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UNIVERSITY OF CANTERBURY

Thursday, April 1, 2004

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Outstanding Canterbury engineers honoured

Canterbury University's Dean of Engineering and Forestry, Associate Professor Alex Sutherland, has been recognised as being at the top of his profession.

The Institute of Professional Engineers (IPENZ), which represents all engineering disciplines, has made him a distinguished fellow for what it describes as an outstanding career.

IPENZ Deputy Chief Executive John Gardiner says no more than half a dozen people are made distinguished fellows each year, their work having to be over and above the norm.

"It's not just for doing a good job. Alex has made a major contribution to New Zealand.

"The strength, quality and stability of the School of Engineering at Canterbury is largely attributable to him," Mr Gardiner says.

Professor Sutherland was Dean of Engineering from 1987. This year he was made the Dean of Engineering and Forestry after a restructuring of academic departments.

He is deeply honoured to be made a fellow of IPENZ, a status he never thought he would achieve.

Professor Sutherland says he is particularly proud of his involvement in developing a strong relationship between Canterbury University and the engineering profession.

"I have made it my business to see that the connection is strong, that it is a relationship with mutual benefits.

"I am confident that link can be maintained because engineering students are people who want to make a difference for the society in which they live," he says.

Two other Canterbury University staff and an adjunct professor have also been honoured by IPENZ.

John Mander, a professor of structural engineering, and John Lumsden, projects



Associate Professor Alex Sutherland receives the certificate from Professor John Boys of Auckland University, also an IPENZ distinguished fellow.

director at the University's Centre for Advanced Engineering, have been made fellows of the institute.

IPENZ Chief Executive, Andrew Cleland, says receiving a fellowship carries substantial prestige.

"It is not a reward for long service or for advancement in seniority with one's employer, rather it is recognition by IPENZ of the contribution of outstanding individuals."

Des Bull, who is the Holcim Adjunct Professor of Concrete Design at Canterbury, has won an IPENZ Professional Commitment Award for his ongoing contribution to the engineering profession.

As well as acknowledging the work of academic staff, IPENZ recognises the

achievements of engineering students.

Canterbury University's John Stowers was a finalist in this year's Student Design Award, for his "Cricket Scorer" project, an electronic device that simplifies the process of scoring a cricket game and provides statistical and analytical information which can be used during and after a cricket match.

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Canterbury alumna to head Biological Sciences



Professor Paula Jameson, a Canterbury graduate who is currently professor of plant biology in Massey University's Institute of Molecular BioSciences, will take up her appointment as Head of

the School of Biological Sciences on 14 June.

Professor Jameson has had a distinguished 24-year career as a scholar at Otago and Massey Universities, rising through the ranks of Otago's Botany Department and Massey's Department of Plant Biology and Biotechnology to become professor of plant biology and head of department in 1994.

She has published extensively in the area of developmental plant biology, with more than 80 refereed papers, reviews and book chapters and a host of other research outputs, with a particular focus on the role of plant hormones in growth and development.

Professor Jameson has raised \$1.6 million in external research grant funding and has supervised more than 40 graduate students, 17 of them at doctoral level.

She has given extensive service to her profession, including Cabinet appointments

to the Independent Biotechnology Advisory Council and the Marsden Fund Committee, where she chaired the Evolution, Ecology and Behaviour panel.

She was a member of the Biological Sciences Panel for the Performance Based Research Fund and was awarded life membership of the New Zealand Society of Plant Physiologists in 2002, after serving as a Council member from 1982 to 2000 and chairing the society in 1986 and 1987. She also has wide experience as a referee for various scientific journals and external grant applications.

Professor Jameson's academic philosophy is to achieve a sound balance between teaching and research, while recognising the essential base of research-informed teaching, the value of research collaboration with other organisations and the importance of community service, which she describes as the third platform in New Zealand universities.

Professor Jameson was born in Christchurch and completed a BSc (Hons) degree with first class honours and a PhD at the University of Canterbury, both in plant physiology, and was club captain of the University Women's Hockey Club during her student years.

Erskine bequest the envy of other universities

The University of Canterbury gets enormous benefit from the Erskine bequest, Vice-Chancellor Professor Roy Sharp told guests at a recent function at Riccarton House.

Addressing an audience of 23 Visiting Erskine, Canterbury and Oxford fellows and their partners and Canterbury colleagues, Professor Sharp said the Erskine programme made Canterbury the envy of other universities in New Zealand and around the world.

The bequest was made in 1960 by alumnus John Angus Erskine, a contemporary of Ernest Rutherford and Apirana Ngata, and has grown to a capital sum of nearly \$35 million.

In line with the terms of the bequest, interest on the capital investment is used to bring top academic staff from overseas universities to Canterbury and to fund visits by Canterbury staff to universities abroad.

Last year, 63 Visiting Erskine Fellowships were approved, while 22 Canterbury staff were awarded Erskine Fellowships. The University also hosted two Oxford Fellows and five Canterbury Fellows.

This year, 22 schools and departments will host more than 60 visitors from Australia, UK, USA, Canada, Germany, Italy, The Netherlands, Czech Republic, Poland, Japan and Israel.

Chancellor able to work at high pressure

In the late 1950s, a cash-strapped chemistry PhD student used scrap material to build equipment to test chemical reactions under high pressure.

Almost half a century later that student is now the University Chancellor and he has been re-united with his old apparatus.

Dr Robin Mann said he was "amazed" to learn some of the equipment had survived the move from the University's old Town Site to Ilam. At the time he designed it he never dreamed he would one day hold the post of Chancellor.

Dr Mann was studying for his PhD in organic chemistry and needed to be able to test his theories under pressure as high as 3000 atmospheres. "Low" high pressures (up to 250 atmospheres) could be achieved by using standard hydraulic pumping equipment but intensifying the pressure beyond that was more of a challenge. Kiwi ingenuity kicked in and he set about designing an apparatus which would allow him to increase the pressure.

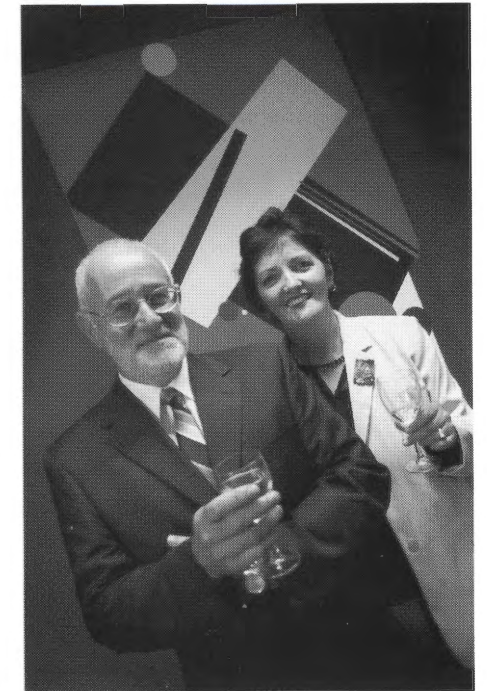
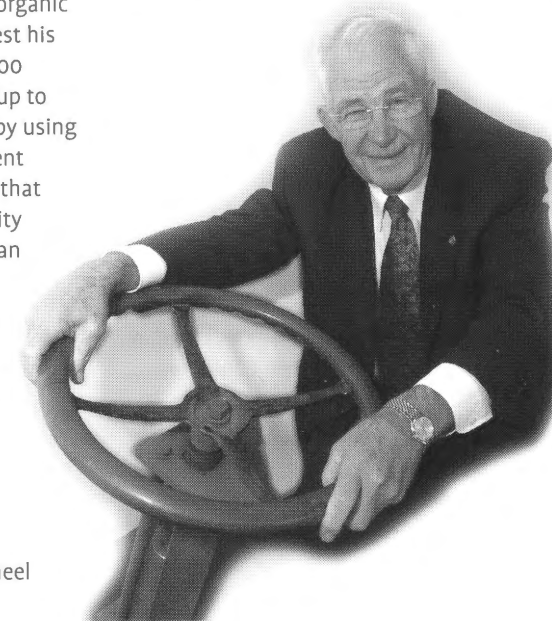
"We were operating under severe financial constraints in those days and this was the best we could do at the time. I designed it and engineering technician Dick Nokes from the Chemistry Department built it.

"We got the Model A Ford steering wheel from the wreckers' yard."

Head of Chemistry Dr Bryce Williamson said the equipment somehow found its way to the basement of the building. A few months ago it was discovered by Dr Alan Happer who had been a student during Dr Mann's time

"He brought it up to my room and told me something about its background, noting that Robin now has his hands on the wheel in an entirely different fashion."

Following a suggestion from a student the apparatus has found a new life as a pot plant holder.



Arts college officially launched

Toasting the success of the new College of Arts is Pro-Vice-Chancellor Professor Ken Strongman and College Manager Carolyn Gallagher.

The college, one of four in a new structure adopted by the University this year, was officially launched on 19 March.

Dignitaries from the city and the business, cultural and education sectors joined with University staff to celebrate the formal opening of the new college. The festivities included a powhiri conducted by the University Chaplain, Reverend Turi Hollis, and short speeches by the Vice-Chancellor Professor Roy Sharp, Professor Strongman and the Head of Māori Rawiri Taonui.

Professor Strongman said the occasion provided a chance for the community to meet key staff and see the new offices. It also allowed the College to showcase its diversity with a jazz ensemble from the School of Music and artworks on show from students and staff of the School of Fine Arts.

Professor Strongman said he had a passion for the College of Arts and a belief in the talent that existed within it.

"My over-riding goal is to nurture and foster that talent to ensure the College of Arts is something which the University is proud of and which is of national and international renown."

He said restructuring had been a huge undertaking for the University but it was now time to look forward.

"I sense a burgeoning optimism and a new zest in the University.

"Not only is the College of Arts open for business but it is going to be doing the business."

New heads

Jim Tully has been appointed Head of the School of Political Science and Mass Communication.

Rawiri Taonui has been appointed Head of the Department of Māori.



Relationship sealed with MOU signing

Vice-Chancellor Professor Roy Sharp and University of Canterbury Foundation Chairman Dr Susan Wakefield sign a Memorandum of Understanding formalising the relationship between the University and the charitable trust.

The Foundation is a registered charitable trust which encourages private funding and sponsorship for the University. Since its formation in 2002 it has received more than \$1.37 million in donations and sponsorships for specific projects with an additional \$1.7

million pledged in bequests.

The Foundation is a separate professionally managed trust, closely linked to the University but operating independently of it.

The Foundation's Executive Officer, Ms Shelagh Murray, said the MOU aids the development of closer ties between the two parties while ensuring the independence of the Foundation.

"It will provide a framework for any current and future developments."

Chronicle

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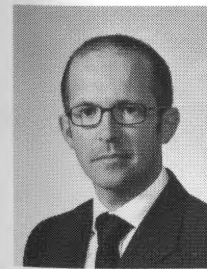
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Communications Manager appointed



Award-winning senior radio journalist John MacDonald has taken up his appointment as Communications Manager in the Communications and Development Department.

Mr MacDonald has had 17 years experience as a journalist in print and electronic media and last year won four major prizes in the Qantas Media Awards: the Bill Toft Memorial Award, Senior News Reporter of the Year, Best Political News Story and Best Environmental and Conservation News Story.

In earlier years he has won Qantas Media Award prizes for best business, finance and consumer affairs current affairs story, best general news story (2002), best general news story (2001) and best business, finance and consumer affairs news story (2000). He also won best story in the electronic media in the 2001 Westpac Business and Financial Journalism Awards.

Since 1999 he has worked as a senior journalist and radio presenter in Radio New Zealand's Christchurch office, and as a stand-in presenter on National Radio's Morning Report and Checkpoint news programmes, and the Kim Hill and Chris Laidlaw weekend programmes. He also anchored National Radio's inaugural Summer Report news and lifestyle programme over the 2003-4 holiday break.

From 1997 to 1999 he worked in London as a broadcast journalist with BBC Radio on news and current affairs programmes and as an account manager and producer with Millennium Press TV.

He began his career in journalism at the Otago Daily Times before moving to commercial radio as a presenter and promotions manager, then to Radio NZ as a sub-editor and then journalist. He has worked in RNZ offices in Oamaru, Dunedin, Wellington and Auckland as well as Christchurch.

Mr MacDonald is based in Room 523 in the Registry, and can be reached by phone on 364 2910 or email john.macdonald@canterbury.ac.nz

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BBQ celebration

The Okeover community garden provided the perfect backdrop for an organic barbecue lunch.

More than 230 staff, students and visitors took up the invitation to dine on organic meat, vegetarian and vegan food, salads and breads, plus juices and beer. Also on the menu was live music from The Sparrows, courtesy of Paul Kean at UCSA.

The barbecue was organised by the Kakariki Environment Club and University Environmental Projects Co-ordinator Dr Kate Hewson as a way to celebrate what has been achieved in the garden since its inception less than two years ago.

Dr Hewson said she was delighted at the number who turned out to support the garden, and feedback had been extremely positive.

"For many people attending, it was the first time they had visited the garden."

In addition to vegetables harvested from the community garden, local organic suppliers helped with the catering. Particular thanks go to Pan Italia breads, Phoenix Organics, Jane's Organics, Nature's Organics shop in Opawa, Piko Wholefoods, Bean Me Up, and Mountain Grange herb farm.

- People are welcome to wander through the garden, beside Okeover Stream off Engineering Road, at any time. Staff or students who are interested in volunteering to help in the garden can contact Dr Hewson on ext 6017.

Obituary

A former bursar of the School of Engineering, Mr John Puddle, has died. He was 76.

Mr Puddle joined the school in 1971 and held the post of bursar for 17 years until his retirement in 1988. Prior to joining the University, he spent 18 years as a hospital administrator and was also a registered nurse.

Two honorary doctorates to be conferred at capping ceremony

A former Prime Minister and an academic described as the father of forestry education in New Zealand will be among those honoured next week when town meets gown at Canterbury University's capping ceremonies.

More than 1500 students will graduate on Tuesday and Thursday, with a further 353 graduating in absentia.

The University will take particular pride in honouring Emeritus Professor Peter McKelvey, who headed the School of Forestry for 18 years, and Mike Moore, a former prime minister who went on to head the World Trade Organisation.

The Honorary Doctor of Commerce degree to be given to Mr Moore is in recognition of his active involvement in promoting trade during and beyond his political career.

Professor McKelvey, who is to receive an Honorary Doctor of Science degree, is credited with developing first-class forestry education in New Zealand. He graduated in 1949 with a BSc from the then Canterbury University College and returned 18 years later to set up the new School of Forestry, which he ran until his retirement in 1985.

Another highlight of the week will be the conferring of a Doctor of Laws degree to Professor Philip Joseph. He is only the second Canterbury academic to receive this doctorate.

It recognises a lifetime of publishing achievements, in particular his writing of

the only public law text published in New Zealand – *Constitutive and Administrative Law in New Zealand*.

Professor Joseph says the text, which was originally published in 1993 and revised in 2001, has been referred to in courts around the world.

He will celebrate his success next week with Lord Robin Cooke of Thorndon, who has kept a close interest in the professor's work since the pair first met in the late 1980s.

Lord Cooke is a former president of the New Zealand Court of Appeal, and a member of the House of Lords in Britain.

Next week's celebrations begin at 10am on Tuesday 6 April when 356 classics, history and social sciences students will become the first Canterbury graduates for 2004. That afternoon it will be the turn of 396 business and economics, and law students to walk across the Town Hall stage.

On Thursday morning, 397 students who have completed their studies in science, humanities and social sciences (art history, art theory, fine arts, music, theatre and film studies), and visual and performing arts will be capped. Later that day, the capping of 358 humanities and social sciences and engineering and forestry students will mark the end of this autumn's ceremonies.

On Wednesday 7 April a celebration for Māori graduates will be held on campus at Te Whare Akonga o Te Akatoki. It will culminate with a hangi and social in the evening.

US foreign policy questioned during ambassadorial visit

Political science students gained a valuable insight into US foreign policy with the visit last month by the US Ambassador to New Zealand, Charles Swindells.

Ambassador Swindells was on campus at the invitation of political science lecturer Dr Tanya Ogilvie-White.

He spent more than an hour in a question and answer session with political science honours students (Pols 405). Also in attendance were students enrolled in the new Masters degree in International Law and Politics.

The visit was kept low-key to prevent the situation that arose during the Ambassador's visit to the University of Victoria last year when student protesters opposed to the Iraq War prevented him from speaking.

Ambassador Swindells outlined his role in New Zealand and explained the US system of politically appointing ambassadors in about 20% of its embassies. He then opened

the floor to questions on the subject of US foreign policy doctrine.

"The students did not hold back – many of the questions were challenging and controversial, particularly those related to the Bush government's Middle East policy and National Security Strategy," said Dr Ogilvie-White.

"The Ambassador's answers to these questions were not surprising in that they mostly echoed official policy, but they were delivered with charm, humour and eloquence."

"Despite being put on the spot on several occasions, we were left with the impression that the Ambassador had genuinely enjoyed the seminar and might even be back for more."

Ambassador Swindells encouraged the students to consider study options in the United States as a way of furthering their understanding of the American people and their government.

Centre to take lead role in researching Asia-Pacific view of the EU

The National Centre for Research on Europe (NCRE) at the University of Canterbury is launching a two-year research project to find out what the European Union means to citizens in the Asia Pacific region.

The project – "Public, Elite and Media Perceptions of the EU in the Asia-Pacific Region (Australia, New Zealand, South Korea, and Thailand): A Comparative Study" – is funded by a €144,000 grant from the European Commission's Directorate General for Education and Culture. There are nine members of this transnational research team working under the direction of NCRE Director, Professor Martin Holland.

Dr Natalia Chaban, NCRE research fellow; Katrina Stats, University of Melbourne, Australia; Paveena Sutthisripok, Chulalongkorn University, Thailand; and, Kim Se Na, Kyonggi University, Suwon, Korea, outlined the project during the NCRE Seminar Series event entitled, "Australia-Korea-NZ-Thailand Jigsaw: EU Perceptions in Asia Pacific – Launching the Project."

Researchers plan to trace the image of Europe in Australia, New Zealand, South Korea, and Thailand using national media analysis, elite and public surveys, and contribute their findings to the debate on external perspectives on European integration.

There is little data available of how people in this region perceive the EU, Professor Holland said.

"Empirical analysis of contemporary general

public perceptions of Europe, one of the dominant economic, political and cultural counterparts for the Asia Pacific, is critical to understanding changes in Asia-Pacific society. The findings will promote discussion and knowledge of the EU in the Asia-Pacific region, inform policy-making, and create an Asia-Pacific database of resources for students, researchers, academics and practitioners."

Data generated by the project will have direct influence on regional public policy development as it will offer a more informed consideration and acceptance of different initiatives from the EU and on behalf of the four participating countries, which are important political and economic agents in the region.

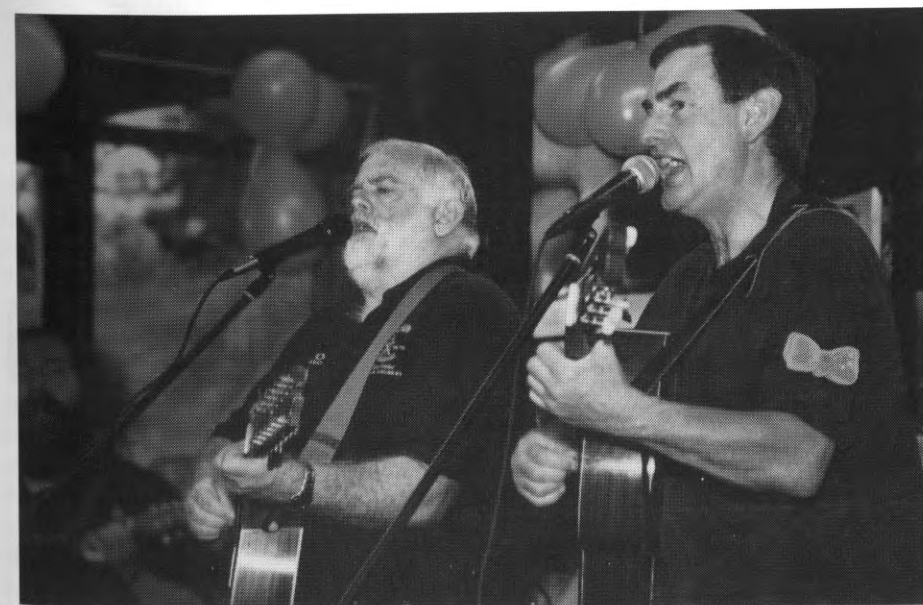
Two successful pilot projects have already been completed to ensure the scientific quality of the research. In 2002/3, the NCRE conducted the New Zealand project, "Rediscovering Europe: New Zealand Public, Media and Elite Perception of the EU" and the University of Melbourne's Contemporary Europe Research Centre (CERC) conducted the Australian project, "National Elite Perceptions on the EU".

The EU perspectives project will set up a Regional and Transnational Research Group organised by the academic community in the four countries. The lead organisation for project co-ordination is designated to Professor Holland, President of EUSA-NZ, and Jean Monnet Chair.



Dr Natalia Chaban will research what the EU means to New Zealanders.

Blarney at the bookshop



Irish eyes were smiling at the University Book Shop with the Jameson's Irish Band celebrating St Patrick's Day.

Sixteen musicians entertained with an hour of Irish ballads lead by the University's Chief

Operating Officer, Tom Gregg (left), and UBS bookseller Philip King.

Around 28 percent of New Zealanders can claim Irish heritage but on St Patrick's Day it seems everyone wants to be Irish.

THE 2004
MACFARLANE : DOUGALL : STRINGER

CANTERBURY CHALLENGE

A team quiz event brought to you by the University of Canterbury Alumni Association
7.30pm, Tuesday 6 April
UCSA Ballroom

Theme: Death in a White Tie, a Ngaio Marsh murder mystery (full details on Registration form)

Fantastic prizes

Live band

Refreshments provided

Open to all members of the campus community (students, staff & graduates).

Five members per team.

For more information and a team Registration Form, contact the University of Canterbury Alumni Office (level 5, Registry), ph: 364 2344,

email: alumni@canterbury.ac.nz

Registrations must be in by 5pm,

Friday 2 April.

Credit: image courtesy of Ngaio Marsh house

Centre gives new focus for health sciences

The establishment of a Health Sciences Centre at the University of Canterbury reflects the University's increasing strengths and regional collaboration, according to its new Director.

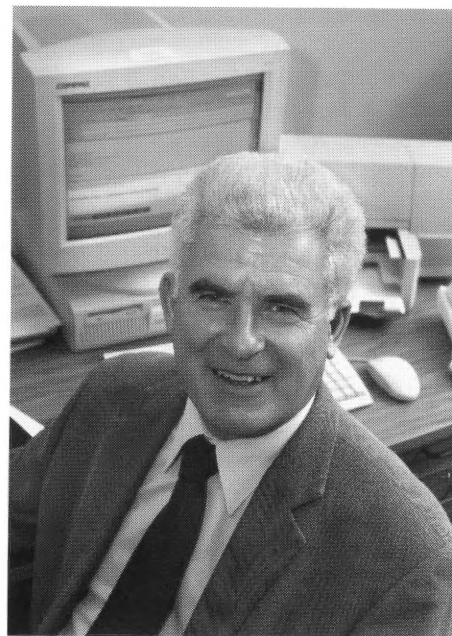
The centre will be led by Professor Andrew Hornblow, an adjunct professor and former Dean of the University of Otago's Christchurch School of Medicine and Health Sciences.

The centre has been created to act as a catalyst for collaborative teaching and research within the university, and with other tertiary education and health sector organisations. It will build on already strong links with the Christchurch School of Medicine and Health Sciences, the Christchurch Polytechnic Institute of Technology, the Canterbury District Health Board and the Canterbury Medical Research Foundation. A Memorandum of Agreement with Otago University, to jointly foster health sciences research, was signed on 5 March.

Professor Hornblow, who trained at Canterbury as a clinical psychologist and was the University's first full-time student counsellor, will hold a 0.75 appointment. He is currently chair of the NZ Health Workforce Advisory Committee and the Alcohol Advisory Council (ALAC).

The Health Sciences Centre will be based in the new College of Science. As Director, Professor Hornblow will also chair the Joint Board of Studies in Health, providing academic oversight of a range of health-related programmes in the University's science and arts faculties.

"This is the result of two years of extensive discussion within the University and with other tertiary and healthcare organisations in Christchurch," Professor Hornblow said. "The history of health-related tertiary programmes in Christchurch is such that no one institution can meet the health workforce needs for the region. Collaboration is essential."



Professor Andrew Hornblow.

Professor Hornblow stressed that the centre's primary role was to provide a structural framework to facilitate collaboration within the University. While health science has been studied at Canterbury since the early 1900s, when a Chair in Mental Science and an Educational and Psychological Laboratory was established, the University has lacked a strategic approach to development of the health sciences.

"More than 60 academic staff are involved in the delivery of health-related courses or significant research, many through collaborations with colleagues in the Canterbury District Health Board or the School of Medicine," he said.

"Because of the diversity of activity, there's been no focal point for discussion of strategic health initiatives. It's intended by the University that the Health Sciences Centre will facilitate this, in particular through an advisory board, to be chaired by the PVC Science, which will have both University and external members."

Courses offered at the University of Canterbury include clinical psychology, communication disorders, social work, medical physics and several programmes in the Education Department. New masters level courses are at the proposal stage, some developed in collaboration with the School of Medicine. There are also expanding opportunities for PhD research in the health sciences.

The centre will liaise not only with academic departments but also with other centres of research in the University. One of the most exciting of these is the new Centre for Bioengineering under Professor Tim David, which is undertaking research into diseases such as breast cancer, atherosclerosis and blow flow disorders to the brain.

The recently established interdisciplinary and inter-institutional Canterbury Brain Research Institute is another such centre, which brings together regional expertise from the physical and social sciences and the clinical disciplines to deliver state-of-the art research on issues related to brain function.

Scholarships

Emma Fergusson has been awarded the Anne Reid Memorial Trust Scholarship for 2004. The \$15,000 scholarship is for study in the UK.

Other scholarships awarded for 2004 include:

Barbara Loudon, University of Canterbury Masters' Scholarship – Students with Disabilities (\$9000 plus tuition fees);

Reuben Miller, Orion Masters Energy Scholarship (\$9000 plus tuition fees);

Thi Huong Lan Nguyen, Guardian Trust Masters Scholarship in Commerce (\$6000);

Catherine Sleeman, F A Hayek Scholarship in Economics or Political Science (\$9000);

Annie Southern, University of Canterbury Doctoral Scholarship – Students with Disabilities (\$9000 plus tuition fees).

Canterbury remembers famous space engineer



Sir William Pickering spoke on a lifetime in unmanned space research at a special graduation ceremony in Christchurch last year. Inset: Sir William aged 10, from the Hayward family archives.

The University of Canterbury is saddened by the death of distinguished alumnus and space engineering pioneer Sir William Hayward Pickering.

Sir William, who died at his Californian home in March, was 93. His death came just two days after his son, Balfour, died suddenly in his 50s.

University of Canterbury Registrar Alan Hayward, whose father was a cousin of Sir William, said it was a very sad time for the family.

Mr Hayward described Sir William as a modest man who never forgot his links to New Zealand.

"He never forgot what New Zealand did for him."

Often referred to as "New Zealand's greatest gift to America", Sir William was a central figure in the space race between the US and Russia in the 60s and 70s. As director of the Jet Propulsion Laboratory in Pasadena, California, Sir William led the development of space probes, including the first United States satellite, Explorer 1.

Sir William also oversaw the first successful American around-the-moon probe, Pioneer IV, the Mariner flights to Venus and Mars in the 1960s, the Ranger photographic missions to the moon and the Surveyor lunar landings of 1966-67. He rated as one of his major achievements the Ranger VII spacecraft that returned detailed pictures of the moon's surface which were so important in planning for Neil Armstrong's moon walk.

Sir William, who began his studies at Canterbury in 1928, returned to the University last year to be awarded an Honorary

Doctorate of Engineering. More than 1500 people of all ages turned out to see Sir William honoured and to listen to his personal account of a lifetime in unmanned space research.

Paying tribute last week, NASA's Associate Administrator for Space Science, Dr Ed Weiler, described Sir William as the "original rocket man".

"He brought a vision and passion to space exploration that was remarkable. His pioneering work is the very foundation we have built upon to explore our solar system and beyond."

Born in Wellington in 1910, Sir William grew up in Havelock, Marlborough, attending Havelock Primary, the same primary school as another famous Canterbury alumnus, Ernest Rutherford.

In 1928 Sir William began his studies in electrical engineering at Canterbury College. His great uncle, Horace Douslin, then assisted him financially to enrol at the prestigious California Institute of Technology (Caltech).

At Caltech he completed his Bachelor of Electrical Engineering in 1932, a Masters Degree in 1933 and a PhD in 1936. He then joined the faculty at Caltech becoming, in 1946, professor of electrical engineering.

Through the decades, Sir William received many accolades and twice graced the cover of *Time* magazine. In 1976 he was given an honorary knighthood and last year received New Zealand's highest honour, the New Zealand Order of Merit.

Vice-Chancellor Professor Roy Sharp said Sir William was an outstanding New Zealander.

"Sir William's respect for science and engineering and his commitment to furthering knowledge through scientific research was inspirational.

"He was inspirational not just for his exploration of space and technological achievements but also inspirational for what an ordinary New Zealander could achieve on the world stage."

Senior lecturer Dr John Campbell (Physics and Astronomy) said Sir William "illustrated yet again that a child raised in rural New Zealand can rise to world fame, provided they have an interest and work hard.

"As the amazing images are being beamed back from the Mars Rovers, we should recall that it was Bill Pickering who pioneered telemetry from scientific experiments on rockets, high flying balloons and spacecraft."

Although Sir William was naturalized a US citizen in 1941, he never forgot his Kiwi roots.

"When Bill was awarded the first Francois-Xavier Bagnoud Aerospace Prize in 1993, he generously gifted the substantial cash prize to the California Institute of Technology to fund New Zealand students to do research at Caltech," said Dr Campbell.

Prime Minister Helen Clark said Sir William was an inspiring figure for many in the scientific community, both here and overseas.

"William Pickering was one of New Zealand's most distinguished sons. His passing is a tremendous loss," Ms Clark said.

Speaking at his funeral service in Pasadena, Darryl Dunn, the Consul General for New Zealand in Los Angeles, said Sir William was a legend of the likes of Rutherford and Sir Edmund Hillary.

"He stood alongside our Nobel Prize winners as an example of brilliance and achievement in the pursuit of knowledge. His life was inspirational, and his place in scientific history is assured.

"Bill's contribution to New Zealand was typically down-to-earth and practical. He established a scholarship for New Zealand graduate students at his second alma mater, Caltech. Bill understood better than anyone how important it was to foster an ongoing link to this great institution. He was also an unwavering advocate for the strength of New Zealand's education system, not least in the fields of science. He felt he owed a debt, both to New Zealand and to this great institution in the United States, and he wanted to help other young New Zealanders open doors that can only be opened here."

The University has sent messages of condolences to Sir William's widow, Inez Chapman Pickering, and daughter, Beth Mezitt.

FREE GRADUATION SHUTTLE AVOID PARKING HASSLES, METER MONEY AND STRESS

Take advantage of our FREE graduation shuttle service. For graduands, staff, friends & family.

GETTING TO GRADUATION

Shuttles depart from the Fine Arts Car-park (Clyde Road end of Arts Road or University Drive)
Times: 8.00, 8.20, 8.40, 9.00, 9.30am for the morning ceremony;
12.00 noon, 12.20, 12.40, 1.00, 1.30pm for the afternoon ceremony.
Route: First stop: The Arts Centre (for graduands), then onto the Town Hall for supporters.

RETURN TRIP

Shuttles depart from outside the Town Hall on Kilmore Street
Times: 12 noon, 12.20, 12.40, 1.00, 1.30pm (after the morning ceremony);
4.00, 4.20, 4.40, 5.00, 5.30 (after the afternoon ceremony).
Route: First stop: The Arts Centre, then back to the Fine Arts Car-park at the University of Canterbury.

6 & 8 April

For enquiries contact the Alumni Office, Ph (03) 364-2344

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Internships give marketing students real-world experience

Canterbury University marketing students spent the summer putting classroom theories to the test in a unique programme which offers them hands-on business experience.

Students swapped tutorials and textbooks for the chance to tackle marketing issues ranging from how to expand the breakfast menu at McDonalds, to helping Air New Zealand Engineering Services fly into cyberspace with an improved website.

The Marketing Internship Programme, offered through the School of Business and Economics, places students in businesses throughout the country for six to eight weeks over the summer break. Marketing is an applied discipline and the internship programme allows students to put classroom theory into actual practice.

This year, 40 businesses throughout New Zealand opened their doors to advanced marketing students from the University of Canterbury. Each company developed an intern project brief that identified a specific marketing challenge for the student to attack. The briefs addressed the range of marketing problems from market segmentation and customer targeting, to branding, export strategy, supply chain, market research, and promotion.

The participating companies this year represented a wide cross-section of New Zealand industries. Organisations from the service sector included the Bank of New Zealand, McDonald's Restaurants, Hertz, Orbit Travel, Air New Zealand, and Foodstuffs. The manufacturing sector was well represented by companies such as Skope Industries, Steelbro, Forrest Estate Wines, Long Plastics, Ngai Tahu Seafood and Dominion Breweries.



Michaela Davis helped McDonalds expand its breakfast range of foods.



Paul Washington worked with Air New Zealand Engineering Services to improve their web site.

Tait Electronics created opportunities for four interns at its Christchurch headquarters. "It's a win-win situation for us," said Brett Smythe, Marketing Manager at Tait Electronics. "We get some outstanding marketing analysis and the students have the opportunity to put their knowledge into practice," he added.

The public sector was also involved with Christchurch City Council accepting four students to work on projects to improve services for Christchurch citizens. The Problem Gambler's Association put a student to work investigating better ways of identifying at-risk people. New Zealand Cricket asked an intern to investigate strategies for increasing attendance at test matches.

Most of the internships were in the Canterbury region but several students accepted assignments in Auckland, Wellington and Dunedin.

Approximately 150 advanced marketing

students applied for the 48 positions. Each submitted an application that included a CV that detailed career objectives. A rigorous interview process allowed companies to select the students of their choice.

Each student was compensated for the internships with funds coming from the companies and from Tech NZ Enterprise Scholarships. Each student also enrolled and received academic credit for the internship activity.

"This was a fantastic experience, sort of the icing on the cake," said Joe Barnao, a student entering the honours year at Canterbury. He spent the summer investigating the youth market for the Bank of New Zealand. "It really allowed me to apply my knowledge to a real-world problem. It also will be great on my CV."

Since it was introduced in 2001 the Marketing Internship Programme has grown steadily each year. The programme is administered by faculty members Bob Peffers and Peter McDonnough, both of whom have extensive business experience.

"Our role is to mentor the student," said Mr McDonnough. "The students report directly to supervisors within the companies but we are in the background offering advice and guidance as the projects evolve."

The programme serves as a showcase for the University's commitment to building relationships with the Canterbury business community. The programme is already in the planning stages for the 2004-05 year.

"The success of this programme can be attributed to two primary elements, outstanding students and progressive companies willing to take the time to give students a chance," said Peter Townsend, President of the Employees Chamber of Commerce. "It demonstrates the best that the Canterbury region can offer."



Rhys Ellis researched the Auckland seafood market for Ngai Tahu Seafoods.