Edmison, BA'26, LLD'74, who had once belonged to a fraternity at McGill, penned an impassioned anti-fraternity article that appeared in the December 1929 issue of the *Review* (then published nine times each year). “I believe that such an innovation would contribute little to, and possibly detract from, that traditional spirit so long associated with student affairs at Queen's,” he wrote.

This was too much for those of the opposite mind. J. C. Macgillivray, BA'23, responded with a four-page article in the May 1930 issue of the *Alumni Review* in which he made the case for fraternities at Queen's, arguing that “new vistas would be opened up to the undergraduate and there would be a broadening influence which would benefit all and harm none.”

This is about when Graham Thomson appeared on the scene.

He arrived on campus in the autumn of 1930. At age 21 – students tended to be older back then – he was carefree and, as a Kingston freshman, didn't pay much, if any, attention to the debate that was playing itself out in boarding houses, AMS meetings, and the pages of the University's alumni magazine. He may not even have been aware – he no longer remembers if he was – that the

AMS in January 1931 amended its constitution to include a clause that outlawed fraternities or sororities made up of AMS members. Since all undergraduate students at Queen's are members of the Society, *ipso facto*, that meant fraternities were effectively banned from campus. That restriction lasted until 1933.

Graham Thomson (who had been elected chair of the of the 1933 Orientation Week committee) and a half-dozen like-minded friends began lobbying for an end to the AMS ban. They got their wish when supporters took advantage of sparse attendance at the

“When the slate of officers put forward by the Arts-Levana-Theology party, staunch anti-fraternity types, swept to power in the 1933 AMS fall elections, winning five of six executive positions, Thomson knew there would be trouble. It came quickly.”

student government's annual general meeting to put forward a motion repealing the ban on fraternities. When it was, that opened the door for Thomson *et al.* to start a chapter of the Delta Omega Kappa fraternity. He quickly recruited 39 members, each of whom anted up the two-dollar monthly membership fee.

“At first, we rented a place on Princess Street. It was owned by a man who had quit his job with the prison service. He lived in the house and worked as our cook,” Thomson recalls.

The fraternity subsequently moved to another house on the southwest corner of Stuart and Barrie Streets (where the new

Medical School building is now under construction), and then a limestone house at King and Earl Streets, which was owned by Canada Steamship Lines.

Thomson says that while many of the details of the fraternity's operations are now fuzzy in his mind, he does remember his own situation. "Money was still tight, and so I continued to live at home," he says. "However, I spent a lot of time at the fraternity house and still have fond memories of the place."

Unlike the rowdy frat houses of today, the Delta Omega Kappa headquarters was a model of propriety. "We were almost a non-drinking outfit. We only had alcohol in the house on special occasions," says Thomson. "There were no women [members] allowed. If I ever wanted to bring my girl there for a visit, I had to sign her into the guest book."

Thomson also explains that the local chapter of Delta Omega Kappa was loosely run and took what he describes as a relaxed approach to its activities. It was also "Queen's-oriented," much to the dismay of the fraternity's American brothers, who sometimes came to Kingston for meetings. "We were a bit too lenient about things for their liking," says Thomson.

Despite this, the fraternity remained in the cross-hairs of those who were opposed to the group on principle. When the slate of officers put forward by the Arts-Levana-Theology party, staunch anti-fraternity types, swept to power in the 1933 AMS fall elections, winning five of six executive positions, Thomson knew there would be trouble. It came quickly.

New AMS President Albert Winnett, BA'34, set up a three-member fact-finding committee to look into the operations of fraternities on campus and to issue a report on the two such groups that were known to be active – Delta Omega Kappa and a medical students' quasi-fraternity called Psi Delta Phi. In the wake of that report, Winnett and his executive team proposed a two-clause amendment of the AMS constitution. One part banned all Greek-letter societies from campus and the other slapped controls on "any clubs of students living together for social purposes and governed by a constitution."

These proposals were debated in an open meeting held in Grant Hall one autumn evening. The gathering drew more than 1,000 students, who listened as impassioned speakers on both sides of the issue stood up to have their say. However, when the din had died and the votes were counted, the ban on fraternities and sororities (which were included even though none were active

on campus) was approved by the required two-third majority; the measure having to do with clubs was not.

In the wake of the AMS meeting, the Alumni Association executive, the University Senate, and the Board of Trustees all came out in support of the ban on fraternities. That, as they say, sealed the deal. Surprisingly, even Graham Thomson came away convinced the right thing had been done. "Some of us who were involved [with Delta Omega Kappa] changed our minds when we heard Albert Winnett's speech that night in Grant Hall. We voted in favour of the constitutional amendments banning fraternities

because we didn't want to divide the campus or have things broken up at Queen's," he says. His membership kept their frat initials in an altered form and became the D.O.K Club for a year or two.

The measure adopted that fall was endorsed by Principal Fyfe, who saluted "the good sense of the students and their elected representatives." In his annual report, he wrote, "We do not want [fraternities] at Queen's, because the whole University is itself a fraternity, and our brotherly spirit

would inevitably suffer from rival loyalties and from the exclusive spirit which fraternities tend to foster."

Herb Hamilton noted that some medical alumni never forgave the nine professors who had encouraged them to join Nu Sigma Nu and who had joined it themselves, in fact, but who never spoke up for them. Neither did they forgive Principal Fyfe for backing the ban on fraternities (they assumed he'd given their fraternity his tacit approval, only to unilaterally withdraw it later). However, after the 1934 prosecution of the 24 Meds student members of Nu Sigma Nu (including four star varsity football players) made national news, the matter has never again been a "live issue" at Queen's. That was true in 1977 when Hamilton made that observation, 33 years after that historic 1934 student vote. And it remains true to this day, 75 years later.

"It was a long time ago," says Graham Thomson. "Looking back on it now, I think really it was the right thing to do. The ban was a good decision." ■



REVIEW FILE PHOTO

Principal W.H. Fyfe

FRATERNITIES AND SORORITIES IN A NUTSHELL ...

The word "fraternity" is derived from the Latin *frater*, meaning "brother," and "sorority" from the word *soror*, meaning "sister." Typically, the fraternities and sororities that are active on North American campuses: are national and even international in membership; are for undergrads only; carry Greek-letter names; have single-sex membership; are exclusionary and "exclusive" (meaning would-be members must apply, must be accepted, and then must pay annual dues); initiate or "haze" new members, and maintain a chapter house, which offers members rooms and dining facilities.

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The Gage of success

She's nothing if not adaptable. Elizabeth Gage, Artsci'82, has been an actress, an advertising writer, designer, a marketer, and a business builder. These days, she's an award-winning Internet guru, working in a medium she knew nothing about during her student days at Queen's.

BY GEORGE BINKS, ARTSCI'75

With an economy in flux these days, no one knows better than Elizabeth Gage the importance of being able to change and adapt. That's because Elizabeth has been successfully changing and adapting her career for more than 30 years. These days she's the president and CEO of PCM Interactive, a Winnipeg-based company specializing in website engineering and advanced performance-based search marketing business. She spends her days studying the equivalent of a computer crystal ball to suss out the next big thing for her clients.

When Elizabeth graduated from Queen's the Internet wasn't widely available, let alone used. An English major, she whetted her communication skills, little knowing how well it would prepare her for the job she would hold more than a quarter century later.

After touring as an actress with the Stratford Festival during the 1984-85 season (where she won a Dora Award as a promising newcomer to the world of Canadian theatre), she exited the stage never to return when she joined Moffat Communications as a Promotions and Marketing Manager. Next it was on to the *Winnipeg Free Press*, where as Director of Marketing she designed a multi-media promotional initiative to attract new readers. From there it was a hop, skip and a jump to the Yellow Pages where her company, Prairie Choice Marketing, designed ads and marketing strategies for national Yellow Pages customers that resulted in better return on investment.

Recalls Elizabeth, "I worked on a laptop that cost \$10,000, and I usually had about three or four computers going at one time – one designing ads, another sending ads to over 200 publishers all over North America, and another getting approval signoffs from customers"

Soon the Yellow Pages went the way of the buffalo and Elizabeth was back to reinventing her company, this time with the jazzier moniker – PCM Interactive. That meant jumping into the early days of the worldwide web with its inherent challenges.

Elizabeth's company provides businesses with a soup to nuts website marketing service which begins with web site design, which she feels is the jumping-off point from which every successful marketing initiative should spring. "I tell clients their web-



WALTER JANZEN, JANZEN PHOTOGRAPHY

Last year Elizabeth won two of the major honours that are presented annually to members of the Winnipeg business community – the Woman Entrepreneur of the Year Award and the Building Business Award.

English and communications skills are the most important skill-sets to have in business.

entrepreneurship at the Massachusetts Institute of Technology's Sloan School of Management.

All of her study and hard work has paid off not only in her company's success, but also in recognition she has received from the business community. In May 2008, Elizabeth won the Overall Excellence – Woman Entrepreneur of the Year Award and the Building Business Award, which are presented by the Women Business Owners of Manitoba.

Such honours are most welcome, especially since they help promote awareness of PCM Interactive among young entrepreneurs in Manitoba and throughout Western Canada. Elizabeth says this is crucial to the future of her business, which she says lies catering to the needs of this generation. "Young people or the 'connected' generation has never known what it's like *not* to be connected," she notes.

Naturally, serving them will mean changing and adapting to their needs, but that's a challenge for which Elizabeth is well prepared.

site is their home, it needs to be organized and look good to attract customers and generate leads and sales," she says.

Elizabeth puts a client's website through a sophisticated diagnostic tool that measures how the website rates on search engines. It might seem her Queen's BA would be unnecessary in this techno-savvy world, but not so. Says Elizabeth, "English and communications skills are the most important skill sets to have in business. Choosing the right words to succinctly communicate your vision with passion is tantamount to success in business."

As for her own business skills, Elizabeth acquired hers by studying

A global trip from CFRC to the Junos

Fresh off a musical tour Down Under and now working on his fifth CD, critically acclaimed pop singer-songwriter Matthew Barber, Artsci'97, finds himself in a newly mellow mood.

BY GEORGIE BINKS, ARTSCI'75

Queen's is becoming known for the growing number of alumni enjoying successful careers in the pop music field and, well, rocking the world.

Following in the musical footsteps of Blue Rodeo founder Jim Cuddy, Artsci'83, Sarah Harmer, Artsci'93, movie musician-songwriter Lindsay Fellows, Artsci'86, and three members of the Tragically Hip – Rob Baker, BFA'86, Gord Downie, Artsci'87, and Gord Sinclair, Artsci'86 (to name just a few), Toronto singer-songwriter Matthew Barber, Artsci'97, is busy carving out his own niche.

In a recent review of his latest album, *Ghost Notes*, the influential Huffington Post on-line newspaper calls Matthew an “intelligent, acoustic artist” whose latest album, *Ghost Notes*, “merges old school Harvard Square with a hipper Washington Square Park vibe.”

But it's to Queen's, not Harvard, that Matthew traces his musical roots. “I was definitely influenced by the music scene in Kingston,” he says.

Matthew says he learned a lot about music while working with Andrew Shaver, Sc'96, on their CFRC show called *Orphalese Bend*. Playing guitar and writing his own tunes, Matthew morphed from fan into performer, playing venues both on and off campus.

He was influenced by mainstream artists such as The Beatles, Led Zeppelin, Bob Dylan, Neil Young, and Tom Petty. “But my favourite album of all time, lyrically speaking, is Joni Mitchell's *Blue*,” he notes.

Matthew went from his Queen's BA to an MA in philosophy at McMaster. While living in Hamilton, he immersed himself in his music, performing and writing songs, and in 2002 he released his first indie CD, *Means and Ends*. It was eventually picked up by Paper Bag Records and re-released nationally. His next two CDs were on the Warner label – a short one with just six songs, called *The Story of Your Life*, and the full-length *Sweet Nothing*. Concurrently, Matthew boosted sales by touring extensively in Canada. *Ghost Notes* was released in Canada in March 2008 by Outside Music and in the U.S. in April of this year.

Matthew, who's 32, recently returned from a musical tour of Australia, where he shared the spotlight with his younger sister, Jill Barber, Artsci'02 – another of Canada's brightest young singer-songwriters. “We complement each other pretty well,” says Matthew, “and I think we influence each other.”

While touring Australia, he found audiences every bit as enthusiastic as those back home. And the timing of his travels (December and January) was a bonus – Australia's summer being a nice respite from the Canadian winter.



GEORGIE BINKS

With a string of well-received CDs – and a Juno nomination – already to his credit, Toronto singer-songwriter Matthew Barber is winning fans far and wide.

There will be no tours of sunnier climes for a few months, though; Matthew is hard at work on his next album. “Usually the tune comes first and then, if I'm lucky, the lyrics almost simultaneously,” he explains. “When it all happens at the same time, I feel those are the best songs. Song writing has always been therapeutic for me, but I'm trying not to write about affairs of the heart too much anymore; I don't want to be a one-trick pony.”

He's happy with his albums so far, but acknowledges his music has changed of late. “As I've gotten older and more experienced, I like mellower sounds. I don't feel I need to beat the audience over the head with loud guitars and drums,” he says.

Last year, he broadened his song-writing by composing for a play called *The Haunted Hillbilly* by Sidemart Theatre of Montreal – and performing in it. Matthew and fellow musician Joe Grass were awarded the Montreal English Theatre Critics' “Best Sound” award for their efforts.

Earlier this year, with *Ghost Notes* nominated for a Juno as Best Roots/Traditional Solo album, Matthew traveled to Vancouver for the awards ceremony. While he didn't win, he did play in the annual Juno Cup hockey game, which pits musicians against ex-NHLers to raise money for Music Counts, a charity working to save school music programs. “For the first time ever,” he laughs, “the Rockers beat the NHL Greats in an overtime shootout, and yours truly was the goalie! That's something I'll be telling my grandkids about.”

With any luck at all, he'll also be telling them about winning a Juno Award... or maybe two or three. ■

“Song writing has always been therapeutic for me, but I'm trying not to write about affairs of the heart too much anymore; I don't want to be a one-trick pony.”

The greening of the *Alumni Review*

Our Spring 2010 issue of the Review will be a special issue that focuses on green initiatives

- **On campus**
- **Across Canada, and**
- **Around the world**

If you or someone you know is involved in an innovative, unique, or just plain interesting green initiative, please let us know. We may feature your story suggestion in our special issue.

review@queensu.ca

