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Our City Our News
Global NEWS HOUR
 EDMONTON .6.00
 Lynda Steele Gord Steinke

Celebrating 20 YEARS

THAT WAS THE DECEMBER THAT WAS

"Penultimate director of the Citadel Theatre, Joe Shoctor loves his scotch. He asked the bar at the Citadel to hold a bottle of Chivas Regal for him for opening nights. Three years later, he's still working on the same bottle."
 ~ Maureen Hemingway *Movers and Shakers* 1990

"Anne Bilinske... the soft-spoken proprietor of Walt's Klothes Kloset... offers the following: 'Men who own their own tuxedos have better social lives.'
 ~ Lois Bridges *Business Profile* 1991

"Art Jones... lauds Connie for her work as a member of the Board of Governors of the Edmonton Realtors Foundation which is committed to community service and philanthropic activities."
 ~ Lois Bridges *Entrepreneur of the Year—Connie Kennedy* 1992

"When Children Sing... recording of Christmas Classics by 44 members of the St. Albert Children's Theatre is a terrific gift... a fundraising effort for the friends of the St. Albert Children's Theatre Society."
 ~ Fred Keating *Arts and Entertainment* 1993

"The Effort Auction, now in its 26th year, is THE society gathering... Alberta's most successful one-night charity auction; this year's event grossed \$160,000 in support of beneficiaries in the arts and health science fields."
 ~ Faces photo feature 1994

"Caritas Chair Marilyn Kane hopes to see \$3 million raised this year by the Hospital Foundation."
 ~ Drake McHugh *Edmonton General Hospital 100th Anniversary* 1995

"750 of Edmonton community and business leaders came together to hear Barbara Bush, Larry King and Mike Duffy. The event raised funds for the Alzheimer Centre. Eva and Peter Pocklington dropped \$5200 for a replica of the desk used by Larry King, and \$2500 for the signed oil of the talk show host and Barbara Bush. Who else?"
 ~ Leaders Summit photo feature 1996

"...the Courvoisier Collection Erté went state-side to a telephone bidder for \$10,000... Edmonton's first Fine Wine & Art Auction, the brainchild of Irv Kipnes... raised an estimated gross of \$130,000 and a net of \$65 to \$70,000..."
 ~ A Classic Evening photo feature fundraiser for Edmonton Symphony and Beth Shalom Synagogue Arson Restoration Fund 1997

"Tracy Tremblay is an extraordinary doll artist. She creates doll-like sculptures of people (Bryan Hall, Hugh Campbell, Ron Hodgson, Tom Mayson, Jack Agrios). She donates a piece to the NAIT Foundation Art Auction and Cruise and the Festival of Trees."
 ~ Muggsy Forbes *Funny Pompous & Unfair* 1998

"Maureen Hemingway-Schloss... sets the stage, designs the scenery, provides stunning props, and allows her guests to be the stars."
 ~ Marg Pullishy *Dining-in for the Millennium* 1999

"December 7th: You could support the Children's Health Foundation at their Snowflake Family Gala at the Shaw... lots of fun and all for a good cause."
 ~ Eva Marie Clarke *Calendar Cogitations* 2000

"The highlight of the Public Library Ball was when Stan Milner presented a cheque for \$500 thousand... John Poole provided the project with \$50,000, which helped the library hit its target of \$1,350,000."
 ~ Muggsy Forbes *Funny Pompous & Unfair* 2001

"2002
 2003



VOX POP

with Mark & Marty

What a special night... I was at the Hotel Mac when HIV Edmonton announced its 25th anniversary plans. The highlight of the mid-November shindig was hearing Michael Phair, former city councillor and now director of community relations at the UofA, tell the story of how the organization was formed. Edmonton's first public case of AIDS was that of Olympic swimmer Ross Armstrong. A group—including Bernard Dousse, Liz Massiah, Dr. Larry Jewell and Tom Gale—gathered around Michael's kitchen table



Bernard, Liz, Michael, Dr. Larry and Tom

to figure out what to do about AIDS. They created the AIDS Network in 1986 to provide a system of support and advocacy. Now called HIV Edmonton, it offers information on harm reduction, treatment information, a contemporary resource library, a toll-free phone line, and volunteer training.

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The 25th year will feature various legacy projects. A permanent installation, such as a garden or a grove of trees, will be created. "Something green and living," says Michael. As well, there will be a special coffee table book published.

Award winning photographers **Dale Roth** and **Michelle Ramberg** have given their time and talent to shoot the faces of HIV/AIDS in Edmonton. The project will be led by **Ted Kerr**, the former artist in residence or, as HIV Edmonton calls the position, Artist in Red. By the way, Ted was an *Edmontonians Sizzler* in 2007.

The year of celebration will wind up with a gala that should be a dandy. Years ago, my band—The Big Breakfast Band—played a few HIV Edmonton galas, then called the Black and White Affair. If the 2010 gala is anything like those, it should be quite the night.



Playing at Michael Phair's Kitchen's Table event at The Mac were George Koufogiannakis and some of his superb musician friends. They laid down some fine, sweet and funky jazz grooves. The next day George was off to Ottawa. He was nominated for "world solo artist of the year" at the 2009 Canadian Folk Music Awards. I recently mentioned his latest release called *Generations—Greek Oud Jazz* in this column. Congratulations Geo for your outstanding work and your nomination. When you see George's name for a gig in town, go see him. You won't be disappointed.

NYE... Heard about a great New Year's Eve event. Singer/songwriter **James Murdoch** will lead a crack group of musicians such as **Anne Vriend** and **David Aide** through a night of Rumours at the Havens Social Club. The Fleetwood Mac album will be played from stem to stern by James' band. Get your ducks now.

Marina Michaelides shared a bite and original stories during Story Slam night at the Blue Chair Cafe,

with good friend and Italian business princess **Teresa Spinelli**. Marina joined the Story Slam board given her pedigree as a TV producer from England where she told stories for the BBC and all the major networks. Here in Edmonton, the wordsmith applied her



craft a book on smart and sassy Canadian women, Renegade Women of Canada, and also penned a best-seller most often read in the washroom,

the *Bathroom Book of Alberta Trivia*. Teresa, owner of the Italian Centre stores, just returned from a trip to Silicon Valley where she and other Edmonton business champs were entertained at Microsoft headquarters. She's still not sure why they were invited but she was impressed with all the gadgets of the future they got to play with.

Marina recently left her life as senior producer at *Citytv*, and has taken on a new role as director of business development at Donovan Creative Communications. Brave move... lucky firm. She'll add her video, TV and PR expertise to the creative team at the award-winning, full-service marketing, branding and communications company.



Longtime Edmontonians columnist David Norwood was among the recipients of the City of Edmonton Arts & Culture Citation Awards. He was the founding chair of the Edmonton Concert Hall Foundation, the group that led the charge for the construction of the Winspear Centre for Music and the installation of the Davison Organ.

The consummate volunteer is known for building bridges "between businesses, academic institutions, government and the arts." David served as the president of Edmonton's Fringe Theatre Adventures and oversaw the redevelopment of the TransAlta Arts Barns. The *Civic Buzz* writer says he was "overwhelmed" by the honour. ✓

Mark Scholz, owner of MES Communications Inc. offers a variety of services including production, creative and entertainment. For more information or to suggest a story idea, email mscholz@edmontonians.com



No doubt you have seen the newspaper or television ads over the past few months regarding the friction between the television and cable industry in Canada.

When you have many friends on both sides of the issue, as I do, it's really hard to discern who is right and who is wrong.

In my opinion, *both* are right and *both* are wrong... and the problem lies in highly outdated CRTC regulations and a failure-to-communicate issue.

Very simply, when cable started about 40 years ago, it cost around \$8 a month for a few channels delivered either via cable or satellite. As time went on, several tiers were granted by the CRTC and most of those had different rules and fee structures. For example, TSN—arguably the most successful cable channel in Canada—was subsidized by cable fees and allowed to sell advertising. Many other channels were prevented from selling ads, or highly formatted to a specific audience.

Over the years, more and more local/regional television channels were added, and virtually all major CTV/Global/A Channel/CITY TV channels became available through what the industry called time-shifting subscriptions.

Further to that, our 50-channel universe has expanded to 500 channels—even more when you consider the music, and pay tiers where you can pay upwards of \$55 to \$60 for one-time events like UFC or live concerts. Monthly fees now probably average about \$50.

Suffice to say, the rules have not been realigned significantly and, while the cable/satellite industry has become tremendously profitable, the local television industry is suffering from a severe decline in traditional advertising revenues. Many of those dollars are actually going directly to some of those specialty channels as well as web, promotions and special events.

The television industry is required to be people strong to provide local news coverage while the cable industry is, according to the television people, taking that product for free and charging you, the consumer, for the service.

"We are no longer in a position to subsidize cable and satellite with the provision of free signals," says **Lloyd Lewis**, VP/GM of CTV Edmonton. "To put it into perspective, the regulations that govern our industries have been in place since Ed Sullivan was on the air and they no longer make any sense. This is why we say the model for our industry is broken. We have a product that is used heavily by the consumer, but we can no longer monetize in today's fragmented advertising world."

In fairness, I should point out that there are special taxes the cable industry does pay through CRTC licence agreements, and those monies go into a Canadian Programming Fund. However, they do not flow, cash wise, to the networks.

Charles King, vice-president of government affairs for Shaw Communications, explains, "CRTC regulations require cable and satellite companies to carry all local over-the-air broadcasts with priority channel locations. The over-the-air broadcasters earn revenues through the exclusive sale of local advertising. Cable and satellite companies then distribute a high quality signal to 90 percent of Canadian households yet receive nothing in return.

"Broadcasters also receive approximately \$350 million annually in simultaneous substitution; where they impose their advertising over foreign signals showing the same program." King further states, "In addition, they currently get over \$1 billion annually in federal subsidies and grants and transfer fees from cable and satellite consumers such as: \$467 million in federal tax credits, \$200 million in provincial tax credits, \$350 million from the Canada Media Fund, \$102 million from the Local Programming Improvement Fund, and \$10 million in Small Market Programming Fund.

"There is lots of money available to these broadcasters for local TV; their problems are not local TV," he concludes.

In discussing all the sides of this issue with my broadcast peers, it ends up in a long point-counterpoint issue.

The thing they all do agree on? It's a highly outdated agreement that needs drastic review to work in to today's media structures.

So how do we fix this? Hopefully with long and very open CRTC hearings which are currently underway in Ottawa.

The TV and cable industries have not been able to work out a mutually acceptable solution themselves. Both have radio, cell phone, Internet and other prime businesses that also affect their bottom lines.

At the outset of the hearings, the CRTC chair chastised all of the players for their high profile attack ads on each other... stating that they had scared their own consumers. And more than once, he suggested that the two parties better get in a room and work out a solution... that they might not like the way the CRTC handles it if they don't settle the issue themselves.

As well, the federal government also weighed in and suggested it was quite possible it would "overrule" the CRTC should the Commission decide to grant the networks' request for fee payment. The feds fear the probable negative public response to the decision if it meant they would be paying the freight on this issue which will be decided just about the time Canadians might go to the polls.

Speaking of the general public, we get our say this month. The networks have spoken... cable/satellite providers have spoken... producers and distributors have spoken: Now, you and I can voice our opinions on this most complex scenario.

Stay tuned. ✓

Marty Forbes is the recently retired VP and general manager of The Bear, EZRock and The TEAM 1260 Sports Radio. Contact marty@edmontonians.com

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THIS MONTH'S COVER



Al Rysko of Swedish Jewellers
Photo by Rocco Macri

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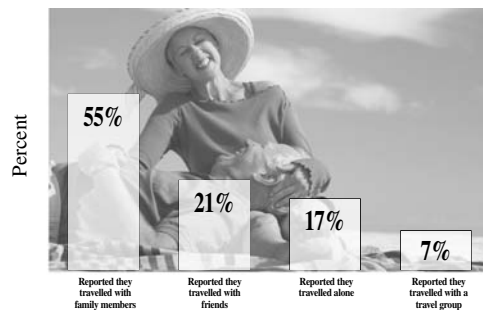


Poll STATION

With Linda Banister

As winter sets in, many Edmontonians dream of traveling south to exchange the ice and snow for the sun and the sand. However, this year's top newsmakers are sure to influence the choices of many eager adventurers. For this month's *Poll Station*, we asked Edmontonians whether security concerns, the global H1N1 scare, or the continuing economic downturn has had an influence on their travel plans.

HAVE YOU TRAVELED OUTSIDE CANADA IN THE PAST YEAR?



To begin the survey, respondents were asked whether they, or someone in their household, had traveled outside Canada within the past year. More than half (58 percent) of all respondents reported they had, while 42 percent indicated they had not. Those who traveled outside of Canada most frequently indicated they went with family (55 percent) or friends (21 percent). Of the remaining 24 percent, seven percent left the country with a travel group, while the remainder traveled alone (17 percent).

DO YOU PLAN TO TRAVEL OUTSIDE CANADA IN THE NEXT YEAR?

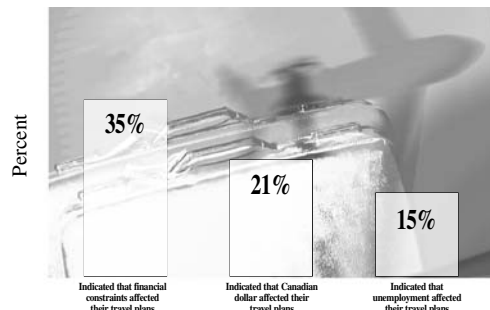
Next, respondents were asked whether they or someone in their household is planning to travel outside of the country within the next year. The majority (59 percent) indicated they are, while 39 percent are not, and two percent are unsure.

Of those planning to travel abroad, 83 percent considered health issues (i.e. H1N1 virus) in destination countries an important consideration when making their travel plans. Seventy-seven percent of those planning to travel also considered security issues (i.e. political unrest, crime, etc.) an important factor when deciding whether or not to travel.

WHERE DO YOU GET INFORMATION?

When asked where they would turn for information about passports, travel visas, currency rates, and other related issues before leaving on their trip, the majority of respondents reported they would use the Internet (59 percent). Respondents also frequently said they would use the Government of Canada website (17 percent), a travel agent or agency (15 percent), AMA Travel Services (nine percent), newspapers/TV (seven percent), or find out by word of mouth (five percent).

HAS THE ECONOMIC RECESSION AFFECTED YOUR TRAVEL PLANS?



One-third of respondents (34 percent) indicated the global economic recession has had an effect on their travel plans. Of these respondents, financial constraints (35 percent) and reduced income due to unemployment (15 percent) were most frequently mentioned as ways in which the economic recession has affected travel. Twenty-one percent of total respondents also indicated the value of the Canadian dollar has affected their plans. When asked how the value of the Loonie has impacted their travel plans, the strong dollar was most frequently mentioned as being a travel incentive (38 percent), followed by exchange rates being a factor in general (24 percent).

Finally, respondents were asked if any other factors have impacted their travel plans. While 24 percent indicated no, nine percent cited being too busy, six percent mentioned the general expense of travel, five percent stated personal health issues, four percent indicated having young children, and three percent referred to their age as other factors that have impacted their travel plans. ✓

Monthly Poll Station Online Question

Visit www.edmontonians.com to register your opinion

Want a question included in the Edmontonians Poll?

Contact Linda at 780.451.4444 or e-mail banister@edmontonians.com.

Linda Banister is a certified management consultant and the owner of Banister Research and Consulting Inc., a full service provider of market research and program evaluation services. Visit www.banister.ab.ca.

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8TH ANNUAL SOCIAL CALENDAR

Compiled by Maria Jose Politti

Dine... dance... donate. Edmontonians love to have a great time while making a difference to others in the Capital Region. Every year, millions of dollars are raised in support of charity and not-for-profit societies. In the current economic climate, the continued support and generosity of patrons is more important than ever.

Edmontonians proudly provides its readers with the most comprehensive guide to galas and balls with receptions, silent and live auctions, dinners, entertainment and dancing... charitable events that support health and research, education, the arts and social programs. Whether they are black tie and ball gown or high-end casual chic, we are

happy to support the efforts of thousands of volunteers who contribute to the vibrancy of our community.

The *Edmontonians Annual Social Calendar* has become a staple reference for individual and corporate patrons who plan their participation and support of causes, as well as organizers who want to avoid conflicting dates for their fundraising events.

Keep the print version on hand... and make a habit of checking *Edmontonians* new and improved on-line calendar for additions and revisions, or to submit updates or new events using our on-line form.

Enjoy yourselves and keep on giving. ✓

december 2009

Faculty of Arts Winter Solstice & Silent Auction 3

Join us at the Faculty Club for this splendid cocktail reception between 5:30 p.m. and 11:00 p.m. An opportunity to mingle, sip on a glass of wine and bid on one-of-a-kind silent auction items.
Visit www.christmasbureau.ca for updates

Realtors® Association of Edmonton and Realtors® Community Foundation Christmas Luncheon 4

Realtors and guests are invited to join together to raise funds for the Edmonton Realtors' Charitable Foundation at Northlands Agricom. Santa's Auction provides a wonderful array of live and silent auction items, plus a Holiday Raffle, 50/50 Draw and Diamond Mine. Contact Jill Didow at 780.453.9343 for more information. Visit www.ereb.com and follow the links.

Rock for Santa Charity Concert 5

A group of rock bands have joined together to bring a huge event to The Pawnshop on Whyte Ave. Catch some of Alberta's best independent acts and help feed families at Christmas. Contact lookingeast@live.ca for more details about acts, tickets and the proceeds.

Share the Spirit Open House 6

Celebrate the holiday season with friends and supporters of Pilgrims Hospice at the Christmas Open House and Annual Cookie Trot. Visit www.pilgrimshospice.ca

Snowflake Gala 2009 7

The Shaw Conference Centre will be transformed into a winter wonderland as 1500 guests from across the community come together to support,

celebrate and become engaged in the work of the Stollery Children's Hospital Foundation.

Contact Jolene Johnson 780.431.5437 or jjohnson@stollerykids.com Visit www.stollerykids.com

The 10th Annual Copper Jackets Luncheon 11

Hosted again at the Shaw Conference Centre, there will be live and silent auctions during lunch, with all proceeds going to the Christmas Bureau. Come and take part in this lively event. Tickets are \$100 per person (a \$75-tax receipt will be issued). Contact Lindsay at 780.409.5889 for tickets (must be purchased in advance). Visit www.christmasbureau.ca

Christmas Bureau Breakfast 17

The 28th Annual FMC Christmas Bureau Breakfast sponsored by Fraser Milner Casgrain LLP, Sobeyes and the Westin Hotel takes place from 7:00 a.m. to 8:30 a.m. The tradition of sharing continues with this annual favourite. Visit www.christmasbureau.ca or contact Jenn Muir 780.423.7385.

Edmonton International New Year's Eve Gala 31

A spectacular evening of entertainment in support of Doctors without Borders. The Edmonton Marriott Grand Ballroom. Tickets \$140. Call 780.486.9506 or edgala@shaw.ca Visit www.edgala.com for more details.

Latin New Year's Eve 31

The 10th annual extravaganza features live entertainment, DJs, and salsa show. This family event is held at the Delta Edmonton South Hotel. Tickets at tixonthesquare.ca \$80 for dinner, dance and party favours and must be purchased by December 26. Dance only \$35. Visit www.moreproductions.com. Contact Bayron at 780.691.0835.

HAPPY NEW YEAR!! january 2010

New Year's Day Levee 1

Join the Lieutenant Governor of Alberta, the Honourable Norman Kwong, at Government House in this traditional celebration of the New Year. The annual New Year's Day Levee is open Friday afternoon to the public for light refreshments and tours of Government House. For information call: 780.427.7243. Visit www.lieutenantgovernor.ab.ca for updates and event times

From Tears to Laughter 12

Franklin Fund presents From Tears to Laughter, a comedy night featuring "Comedy's New Rock Star" Sugar Sammy. Enmax Hall at Winspear Centre. Tickets \$55-\$65 by phone 780.428.1414 or on-line www.winspear.com. Visit www.franklinfoundation.ca for more details.

15th Annual Law Show 15-16

This annual variety show is created, written, performed and produced by law students. Law Show 2010 will be donating all proceeds from ticket sales and the silent auction to the Alberta Council of Women's Shelters. The Law Show is a recipient of the U of A Governor's Awards of Distinction which recognizes individuals and groups who make outstanding contributions to the community. Myer Horowitz Theatre. Tickets: \$14/person Friday; \$17/person Saturday. Visit www.ualberta.ca/lawshow/ or contact lawshow@ualberta.ca

5th Annual Luncheon for Public Health 19

Join the U of A Faculty of Nursing in support of this fundraiser for the Nursing Chair in Public Health. Learn more about new approaches to health care as you enjoy this luncheon and

silent auction at the Edmonton Petroleum Club. Tickets: \$50 each or \$400 table of eight. Contact Lynn McCaw at 780.492.5617. Visit www.nursing.ualberta.ca

Back to Basics Charity Dinner TBA

Enjoy a traditional Italian meal at this fundraising dinner in support of a local charity. Sorrentino's Downtown. Call 780.474.6466 for tickets. Visit www.sorrentinos.com

Sturgeon Hospital Foundation Friend Raiser Gala 23

18th annual fundraiser gala to benefit patient care programs and equipment at the Sturgeon Community Hospital. Enjoy a four-course gourmet meal with complimentary dinner wine, live and silent auctions followed by a dance band. Held at the Sutton Place Hotel, the event is black tie optional. Tickets: \$160. Contact Katrina Black 780.418.7361. Visit www.sturgeonhospitalfoundation.org

One! International Poverty Relief 23

2nd Annual Gala Fundraiser One! International Poverty Relief which helps to alleviate poverty through education in the slums of Mumbai was founded by Tania Splichen, a native of Sherwood Park. Bhinder Sajan of Ornni TV will emcee. Gourmet Indian dinner, silent auction, door prizes and dance. Art display by students from the One! International schools. Held at Meridian Banquet & Conference Centre. Tickets \$50 (\$25 tax receipt). Contact Marilyn Splichen 780.467.6254 or Julie Hawkins 780.458.6509, or visit www.one-international.com

2010 SOCIAL CALENDAR

Continued on page 6



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Fork it Over 29
The Rotary Club of Edmonton Mayfield and the Compassion House Foundation team up for this dinner in support of Sorrentino's Compassion House. Held at the Marriott Edmonton at River Cree Resort. Tickets are \$75. Visit www.compassionhouse.org and www.mayfieldrotary.shawbiz.ca. Contact 780.425.7224

2nd Annual KCP Winter Gala 29
The Kenya Ceramic Project is an exciting international health pilot project, led by University of Alberta students, that aims to introduce innovative ceramic water filters and high-efficiency wood-burning stoves to rural areas of Kenya. This black-tie gala is at the University of Alberta Faculty Club. Tickets \$80 early bird ticket price by December 1, 2009, \$100 late-corner price by January 15, 2009. Call Subir Sutradhar 780.935.9516 Visit www.kenyanceramics.org for more details.

february 2010

Laughing for Cancer TBA
Who's laughing now? You will be at this 10th annual event to raise funds for the Cross Cancer Institute. Join Graham Neil and another all-star line-up of comedians from right here in Edmonton with special guests from across Canada. The evening includes live and silent auctions, and the comedy show. The new Laugh Shop on Whyte. Tickets are \$50 each at www.laughingforcancer.com for tickets. Contact 780.908.2047 for information.

Fiesta Mexicana Gala 6
Join the Blauen Funken Mardi Gras Association at the German Canadian Cultural Centre for this gala costume ball. Performances by the Blauen Funken and special guests. Prizes for best costumes. Music provided by The Bavarian Boogie Band. Visit www.BlaueFunken-Edmonton.com or contact Will Moellering at 780.456.0941

Annual Art Auction 6
Profiles Public Art Gallery, Arts and Heritage Foundation of St. Albert presents its annual fundraiser An Evening with Artists to support education programs for all ages. Held at Hole's Greenhouse and Gardens, St. Albert. Visit www.artsheritage.ca. Contact 780.460.4310.

Johann Strauss Ball 6
This formal evening celebrates the Johann Strauss Foundation scholarships for Albertans seeking advanced music studies in Austria. It is an elegant evening of pageantry featuring Viennese music, dining and dancing. Held at the Crowne Plaza Hotel. Tickets \$225. Contact Maegan Kuehne 780.492.6580 or maegan.kuehne@alberta.ca. Visit www.arts.ualberta.ca/ball

Chocolate Affair Special 10th Anniversary Celebration 6
Proceeds from the 10th Annual Chocolate Affair Gala benefit The Courage Centre, a hub for new rehabilitation equipment and technology at the Glenrose Rehabilitation Hospital. This black tie event will be held at the Shaw Conference Centre, Hall D. Visit www.glenrosefoundation.com or contact 780.735.6024

The Edmonton Chamber Ball 2009 6
Feature entertainment and ticket TBA at a future date. Held at Edmonton Northlands. Visit www.edmontonchamber.com for updates. Contact Melissa to reserve your tickets and/or tables of 10 at 780.426.4620

Costello in Concert 7
Elvis Costello performs at the Winspear Centre for Music to benefit the Fort Edmonton Foundation. For tickets, contact 780.428.1414 or www.winspearcentre.com. Visit www.fortedmontonfoundation.org for updates.

13th Annual Winemakers' Valentine's Gala 10
This Gala raises money in support of Alzheimer's care and education. This

elegant black-tie evening begins with a cocktail reception, followed by a four-course meal; each course is paired with different wines selected by a featured winemaker. Held at Fairmont Hotel MacDonald. Tickets \$350. Call 780.448.2413 or ccfoundation@capitalcare.net. Visit www.capitalcare.net

Flavours of Portugal Wine Tasting & Auction Fundraiser 10
An epic wine tasting event! Come and join the Edmonton Symphony Orchestra. Held at Winspear Centre. Tickets \$125 per person (tax receipt issued for a portion of the price). Call Winspear Box Office 780.428.1414 or 1.800.563.5081 for tickets. Visit www.edmontonsymphony.com for more details.

Have a Heart for Mental Health Gala Dinner 11
The Canadian Mental Health Association - Edmonton Region will host its third annual fund raising gala dinner in support of mental health. This is a non-gala gala with limited speeches, no auction and great prizes. Held at Bistecca Italian Steakhouse/Wine Bar. Tickets: \$150. Visit www.cmha-edmonton.ab.ca. Contact Canadian Mental Health Association 780.414.6300, info@cmha-edmonton.ab.ca



Edmonton Opera Gala 14
An evening of sumptuous food, breathtaking entertainment and plenty of fun are all part of one of Edmonton's premier events. Proceeds help to bring world class opera to Edmontonians. Held at the Fairmont Hotel Macdonald. For more information, visit www.edmontonopera.com or contact Pat Rodenburg at 780.760.2698

55 Ways to Leave Your Lover 20
A fun event with an anti-Valentine's theme for the newly single, newly attached, or anyone who wants to have a good time. Bid on and take home amazing original art from local and regional artists, enjoy gourmet food and cocktails, and dance. Fundraiser in support of operations and programming at Latitude 53 Contemporary Visual Culture, 10248 - 106 St. Tickets \$10 members, \$12 non-members. Visit www.latitude53.org. Contact 780.423.5353 or info@latitude53.org.

Mardi Gras Dinner & Dance 26
Mardi Gras Dinner Dance with Basic Black & Pearls. Come join Les Amies Dance Club for incredible evenings of great dining and ballroom dancing at one of Edmonton's largest formal dance floors. Held at the Italian Cultural Centre and feature three course meals served homestyle or plate service with wine available for purchase. Tickets \$110 per couple. Contact Linda 780.642.9739. Visit www.lesamies.ca

Edmonton Festival Ballet's 25th Anniversary Gala 28
Come to celebrate our 25th Anniversary. Enjoy dance performance, reception, wine raffle, and auction. Guest Performance by Vanessa Lawson and Gael Lambiotte, Edmonton contemporary dancers, and others. Arden Theatre. Tickets \$25. Call 780.413.0985 or edmfest@telus.net. Visit www.efbdance.com for more info.

march 2010

Bennett Jones LLP Fundraising Breakfast 12
Bennett Jones LLP raises funds for Zebra Child Protection Centre. Held at The Sutton Place Hotel. Tickets \$125. Contact Carmelita Hallett at 780.917.5235 or hallettc@bennettjones.com

The Alzheimer Benefit Dinner of Nations-Memories from Asia 12
Escape the winter blues and join the Alzheimer Society of Alberta and Northwest Territories at The Crowne Plaza for fun formal evening to support research, education and services. Guests will enjoy a five-course Asian meal. Celebrity waiters will be on "staff" to earn tips for research. Live and silent auctions, and comedy entertainment will complete the evening. Tickets: \$125, or \$875 for a table of eight. Visit www.alzheimer.ab.ca or call 780.488.2266

Art & Entertainment Charity Affair 13
Support the Black Gold Health Foundation with this evening of fine art, fine entertainment and fine food with a touch of class. Held at McLab Centre for the Performing Arts in Leduc, funds raised are used to enhance health

Fashion week supports local designers, models and performers in a unique and entertaining art production. Don't forget to be creative in your dress - you're part of the show too. Tickets \$20 at TransAlta-Barns Box Office or tickets.fringetheatre.ca. Visit www.edmontonfashionweek.com for more details

California Wine Fair 8
The Citadel Theatre presents the California Wine Fair featuring 350 wines accompanied by delectable appetizers—all included with the cost of your ticket. Adding to your wine cellar? Choosing wine with dinner? Come and talk to the experts. Held at Shaw Conference Centre. Tickets are \$ 60+gst. Call 780.428.2134, or visit www.citadeltheatre.com

A Food for All Seasons Gala 15
The Food for All Seasons Spring Gala will feature a delicious four-course meal, wine, live musical entertainment, a keynote speech, and silent and live auctions. An important fundraiser for the Food Bank. Dress is business formal. Held at the Sutton Place Hotel, tickets are \$100 per person or table of eight. \$750. Visit www.edmontonsfoodbank.com or contact 780.425.2133

Walk in My Shoes 16
The annual auction and dinner in support of the Pilgrim's Hospices' end-of-life care programs for caregivers and bereavement services. Visit www.pilgrimshospice.ca or contact the Pilgrims Hospice Society at 780.413.9801

Wild Elk Federation Annual Fundraising Dinner & Auctions 17
The Leduc & Greater Edmonton Area Chapter of the Wild Elk Federation will host its 5th Annual Fundraising Dinner & Auctions in support of elk and other wildlife. Contact the Wild Elk Federation for more information www.wildelkederation.ca 780.980.1600

Avenue of Hope Gala 17
A first-class evening of dining and dancing with live and silent auctions. Proceeds help support Lurana Shelter Society's mission to provide a place of safety, opportunity and promise for women and children impacted by domestic violence. Tickets: \$100. Visit www.luranashelter.com. Contact 780.422.7263 or funddevcoordinator@luranashelter.com

Sorrentino's Garlic Stomp 17
Each year a new recipient is selected as the beneficiary of this annual dinner. Held at the Shaw Conference Centre, Danny Hooper will emcee the evening's festivities. Ticket price includes dinner, dance and live entertainment. Visit www.sorrentinos.com or contact Priya Bhasin 780.474.6466.

Spirit of Spring Fashion Show & Luncheon 18
Enjoy a fresh and exciting collection of fashions from some of Edmonton's top boutiques with guest models from all walks of life, coming together to support McDougall House Association. Fabulous silent auction. Shaw Conference Centre Hall D. Tickets \$70. Contact Jayne Bowden at 780.498.6216 or tickets@mcDougallhouse.com. Visit www.mcdougallhouse.com

Mad Hatter's Gala - Silver Anniversary 24
Hats off to the 25th annual Mad Hatter's Gala in support scholarships and bursaries for Grant MacEwan University students. Roaring 20s theme - Mad Hats encouraged! Shaw Conference Centre Hall D. Tickets: \$350. Visit www.macewan.ca/madhatters.ca Contact Bonnie 780.497.4285

may 2010

Canadian Breast Cancer Foundation Mother's Day Luncheon 1
This annual event raises awareness for breast cancer and the role that the Canadian Breast Cancer Foundation - Prairies/NWT Region plays in creating a future without breast cancer. Fairmont Hotel Macdonald. Get your tickets early—this event sells out. Call 780.452.1166 or 1.866.302.2223. Visit www.cbfc.org/prairiesnwt

april 2010

Edmonton Fashion Week 1-8
Kicking off the week is a semi-formal event at the TransAlta Arts Barns. Edmonton

Continued on page 8

23-year old Kyle Persaud bejewelled in a quarter of a million dollars worth of diamonds from Swedish Jewellers Hearts on Fire series. The Edmontonian is a gerontology student at Mount Royal University in Calgary.

Swedish Jewellers owner Al Rysko tried on the \$300,000 Rolex, a special order for an Edmonton client

Just watch me...

BEATING THE ODDS in a downturn

By Caroline Barlott
Photos by Rocco Macri



“**T**here’s a lot of quiet money in this town,” says Al Rysko. He should know. He’s waiting for a client to pick up his special-order \$300,000 Rolex.

Rysko has been surrounded by watches and beautiful jewels since the age of four. He’s now the owner of Swedish Jewellers, which is currently celebrating its 60th year of operation. His dedication to perfection is reflected in countless precisely cut and set precious stones that grace the store’s expansive downtown location in the historic Moser Ryder Block.

Swedish Jewellers is known for bringing the Rolex brand to Edmonton in the early 1950s. In the late ’70s, Rysko’s uncle, Ted, who had worked as a watchmaker, took over the business. And since that time, Rysko has been fascinated with the inner workings of watches; he started fixing clocks when he was 11 under the tutelage of both his uncle and father, Anatoli. As a teenager, he worked with smaller time pieces and enjoyed “turning a dirty old watch into a new masterpiece and seeing the joy on a customer’s face.”

After years of learning from his mentors, Rysko became Swedish Jewellers’ owner in 1992 and expanded it three times in three different locations, culminating in the current 10,000 square foot space. He’s gone from working with small timepieces with 50 to 75 parts to complicated Rolex watches with upwards of 200 components.

Over the years, Rysko has seen many repeat customers whose children eventually became patrons as well. Some were just a few years old when they first accompanied their parents to the store and now, this second generation also enjoys marking special occasions with a purchase from Swedish Jewellers. “I am a third generation businessman and I’ve seen the generational transition with my customers. The service we provide is more than just monetary. It’s

amazing to serve these customers and know that someday their children may become customers of my children.”

Rysko’s eldest daughter, 17-year old Carissa, is showing serious interest in becoming part of the family business upon completing an international business degree from the University of Alberta. He’s proud and excited by his daughter’s involvement. With five other daughters ranging in age from three to 14, he muses: “Perhaps, we’ll have six locations of Swedish Jewellers eventually.”

From her father, Carissa is learning the importance of dedication and persistence through both the good and the bad times. As with any business, Rysko says, Swedish Jewellers has experienced both economic highs and lows throughout the course of its 60 years in operation. However, throughout it all, the business stayed strong, something he credits to consumer attitude.

“Edmontonians have resilience.” Rysko recalls the early 1980s when Albertans were still reeling from the NEP-induced recession. “I was working with my dad and started a new retail store in a mall in 1983. I didn’t even feel the recession... those were our best years. By 1989, the store was debt-free, my house was paid off, and I treated myself to a very expensive car.”

Recognizing that the Alberta retail sales figures are flat, Rysko points to his August fiscal year-end figures. “We’re down one percent from last year... that’s pretty good. Our clients remain the force of power... they are extremely loyal.”

Overall, he attributes Swedish Jewellers’ success and longevity to being dedicated to fine workmanship and personalized service. “Because I am a trained watchmaker, I appreciate the quality of craftsmanship we produce here. The sense of pride that’s attached to the work is valued by

our customers.” It takes a full year of exacting materials and production to complete one Rolex timepiece and to perfect the oscillator movement, the heartbeat of every Rolex. The store carries an impressive selection of Rolex watches, ranging in price from \$5,000 to \$60,000.

Since its inception, the business has added nearly 50 renowned brands, with pieces reminiscent of the jewels that bedeck Hollywood celebrities and adorn models on the runways of New York and Paris. Along with carrying internationally recognized, prestigious brands like Hearts on Fire, Chopard and A-Link, known for their precisely-cut diamonds, the store creates custom designed pieces limited only by the customer’s imagination.

Rysko recalls a particularly stunning necklace, containing over 200 diamonds and a ruby centerpiece. The necklace was a gift from a husband to his wife in celebration of their fortieth anniversary. He says it was an honour to be part of such a milestone in their lives. “They are a great couple and, since I’ve known them for several years, it was amazing to create something to celebrate such an important occasion.”

A business, according to Rysko, “needs to have balance; business owners should be dedicated to their craft and also dedicated to customers and the community.” The company is involved in numerous charities throughout the year. And, in honour of Swedish Jewellers’ milestone anniversary, he donated a portion of November sales to children in need. “As a father, I have a kind heart towards children, especially since there are those in the world that are ignored or abused. So, it’s our endeavour to keep doing what we can.” ✓

Continued from page 6

Esquao Awards 2010 – Angels among Us **1**
The Institute for the Advancement of Aboriginal Women brings the 15th Annual Esquao Awards to the Shaw Conference Centre. The awards honour and recognize Aboriginal women for their accomplishments in many different categories. Tickets: \$175. Call IAAW central office 780.479.8195. Visit www.iaaw.ca.

CMB Visions Luncheon **6**
Enjoy this mid-day business gala which will feature comedian Mike Bullard. This event raises funds to support programs and services that help people with vision loss live, work, study and enjoy the things that matter most. Held at The Westin. Tickets \$100 each, or table of 10 for \$900, including applicable tax receipt. Visit www.cmb.ca/divisions/alberta or contact Sharon McIntyre at 780.453.8333

9th Annual Hervey Foundation Dinner and Silent Auction **TBA**
The 9th Annual Hervey Foundation Dinner and Silent Auction will be held at the Crestwood Curling Club. A casual, fun filled evening featuring a buffet dinner. Tickets are \$55. To purchase tickets, or donate to the silent auction, contact Marjorie at 780.963.4953. Visit www.herveycats.com for updates

Consular Ball **8**
The 30th Annual Edmonton Consular Ball is an elegant evening of gourmet food, dancing, spirits and wine. This black tie event is sponsored by the Edmonton Consular Corps, with proceeds supporting scholarships for the University of Alberta's International Studies. Crowne Plaza-Chateau Lacombe. Tickets: \$220. Contact Kristina Williams, Consul for Sweden, 780.886.2501.

Eternal Chopin **9**
Fundraising dinner with silent auction at the Winspear Centre in Edmonton. The 200th birthday of one of history's most notable pianists and composers, Fryderyk Chopin, is being celebrated by the Polish Culture Society of Edmonton. The Society has taken a leadership role, working with the Polish consulate in Alberta in preparation for this global event. Visit www.chopin2010.ca for updates.

Annual Book Awards Gala **14**
The Alberta Book Publishing Awards celebrate excellence in publishing in Alberta. The Edmonton Public Library, in partnership with the Book Publishers Association of Alberta, has created a new Alberta book publishing award. The Alberta Readers' Choice Award will promote the works of Alberta authors and publishers, and encourage the reading public to support literary works published in Alberta. Tickets \$65. Visit www.bookpublishers.ab.ca for more details.

Yellow Ribbon Gala Dinner and Silent Auction **15**
The Officers' Mess is the venue for this prestigious event in support of the Edmonton Garrison Military Family Resource Centre. It features a seven-course dinner and special guest speaker. Funds raised support the programs and services of the military community. Visit www.mfrcedmonton.com Contact Moira Smith 780.973.4011 ext 6330.

Junior Achievement Alberta Business Hall of Fame **20**
2010 celebrates the 30th anniversary of the Alberta Business Hall of Fame. This event honours business and community leaders and is hosted by Junior Achievement of Northern Alberta & NWT. Shaw Conference Centre. Visit www.janorthalberta.org for details. Contact Jay Ball at 780.428.1421 ext 221

Dance-A-Thon Fundraiser **29**
Mile Zero Dance 25th Anniversary Season 2009-2010. Visit www.milezerodance.com. Call 780.424.1573.

june 2010

Homeless for a Night **TBA**
The Youth Emergency Shelter Society invites you to register online as a team or individually, collect pledges and then be "Homeless for a Night" at Telus Field. For one night in early June, you can experience an evening of enlightenment about youth homelessness, take in some great entertainment or just sit by the fire. Find out what life is like when you don't have a warm, comfortable home to go to. For more information, to register, or make a pledge to YESS, visit www.yess.org. Contact Tracy Cumming at 780.468.7186 ext 288.

Dreamspeakers International **2-5**
This four day event is presented by the Dreamspeakers Festival Society which educates and markets Aboriginal culture, art and heritage. Tickets: \$20 for the Opening Night, \$7 for Film Screening, \$75 for Youth Day and \$20 for Wrap Awards Night. Visit www.dreamspeakers.org for updates and submissions of film information. Contact Doreen or Helen 780.378.9609.

YWCA Women of Distinction Awards Gala and Silent Auction **3**
Join some of the most accomplished women in Edmonton to celebrate their achievements in style! Unique entertainment, delicious food and a luxury silent auction top off this evening of excitement and inspiration. Held at Northlands Expo Centre Ballroom. Tickets are \$95 (early bird). Call 780.423.9922 or go on-line at www.ywcaofedmonton.org for details or to nominate someone you know.

Flamencol **4**
You will be transported to sultry España as you experience the soul and passion of flamenco dance. Part of the proceeds from ticket sales will be donated to Crime Stoppers, a charity that works to ensure safer communities. Tickets: \$25 in advance; \$35 at the door. Contact Flavia Robles at flaviarobles@yahoo.com or call 780.916.1665.

Earth Angels Unite- for the Love of Children Gala **4**
The Kids Kottage Foundation hosts this 11th annual black tie gala ball to promote the health and well-being of children and to prevent child abuse. Held at the Fairmont Hotel Macdonald, tickets are \$550. Visit www.kidskottage.org. Contact Pam Miller at 780.448.2545

Downtown with a Purpose, the 24th Annual Downtown Rotary Club Gala **19**
The Rotary Club of Edmonton sponsors its 24th Downtown with a Purpose Gala. Funds raised will help new Canadian families from Africa integrate into the fabric of Canadian life, and contribute as citizens in our community. The Sutton Place Hotel. Tickets \$175 (tax receipt issued). Visit www.edrotary.com/gala. Contact Bonnie at 780.429.3256.

Council for Visual Arts Gala **25**
This gala evening of buffet dinner, dancing, silent and live auctions supports The Places, Art & Design in Public Places Program which facilitates the acquisition and display of art and design in Edmonton. Scholarships are awarded to art and design students. Presented by The Fairmont Hotel Macdonald; The Edmonton Business Council for Visual Arts and The Works International Visual Arts Society. Fairmont Hotel Macdonald. Tickets: \$150 or \$2900 for 20. Contact Linda Wedman at 780.426.2122 ext 222.

july & august

It's festival time in the city. Charity focus shifts to golfing, walking, running and biking for worthy causes. Check the on-line calendar at www.edmontonians.com for summer events.

A Taste of Edmonton Festival **Jul 23 - Aug 1**
Dozen's of Edmonton's finest restaurants create menus that allow all to sample their culinary delights over 10 days downtown, with lots of live entertainment. Sir Winston Churchill Square. Contact Events Edmonton at 780.423.2822 or visit www.eventsendmonton.ca

Edmonton Heritage Festival **Jul 31 - Aug 2**
Servus Heritage Festival 2010 marks the 35th annual celebration of this premier three-day showcase of Canada's vibrant multicultural heritage, featuring 62 pavilions representing over 80 cultures from all over the world. Come taste food, and enjoy entertainment and arts and crafts. Hawrelak Park. Contact Edmonton Heritage Festival Association at 780.488.3378. Visit www.heritage-festival.com

The 29th Edmonton International Fringe Theatre Festival **12-22**
This phenomenal alternative theatre fest is the largest and oldest in North America with over 1,200 shows and performances from over 200 theatrical companies in 27 venues in historic Old Strathcona. Visit www.fringetheatreadventures.ca for updates.

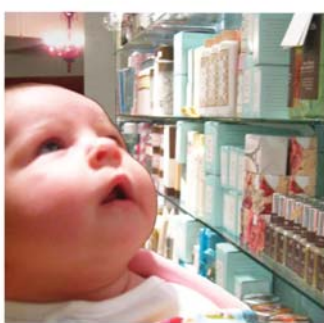
september 2010

Denim Ducks Dinner **TBA**
Sponsored by Ducks Unlimited Canada, this gala dinner at the Crowne Plaza-Chateau Lacombe will feature live and silent auctions in support of the preservation and conservation of wetlands. Visit www.ducks.ca for updates. Contact Tracy O'Neil 780.444.2354.

Edmonton Eskimo Women's Dinner **TBA**
A fun fund-raiser, the annual EE Women's Dinner aims to increase women's interest in football and raise funds for a charitable cause. Green and Gold Club at Commonwealth Stadium. Visit www.esks.com for details. Contact forgej@telus.net.

Canadian Liver Foundation's Masque **TBA**
Slip on a mask and become a person of mystery at this semi-formal event as we un-masque the truth about liver diseases. Held at Muttart Conservatory. Tickets \$75 (\$30 tax receipt). Funds raised go toward the Canadian Liver Foundation - Northern Alberta chapter's programs and services and to support liver research projects. www.liver.ca. Contact Carmen Boyko at 780.444.1547; toll free 1.888.557.5516 (Northern Alberta only).

Reflex Manufacturing 6th Annual Empty Bowls for WIN House **TBA**
The Edmonton Women's Shelter exists to further non-violent relationships and environments for women with and without children. Empty Bowls is an important fundraiser to advance that cause. Held at The Sutton Place Hotel, tickets are \$25, or \$240 for a Full House table of 10. Visit www.winhouse.org for updates. Contact Matt Baron 780.471.6709 ext 226



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Edmontonians on-line

2010 Social Calendar

The Capital Region's most comprehensive listing of galas and fundraising events by registered charities, social and cultural societies, business and professional organizations, and other not-for-profit groups.

Update & add 2010 events • Register your 2011 galas

www.edmontonians.com

Edmonton Meals on Wheels TBA
8th Annual Celebrity Box Social
 Canadian Western Bank and Edmonton Meals on Wheels present the 9th Annual Celebrity Box Social. Enjoy a decadent chocolate dessert buffet while bidding for the company of high profile Edmontonians in live and silent auctions. This fun event is also supported by local restaurants that donate gift certificates for meals to the winning bidders and their celebrity guests. For more information visit www.mealsonwheelsedmonton.org. Call 780.429.2020 or emow@mealsonwheelsedmonton.org for tickets.

Paws and Claws Gala TBA
 "Homes for Hounds" is a charity created by Coventry Homes in support of the Edmonton Humane Society. This event raises funds and awareness for helpless animals in need. Evening consists of silent auction, dinner and endless entertainment. Visit edmontonhumanesociety.com or www.coventry-homes.com for updates.

"Give the Gift" TBA
Dance for Life Gala
 Enjoy this fantastic fundraising dinner and dance gala which will feature a sensational dance showcase by several dance stars from across Canada including performances in hip-hop, contemporary, ballroom, Latin, belly dance, classical Indian dance, disco and much more. All funds raised at this event go The Kidney Foundation of Canada, Northern Alberta & The Territories in support of raising awareness of organ and tissue donation. Ticket reservations, log on to www.kidney.ab.ca. Contact Theresa Jenkins at tjenkins@kidney.ab.ca or 780.451.6900 x227

Grandparents Award TBA
of Distinction Gala Banquet and Silent Auction
 The Bernadette N. Swan Social Care Foundation celebrates the contributions of grandparents to family and society. It recognizes individuals nominated for the Award of Distinction by their grandchildren. Funds from the dinner and silent auction support programs for seniors. Contact Bernadette Swan 780-761-0881 or bnssc15@yahoo.ca.

Duncan & Craig Laurel Awards 13
 The 16th annual Laurel Awards recognize and reward creativity and innovation in not-for-profit organizations. Held at The Westin, tickets are available by invitation only. For information and nomination forms, follow the link at www.dclp.com. Contact Sol Rølingher 780.441.4310.

5th Annual Courage Award 16
 Glenrose Rehabilitation Hospital and Foundation presents this event to recognize and award the courage of Glenrose patients who have overcome great challenges in their determination to rebuild their lives. The evening also recognizes those remarkable donors who

support the Foundation. www.glenrosefoundation.com. Contact 780.735.6024

Sizzling Twenty under 30 16
 Edmontonians and Lexus of Edmonton host the 6th annual hot soiree at the dealership. Invited guests celebrate and toast 20 individuals under the age of 30 who have demonstrated true entrepreneurial and community spirit. Profiles are featured annually in the September issue of the magazine. Nomination forms are available at www.edmontonians.com and close on May 15th. This is one of Edmonton's "IT" parties! Contact info@edmontonians.com.

FEASTival of Fine Chefs TBA
 This is the 22nd annual ultimate experience in multi-course gourmet dining where teams from 25 establishments prepare Alberta products supplied by members of the Alberta Food Processors Association. The event showcases the talents of apprentice chefs and Alberta foods and beverages to help raise funds for the Stan Ballard Apprenticeship Fund. Silent and random auctions. Tickets go on sale in the spring. Visit www.afpa.com. Contact 780.444.2272 or 403.201.3657 ext. 21 or email info@afpa.com.



Kyle Persaud shows off the \$70,000 Tattoo collection, exclusive to Swedish Jewellers. She matched the pieces with a \$30,000 Rolex.

Annual Dr. Helen Hays Sunflower Luncheon 17
 Each year a prominent speaker delivers a keynote address at this luncheon for the Pilgrims' Hospice Society. Proceeds support Edmonton's only freestanding hospice. Visit www.pilgrimshospice.ca. Contact 780.413.9801.

Edmonton International Film Festival - Opening Night Gala TBA
 Opening Night Gala consists of a movie premiere and after-party with visiting filmmakers and actors. This is the kick-off event to the EIFF - a nine-day feast of feature films, shorts and documentaries from around the world. Visit www.edmontonfilmfest.com.

october 2010
Fashion with Compassion TBA
 Edmonton's premier fashion show in support of Sorrentino's Compassion House holds two fundraising events at the Shaw Conference Centre on this day—luncheon and evening shows. Visit www.compassionhouse.org for updates. Contact 780.425.7224.

Rodeo Round-Up Dinner TBA
 This annual gala dinner with live and silent auctions is sponsored by Ducks Unlimited Canada to support the preservation and conservation of wetlands. Visit www.ducks.ca for updates. Contact Tracy O'Neil at 780.444.2354.

Minerva Dinner TBA
 The Minerva Foundation's mission is to assist the personal growth of individuals and families by providing financial assistance to Edmonton-based charitable organizations. The evening features an entertaining and inspiring keynote speaker. Guests also hear success stories from past Foundation recipients who describe how support from Minerva has changed their lives and enriched the community. Visit www.minervafoundation.ca.

Edmonton Eskimo TBA
Football Club's 47th Annual Dinner
 A celebration of the Edmonton Eskimos and their contributions to the community. Individual tickets or tables of 10 are available. With the purchase of a table of 10, you may request a player as your 10th guest. Proceeds from the dinner go toward the Eskimo's Champions in the Community programs. Visit www.esks.com for updates.

18th Annual Scarecrow Festival TBA
 Exciting changes are in the works for the 2010 Scarecrow Festival... but we're not telling you here. The focus still remains raising funds for the ABC Head Start Program which works with low-income families and pre-school children to achieve success in learning and life. Northlands AgriCom. Visit www.scarecrowfestival.org. Contact Bernice Gordeyko at 780.484.3242.

15th Annual ADF Gala and Auction A Night to Remember 16
 Support vital diabetes research at the Alberta Diabetes Foundation's 'A Night to Remember' Gala and Auction at The Westin Hotel. Join event sponsor, Colliers' International, in raising necessary funds for research at the Alberta Diabetes Institute at the University of Alberta. Visit adf.gala.com for more information or call Angela at 780.492.8702.

Continued on page 10

line

raising events
 nal organizations,

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- C. **DELI MEAT TRAY:** Capicola (hot or mild) • Genova Salami (hot or mild) • Mortadella • Choice of Black Forest or Honey Ham • Choice of Turkey or Chicken
 (*Combination of deli meats and cheeses also available)
 SERVING SIZE: Small - \$40 Medium - \$50 Large - \$65
- D. **CHEESE TRAY:** Provolone • Asiago • Mild Cheddar • Marble • Havarti Jalapeno • Dried Fruits and Almonds
 (*Combination of deli meats and cheeses also available)
 SERVING SIZE: Small - \$40 Medium - \$50 Large - \$65
- E. **VEGETABLE & DIP TRAY:** Broccoli • Cauliflower • Carrots • Celery Stick • Cherry Tomatoes • Radish • Bell Peppers • Dip
 SERVING SIZE: Small - \$40 Medium - \$50 Large - \$60
- F. **FRUIT TRAY:** A selection of seasonal fruits
 SERVING SIZE: Small - \$40 Medium - \$50 Large - \$65
- G. **PASTRY TRAY:** Italian Pastries
 (*Each tray made to order and priced accordingly)

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Continued from page 6

ASTech Awards Gala **22**
ASTech recognizes Alberta's most important and influential leaders, innovators and contributors in the science and technology community. The evening features a gourmet dinner and awards ceremony, sponsored by the ASTech Foundation. For more information, visit www.astech.ab.ca. Contact Bev Jones at 403.220.9130 or info@astech.ab.ca

Laugh for Life Gala **23**
They say laughter is the best medicine and you will get a huge dose of it at this wacky evening with a well-known comedian. The event supports The Mustard Seed and Candeo Housing Association. Held at Winspear Centre. Tickets: \$52. Visit www.laughforlife.ca for updates. Contact Winspear Box office at 780.428.1414.

BMO Boolathon for Kids Help Phone **24**
This is a fun and safe family Hallowe'en event where everyone dresses up in costumes and bowls two games after having raised pledges in support of Kids Help Phone. There are prizes for best costumes, and best team and individual fundraisers. Proceeds support professional counselling service for kids in Edmonton and area and across Canada. Contact Lindsay Schalin at 403.645.4058 or e-mail lindsay.schalin@kidshelpphone.ca. Visit www.kidshelpphone.ca/boolathon.

Nights of Artists 13th Annual Art and Music Festival **29-31**
A three-day celebration of the arts showcasing original art, music, dancing, poetry and more. Guests can enjoy cocktail galas, concerts and fashion shows while browsing and purchasing artworks from all over the province of Alberta. Tickets available July 1st at Tix On The Square: 780.420.1757. More info at www.NightofArtists.com or by calling 780.718.7635.

Spotlight on Research **1**
Start the day off at this educational breakfast event. The Glenrose Rehabilitation Hospital Foundation/Capital Health offers an opportunity to learn how

research at the Glenrose offers hope for an improved quality of life for those with disabilities and chronic conditions. Held at the Shaw Conference Centre, Hall D. Visit www.glenrosefoundation.com for details. Contact 780.735.7912.

Edmonton Ladies Dinner **TBA**
This is the annual fund raising dinner and auction, sponsored by Ducks Unlimited Canada in support of wetlands, preservation and conservation. Visit www.ducks.ca for updates, and similar events in Stony Plain, Sherwood Park, Fort Saskatchewan, Beaumont, St. Albert, Spruce Grove, Leduc, Devon and Ardrossan. Contact Tracy O'Neil at 780.444.2354.

World STONE Nina's Cake Walk **TBA**
Best described as a "fashion show for baked goods", local celebrities, chefs, sponsors and actors from the cast of Die Nasty team up to create fabulous cakes, and then battle it out on the runway for first place honours. The Nina Haggerty Centre for the Arts supports a collective of artists with developmental disabilities and the on-site Stollery public gallery, as well as free and low cost community art programming. The Sutton Place Hotel. Tickets: \$75. Call Tix-on-the-Square at 780.420.1757 or on-line at www.tixonthesquare.ca. Visit www.ninahaggertyart.ca.

Rocky Mountain Wine & Food Festival **TBA**
Educate and tempt your palate with wonderful food and wine at this three-day event. A portion of tickets sales will go toward creating scholarships for culinary students at NAIT. Visit www.rockymountainwine.com for details. Contact 1.866.228.3555.

20th Annual Chili Cook Off **5**
In support of Rodeo Week Downtown, the Downtown Business Association's 20th Annual Chili Cook Off is a tongue-scorching event to raise money for charity. This year, all monies collected will be donated to the Alberta Council of Women's Shelters. Come on out and see the city's hottest chili cookers whip up some of the best chili in the west. Enjoy live western-style entertainment and loads of entertainment. Held at Scotia Place. Tickets \$2. Visit www.edmontondowntown.com. Contact: Downtown Business Association 780.424.4085

Voices for Hospice **6**
Support the Pilgrims Hospice Society at the Winspear Centre for Music. Details for this benefit concert and art auction are available at www.pilgrimshospice.ca. Contact 780.413.9801.

Concordia's 10th Annual Grande Masque Gala **6**
Experience an evening of elegance and fine dining in support of students and a distinctive education at Concordia University College of Alberta. This is one of Edmonton's must attend black tie events! Fairmont Hotel Macdonald. Visit www.concordia.ab.ca. Contact Katherine Hutton at 780.479.9247.

Northern Lights Classic Ballroom Dance Competition **6-7**
Attracting top Western Canadian dancers to Edmonton, the 7th annual Northern Lights Classic Ballroom Dance competition will be held at the Polish Hall. Tickets are \$35 - \$55. This event will undoubtedly raise the profile of Edmonton's ballroom dance. Contact Theresa Jenkins 780.909.4532. Visit www.northernlightsclassic.ca

Christmas on the Square **TBA**
The Downtown Business Association and City of Edmonton present the light up of the massive Christmas tree in Sir Winston Churchill Square and amazing fireworks show. Enjoy arts and crafts, mascots, roving entertainment, shopping, activities with the Art Gallery of Alberta, live performances on stage, and Santa Claus himself. Spread the holiday cheer by bringing a donation for the Edmonton Food Bank or Santa's Anonymous. Visit www.edmontondowntown.com. Contact the Downtown Business Association at 780.424.4085.

Denim & Diamonds **TBA**
Join the Juvenile Diabetes Research Foundation as it hosts the 19th annual Denim & Diamonds evening to raise funds to find a cure for diabetes and its complications through the support of research. A dazzling event with big name entertainment. Held at Shaw Conference Centre. Visit www.jdrf.ca for updates. Contact edmonton@jdrf.ca

Volunteer Recognition Gala **TBA**
The Edmonton Federation of Community Leagues is rolling out the red carpet for neighbourhood volunteers. Each year we honour specific projects in communities around Edmonton at a successful recognition event. Visit www.efcl.org for up-dates.

Poor Boy's Lunch **TBA**
In 1994, CTV Edmonton established its own registered charity, the Good Neighbour Fund. The Fund assists people in Edmonton and Northern Alberta who have fallen on hard times. The Poor Boys Lunch is the group's major fundraising event. Visit www.goodneighbourfund.ca for details. Contact 780.486.9215.

Homes for the Holidays **TBA**
Enjoy a viewing tour of private homes dressed in their holiday best. Local designers, florists and many volunteers will join together to decorate "Homes for the Holidays". Funds raised will support Junior League of Edmonton and Kids Help Phone. Visit www.homesfortheholidays.com for updates.

Csardas Ball **TBA**
The 42th Annual Csardas Ball is a black tie/evening gown event to support scholarships for the study of advanced music at the Kodaly Pedagogical Institute of Music in Kecskemet, Hungary. Sponsored by the Hungarian Society. Crowne Plaza-Chateau Lacombe. Tickets: \$180. Contact Gyongyi & Arpad Csanyi at 780.457.2396.

The Fine Art of Schmoozy: Live the Beautiful Night **TBA**
The Fine Art of Schmoozy is a fun and elegant evening featuring a silent art auction, live music, and fabulous food and drink. Bid on (and take home!) some amazing original art from local and regional artists and have a nibble on some great gourmet food. Get into the Schmoozy spirit, dress in your cocktail finery at Latitude 53 Contemporary Visual Culture. Tickets \$15 members, \$20 non-members. Visit www.latitude53.org Call 780.423.5353, info@latitude53.org

Sorrentino's Annual Truffle and Wine Dinner **TBA**
Experience and exquisite truffle dinner prepared by Sorrentino's Corporate Chef Sonny Sung. Sorrentino's Downtown. Tickets \$100. Contact Priya Bhasin 780.474.6466 or priya@sorrentinos.com. Visit www.sorrentinos.com for updates.

National Philanthropy Day Awards and Luncheon **18**
Join the Association of Fund Raising Professionals Edmonton and Area Chapter to celebrate and acknowledge the philanthropic achievements of our community. Tickets: \$65. Nominations for the awards may be made at www.afpedmonton.ca. Contact Jen Panteluk 780.960.4188 or visit philanthropyday.afpedmonton.ca

Twos the Night **26**
This 13th annual fundraiser promotes fine craft in Alberta. Proceeds go to the Alberta Craft Council's 2011 exhibition program. Held at Alberta Craft Council. Tickets: \$20. Visit www.albertacraft.ca. Contact Nancy St. Hilaire at 780.488.6611 ext 234.

december 2010

Festival of Trees Gala Evening **1**
The Festival of Trees celebrates its 26th anniversary year with a gala dinner and auction to support the University of Alberta Hospital. This black tie event is hosted by the University Hospital Foundation. Shaw Conference Centre. By invitation only. Visit www.festivaloftrees.ab.ca. Email festivaloftrees@cha.ab.ca or contact 780.407.2786.

Realtors® Association of Edmonton and Realtors® Community Foundation Christmas Luncheon **3**
Realtors® and guests are invited to join together to raise funds for the Edmonton Realtors' Charitable Foundation. Northlands Expo Centre - Hall E. Tickets: \$60. Enjoy a special luncheon and live entertainment. Visit www.ereb.com and follow the links. Contact Lixmila Serrano 780.453.9350.



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The guy in the
BLACK HAT
 is actually a white-hat
HACKER

By Greg Gazin

During a recent educational presentation on wireless security to a group of IT professionals at the Canadian Information Processing Society's annual ICE Conference in Edmonton, it didn't take long for Brad Haines to give the attendees what would amount to an enlightening wake-up call.

"If your consultants say your system is secure, they're lying." His boldness caused even those busy texting on their Blackberrys to stop and take notice.

Over a 50-minute period, Haines wowed delegates by illustrating how insecure things really can be.

But Haines is not your average presenter. Often billed as a security expert or chief researcher at RenderLab.net, he's also known as RenderMan.

"I'm first and foremost a hacker... a security enthusiast and consummate geek who is curious and loves knowledge."

And while his fedora is black, as is the rest of his signature attire, RenderMan is a white-hat hacker—one of the good guys. Black-hat hackers are typically out for personal or financial gain.

Haines has a strong penchant for discovering and reporting on systems vulnerabilities and ensuring that people are aware of them. His issue is with consultants' declarations that imply "secure from now on and forever". While perhaps true at that moment, he'd prefer they rephrase them as "vulnerabilities not yet found".

Once a secure technology, WEP (Wired Equivalency Privacy) protocol can now be broken in 60 seconds. "And if you didn't know about that transition," Haines says, "you'd think it still was."

Wireless has changed the rules of the game. A network can physically be locked down, but adding wireless capability could be akin to using a megaphone to announce your presence to the world. "With wireless,

we're back to a shared medium. It's easy to eavesdrop on communications."

With readily available hardware—sniffers and analyzers and open source tools like Aircrwn, Karma and Metasploit—hackers can monitor, intercept and modify transmissions resulting in the loss and theft of data. This includes private corporate information, personal info such as passwords, bank account and/or credit card numbers, and information leading to possible identity theft.

More than 25 percent of wireless networks in homes and offices are not even password protected. "Many are left at the (factory) default settings... unencrypted, unsecured, with an SSID (station ID) of Linksys." Not only does this leave the access point vulnerable to attack, it presents an opportunity to an unscrupulous hacker to set up a trap when you take your wireless- and Bluetooth-enabled devices (laptop, PDA) outside to WiFi spots at cafes and airports.

Continued on page 14

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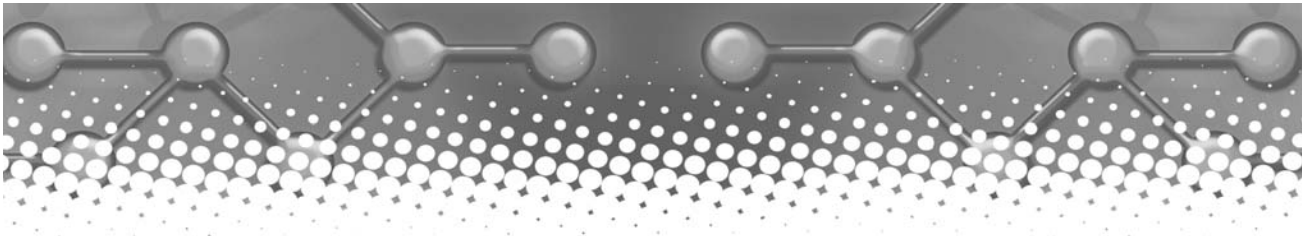


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Unfolding the mystery of misfolding PRIONS

By Cheryl Croucher

Just mention the term prion and you'll draw a blank look from most people. But say mad cow, and you'll get a reaction. Mad cows have spongy brains. They fall over. And, if you eat their parts, you might get the disease, too. That's what most people remember of the mad cow crisis that swept Britain in the late 1980s. Thousands of cattle were destroyed before the epidemic was contained.

The culprit turned out to be cattle feed which contained ground up sheep offal contaminated with scrapies, a neurodegenerative disease of sheep.

Scientists eventually figured out misfolded prions were behind the infection that had crossed the species barrier

from sheep to cows and, sadly, to humans. In humans, it is called Variant Creutzfeldt-Jakob Disease.

In May 2003, Canada's first official case of mad cow or BSE (bovine spongiform encephalopathy) popped up on a farm in Alberta. Overnight trade borders closed, stifling a \$4.1 billion dollar a year beef export business. While barely a dozen mad cows have appeared in the ensuing years, the BSE crisis here cost billions in lost trade and lost jobs.

The Alberta government responded with a \$35 million fund to support research into BSE and prion related diseases through Alberta Ingenuity and the Alberta Prion Research Institute. The federal government poured support into PRIONet, a member of the Network of Centres of Excellence. The University of Alberta set up the Centre for Prions and Protein Folding Diseases.

Over the past few years, the scientists involved with these groups have collaborated on some of the most important prion research in the world.

This year, I have had the opportunity to interview some of these scientists, thanks to a journalism award from the Canadian Institutes for Health Research.

What I find remarkable is the breadth of their research projects and the advancements they are making here. What started with one mad cow in Alberta has evolved into an intriguing investigation of a host of neurodegenerative diseases that impact all of us.

Two of the many talented researchers working in this area are Dr. David Westaway and Dr. David Wishart. Both are professors at the University of Alberta, although Dr. Westaway arrived from Britain via the University of Toronto. He is director of the Centre for Prions and Protein Folding Diseases.

Dr. Wishart is a bio-informatics specialist and he was the lead scientist on the Human Metabolome Project. He describes prions as "small proteins that we all have. They're in every living organism as far as we can tell, from yeast all the way to humans."

BRIEFS

NEW MITE SPECIES DISCOVERED— GRIZZLY BEARS of the Soil World



Jim Herbers

The Alberta Biodiversity Monitoring Institute has laid out a grid of 1656 points across the entire province, with each point 20 kilometres apart. The data collected from these sites gives scientists a measure of the changing state of biodiversity in Alberta.

When ABMI researchers collect samples from these sites, they check for various kinds of flora and fauna in the water, in the trees, on the ground, and in the soil. And it's not uncommon to discover new species.

Of particular interest are mites, tiny invertebrates that play a big role in maintaining the health of our soils.

Jim Herbers, director for information for the ABMI, says, "We're very proud to report that there are well

over 100 new species to Canada that we've identified and well over 30 new species to the world."

These mites are microscopic, but don't let their diminutive size fool you. Herbers explains, "Some of them are like the grizzly bears of the soil world. They go around and they're predators. Many of them are frugivores. Many of them eat fungus and mushrooms. And then there are a number of other species that live in the soil that break down the soil organic matter, making sure that it's turned over and that the nutrients are available for plants to use."

These new species of mites were identified for the ABMI when scientists at the Royal Alberta Museum analyzed soil samples collected from the grid points. ✓

~ Cheryl Croucher

TEC Edmonton Searches for New CEO



Pamela Freeman

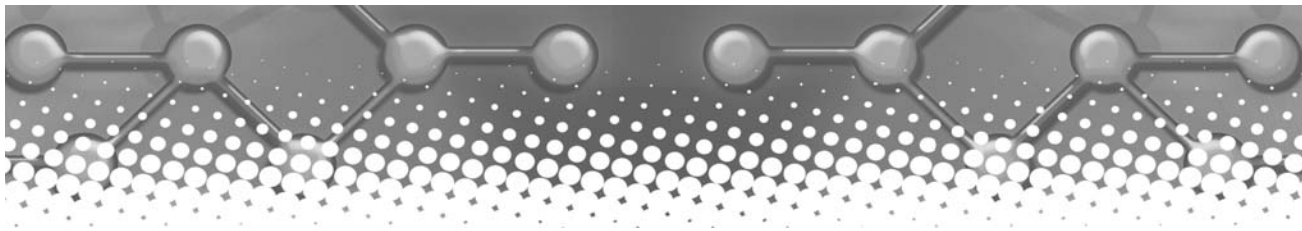
Now that David Cox has left TEC Edmonton for a new post at Radiant Technologies, TEC Edmonton is looking for a new CEO to take his place.

And, according to Pamela Freeman, the interim CEO, TEC Edmonton is looking for a very special leader. "That person would have experience working in the private sector... public markets, private markets, to raise capital for companies... and will also have a very strong and effective way of working with our research community. So we have retained a recruitment firm to help us find someone who can help take TEC Edmonton to the next level where we

continue to expand our programs and services that reach out to the entrepreneurial community... for those who have a technology who wish to develop a company, and that can also interact effectively with our University community."

Freeman says TEC Edmonton is continuing to build on three very successful years under Cox's leadership. New programs include TEC Source which provides free consults to technology based companies. And there's the new regional alliance which sees five Edmonton incubators collaborating to provide "one-stop shopping" for entrepreneurs and investors. ✓

~ Cheryl Croucher



The exact purpose of prions is not known, although they are thought to play a protective role. The normal or cellular prion protein is harmless. But sometimes things go wrong.

"Occasionally, if the protein has been mutated or if some external agent modifies the prion protein, it changes shape. Once it changes shape, it starts doing something bad. It actually starts self-assembling into what are called fibrils. And these fibrils start filling up brain cells, leading to brain cell death," explains Dr. Wishart.

His most recent work uses a variety of techniques, including nuclear magnetic resonance spectroscopy, mass spectrometry and circular dichroism, to observe the prion protein at an atomic scale. The point is to observe the folding process in real time and hopefully find a way to stop it.

"Prions are naturally helical, meaning they look like a bunch of springs stuck together. But, when they misfold," Dr. Wishart says, "they turn from a helical protein to something that's called a beta strand or a sheet. And the beta sheet is in a sense a bunch of ribbons. And, in fact, silk is an example of a fibre that is made up almost exclusively of beta sheets. So when prions go from the helical to a beta sheet, they say that they convert or they misfold. This is something that proteins will often do. Normally, the body gets rid of them but, in the case of prions, when they misfold, they aggregate and they actually become toxic."

It's this aggregation that gives rise to the term "infectious". A chain reaction starts and cannot be stopped.

According to Dr. Westaway, a normal prion or protein is a solo operator. As such, the outside of the molecule is covered with chemical charges that like water.

"The positive and negative charges interact with the water molecule and the protein molecule stays under control. It's basically dissolved in water and everything is fine and dandy. But, in the context of disease, the proteins start to assemble into aggregates and very often this aggregation property is somehow linked to the fact that the non-water loving part of the molecule gets turned inside out. So, in chemical jargon, the hydrophobic parts of the molecule, instead of being hidden inside, come to the outside. The hydrophobic parts of a molecule like to interact with the hydrophobic parts of other molecules. So you start to get an assembly where the contact between the molecules is a bit more like an oily interface that pushes water out of the way."

This initiates a domino effect where the proteins build up on one another.

In his lab, Dr. Wishart has been exploring how the prion converts or misfolds and has identified that the tail end of the molecule seems to be the part that gets disrupted or unfolded first.

"It aggregates first in what we call dimers or pairs, then in tetramers or sets of four and then, ultimately, in octamers, or groups of eight molecules. These

aggregates are all hung together near the back end from last to about 70 residues. So they produce this insoluble, tightly massed core that can't be cut... that can't be broken down. Then these octamers eventually start forming fibrils or threads."

Dr. Wishart goes on to say that it appears the tetramer and octamer, the groups of four and eight proteins, become

highly toxic and form the principle seed that leads to infection.

It's an exciting discovery that opens up the door to developing a means of stopping the misfolding process.

Dr. Westaway suggests that once you define the misfolding process in molecular terms, "then you can create an anti-molecule to stop it from happening. It's what is called smart therapy."

Over in his lab at the Centre for Prions and Protein Folding Diseases, Dr. Westaway has uncovered at least two important pieces to the prion puzzle. These are chaperone and shadoo proteins.

Chaperones are helper

molecules. Sometimes when proteins start folding into the right shape, they get stuck, so along comes a chaperone to smooth it out so it goes into the right shape. This is well known in the science of cell biology for proteins inside the cell.

Says Westaway, "The field of chaperones is well known in the science of cell biology for proteins inside the cell. But prion disease is a bit more cutting edge because it seems there may well be chaperone-type activity involved in the wrong way, in helping a good protein go bad. Some of the crucial events of refolding or misfolding may not be going on inside the cell. In fact, they may be going on outside the cell. This is an important frontier that will bear close scrutiny in the coming years."

A student in Westaway's lab, Joe Watts, confirmed that this protein exists. It is quite abundant in the brain and has a lot of features similar to normal prion proteins.

"We think that shadoo may be part of a family of molecules on the surface of brain cells that help brain cells deal with damage," Dr. Westaway explains. "We have looked at what happens to the shadoo protein in an animal that has a prion disease and we were very surprised to get a very simple answer: that the shadoo protein starts to disappear when animals are replicating prions. It is what we call a tracer. We didn't expect to make this discovery but, somehow when the protein is disappearing, it's telling you that prions are replicating."

He goes on to speculate that in a disease state, the shadoo proteins are being cannibalized by what he calls chopping proteins known as proteases. These get rid of proteins that are no longer needed by the body. What triggers the sudden attack warrants further investigation.

So what is it that brings home all this talk about how prions fold?

Catching Variant Creutzfeldt-Jakob Disease from a mad cow is still a very rare event. The odds in Canada are one in a million. However, there are other protein folding diseases that are all too common: Alzheimer's, Parkinson's and Lou Gehrig's Disease.

The research of Westaway and Wishart goes a long way toward informing discovery on this front.

A provocative article, published in the journal *Nature* in early 2009, suggests that normal prion proteins, thought to be the protectors of nerve cells, are involved in the killing of brain cells. It appears the misfolded protein aggregates that cause Alzheimer's bind to the normal prion proteins to initiate the killing.

Dr. Westaway is adamant. "We'll check that out, and other labs will check that and very likely some important new knowledge will come out of looking at those ideas with a fine tooth comb." ✓

www.prionresearch.ca
www.prionet.canada.ca
www.prioncentre.ca

To hear more on prion research, visit www.innovationanthology.com

Cheryl Croucher hosts Innovation Anthology which is broadcast on CKUA Radio at 7:58 am and 4:58 pm Tuesdays and Thursdays. Or download the podcasts at www.innovationanthology.com



Dr. David Wishart



Dr. David Westaway

Boewer Besseling

Wheat Straw Panel Board Houses for China's EARTHQUAKE ZONE

New homes in China's earthquake zone will now be made from wheat straw instead of bricks and cement. A Dutch company has licenced technology developed by the **Alberta Research Council** to make wheat straw panel board—OSSB or oriented straw strandboard—for the Chinese market. According to architect **Boewer Besseling of Panel Board Holdings**, the wheat straw panels are superior for this earthquake zone since they are framed with light gauge steel. Says Besseling, "First of all, the buildings are all made out of concrete and bricks. And the quality of these bricks and concrete is a little bit less than what we are used to in Europe and also in Canada. So if there is an earthquake,

there is a big possibility that it just cracks because it is not flexible, and it comes down. Unfortunately, that happened a lot last year during the earthquake. And this light gauge steel is more flexible, so it can withstand an earthquake much better than concrete and bricks. And together with our OSSB, which we can use like a bracing element, it stands better in earthquakes than what they have right now."

The wheat straw panel boards also offer an environmental break for China. ARC's forest products technologist **Wayne Wasylciw** says the OSSB panel boards make use of straw that in China would otherwise be burned. They also save agricultural land from being dug up for clay to make bricks. ✓

~ Cheryl Croucher

On the HORIZON

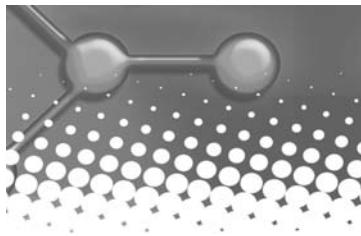
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How to effectively gain entry into the social media ecosystem as it continues to grow in relevancy is top of mind for many, not only here in the Edmonton area but around Alberta and the rest of the World. 2010 will be the year many alter behaviors by integrating certain social web practices into overall business processes across the enterprise resulting in a "social calibration" of the corporate culture.

Veterans of at least one social media campaign will refine their approach as the realization that social influence is reliant on certain sustainable actions. In other words, there's an understanding of the difference between being a blogger and being a blogger with influence—which means that social media integration into the 2010 marketing and communications plan happens at the outset rather than as an add-on later. This change in process should drive support for internal policy development and a concerted effort to build social capacity.

Also, as decision-makers come on board, I see more I.T. departments benefiting. The enterprise remains protected while I.T. enables social technologies behind their firewall by using open API authorization code like "OAuth" as appropriate. This success may also inspire the enterprise to pursue internal social media solutions related to human resources, such as employee retention, training, communications and knowledge capture.

Additionally, look for more organizations to embrace "cloud computing." Despite still suffering from a bit of hype, trust has been



Social media 101

with Walter Schwabe

2010

The Year of Social Calibration

strengthened in terms of data privacy and security... so the cloud will continue to influence collaborative innovations such as Google Wave for all to use.

As well, we'll likely see more governments, (primarily municipal) embrace "open data" policies and concepts. And why not? Citizens are willing to contribute and even provide services for free. Participation in this area will continue to rise as access to public data truly becomes public. For more info on the open data topic visit eaves.ca

and get ready for more city run contests, data mash-ups, and location aware services based widgets.

Maintaining consumer trust by way of social influence will remain a central goal behind social media performance metrics. Reputation 2.0 and the ever present need for active brand management online becomes a reality for more decision-makers in 2010. That said, this isn't good news for lagging executives still employing the big plan of shutting down all access to the social

web... but it's certainly good news for their competitors who are consuming the social media Kool-Aid by the litre. That gap will continue to widen especially in areas of brand awareness, loyalty, customer support and rapport.

Experience suggests that concrete social media performance can only happen once the organization has truly committed. Up to now, there has been considerable experimentation and that's to be expected. However, for measurable conversions to take place, an enterprise-wide commitment or social calibration must take place.

Ultimately, I believe 2010 will be a year of recovery, modest growth and prosperity. Social calibration should allow leaders who have a foothold within the social web (Twitter account and Facebook fan page) to accelerate and deepen relationships with customers. In other words, if your organization has been building social media credibility and customer love throughout a tough 2009, the next year will most likely require management teams to be better prepared to support future initiatives with more than just budget, they'll need to support with a will to engage.

I'd like to wish all my readers, clients, the fusedlogic team, family and friends a fantastic Christmas and New Year's celebration. v

Walter Schwabe is the Chief Evolution Officer of fusedlogic inc., a social media strategy firm and Alberta company since 2000. You can learn more at www.fusedlogic.com

Continued from page 11

Getting attacked can be as simple as turning on your laptop. If your own SSID matches a possible rogue, then your computer may automatically connect. "Windows likes to automatically connect to recent networks it's seen before."

Haines can't stress it enough: There is no authentication process for free WiFi at hotels and gyms, for example, making it hard to determine if it's real or fake. The transmission could be routed through an intermediary and all your data would be exposed.

"Even with a secure login, the login may be encrypted but not the session."

Haines shows the audience a picture of a suspicious looking van with "Free Candy" painted across it. "Users like free WiFi. Who wouldn't? What's advertised is not necessarily what's inside."

And it's not just the network connection. Accessing a malicious site could cause you to get viruses, install spyware, and make modifications to your system. Browser exploits—codes that take advantage of bugs in your browser—could also cause unexpected results.

"Once you're on someone's site, you've given them a conduit to access your system," concurs Ed Rusnak, CEO of ENC Security Systems and creator of EncryptStick (featured in *Edmontonians*, November 2009). "When you leave the site, you could also be taking the infections and Trojans back with you to your secure network."

"How many of you will regret using the free WiFi here?" Haines asked conference participants. At the end of his session—to make his point—he revealed that he had scanned all wireless enabled

devices in the room and within range of his equipment.

Haines interest in network security started at W.P. Wagner High School in South East Edmonton, where computer teacher Don McDonald gave him the task of keeping their classroom network running.

"It was the most hostile network on the planet. Teachers weren't always around; Kids wanted to play games during school hours." He learned to thrive on the constant challenge of having to find new solutions to lock things down in an ever-changing environment. "It was a classic cat and mouse game."

But it wasn't until he attended his first DEF CON, the world's largest underground hacking conference in 1999 where he says he met the most embracing community of like-minded people, that he realized he was not alone on his quest.

He's now 30, "but going on 18". RenderMan fills his days working with his clients to advise them on securing their digital assets. He fills his nights finding new ways to subvert technology to do things it was never meant to do.

Haines prefers to work with small and medium-sized enterprises, smaller departments and professional services companies, acting as a resource for performance tuning and network security audits. "They can't afford the big guys and often don't know they need advice. Often their network expert is the son's friend's brother who happens to have a computer... so he's their IT guy and this is a clinic."

For Haines, it's also a social obligation and a soft spot for the Mom and Pop enterprises. "Businesses shouldn't go

under because they used a crappy product and didn't know better. How do you expect a guy who sells popcicles to know about security? It's not his business focus."

He's also motivated as a user of these products who doesn't want his data hijacked—possibly by some people he knows.

Haines speaks frequently at hacker and security conferences. Just prior to ICE, he exposed wireless vulnerabilities from a hacker's perspective at Cyber Security Protection Strategies 2009, hosted by the Conference Board of Canada in Gatineau, Quebec.

He pointed out, "There are things you have not even thought of yet that already exist and can bite you. Be much more diligent and proactive because something that was secure last night, now isn't."

Revealing a picture of a circuit with 0.2mm wide solder points, Haines reminds that hackers who are also driven by curiosity will find value in the most innocuous of things—like hacking through the memory of Nintendo DSi. "If someone is willing to solder through a microscope to play video games, how much effort do you think is going into something with money?"

He preaches diligence about security even if you think it doesn't have anything to do with what you're doing. "You could be selling ice cream, but you're processing money... you're of interest to someone."

Regardless of his audience, Haines insists he's not trying to scare them but rather shake things up so they don't become complacent by creating awareness that "the Emperor has no clothes".

"We need guys like him to make the public totally aware... someone to find these vulnerabilities. We have to work in this environment," says Rusnak.

Interestingly, on a trip to the House of Parliament a few days after his Gatineau speech, RenderMan was singled out of a tour group and asked to check his cell phone and briefcase.

"I'm thinking that announcing my intentions at the conference probably led someone to call ahead... and making the *Ottawa Citizen's* front page probably didn't help at all."

Despite obvious temptations, Haines says he's never been in trouble, but admits he finds the bad guys much more interesting. "The Joker always seems to enjoy what he was doing for a living. Batman always seems depressed." Haines prefers to be the spy.

"People don't like what I do, but I do nothing illegal. If anything weird happens, I better keep my nose clean. I would automatically be one of the usual suspects."

Strangely enough, Haines' business card is a Joker from a deck of cards with his info stamped on it.

"At a conference, it stands out." v

Greg Gazin, "The Gadget Guy," is a serial entrepreneur, freelance technology columnist, small business speaker, an avid Podcaster and producer of Toastcaster.com. Greg can be reached at 780.424.1881, gadgetgreg.com or greg@gadgetguy.ca



“One of the worst things about living in Toronto is not having CKUA.”

quipped Richard Flohil. He made the trip to celebrate Stony Plain Records founder Holger Petersen's anniversary party, titled *40 Years of Natch'l Blues*. The party was hosted by CKUA Radio last month at Cook County Saloon.

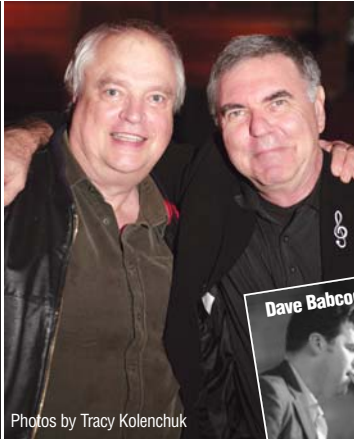
CKUA plays alternative music, folk, rock, jazz and classical music, courtesy of the station's network of 17 transmitters. Canada's first educational and public radio started broadcasting in 1927 from the University of Alberta and went online in 1996.

Listeners are fiercely loyal; they went to bat for the station when it was suspended suddenly in 1994. Fans rallied and created a foundation to help keep the radio and their favourite programming on air.

CKUA is where many listeners first heard the likes of k.d. lang, Corb Lund, Tegan and Sara, the Polyesters and Wendy McNeill. In an Internet world that promotes citizen journalism, everyone from farmers to politicians to scientists and business leaders have had their say on CKUA.



You gotta believe these two have hatched serious plans together over the years. Holger Petersen and PR veteran Richard Flohil who came West to emcee his friend's evening.



Photos by Tracy Kolenchuk

Mayor Stephen Mandel congratulates Holger Petersen.



“Blues fans know real music when they hear it,” notes music scribe Peter North, shown here with Phyllis Wooley who is not in the music business.



Jack Worthington Hagerman, CKUA station manager from 1955 to 1974, with former CKUA Board Chair Bud Steen. “Nobody loves music and radio more than Jack,” according to Peter North.

Larry Reese and Bob Hunka were part of the Procol Harum concert performed in the '70s with the Edmonton Symphony Orchestra. Hunka was assistant GM of the ESO for that epic gig before taking his career on the road to Nashville where he managed Dolly Parton's music publishing companies... and to Los Angeles to run Monument Records—the original label of Roy Orbison, Dolly Parton, Willie Nelson and Kris Kristoferson, and subsequent label for the Dixie Chicks.

No slouch himself, Reese heads the motion picture arts program at Red Deer College. He toured North America in Jesus Christ Superstar and opened for Procol Harum. He's worked in movies alongside Clint Eastwood, James Caan, Heath Ledger and Gene Hackman, to name a few acting luminaries.



Dave Babcock of Jump



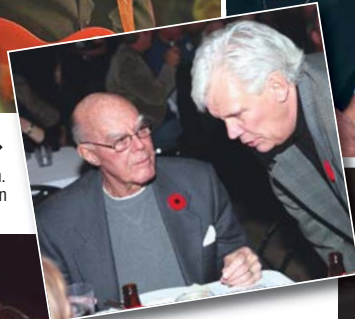
Donnie Walsh—front man for the musical muse for Dan Ackroyd's Blues Brothers



Joe Louis Walker, Grammy award-winning Blues Artist



Rob Edwards from Victoria with Ken Regan, general manager of CKUA. Edwards performed with The Royal Family that morphed into Troyka with Rumor (Ron) Lukaweitski and Michael Richards on drums. Psychedelic, baby. *Rolling Stone* reviewed Troyka in its 1970 issue #58. Edwards is still looking for a copy and for the whereabouts of Richards.



Harold Wollin hosts the Story Slam monthly at his Blue Chair eatery with Lionel “Mac” McKernan.

Former CKUA board member Linda Hall and Brian Dunsmore. Hall started the charming Home Routes concert series in her living room last year: world-class musicians, known and unknown, perform in private homes throughout Western Canada.



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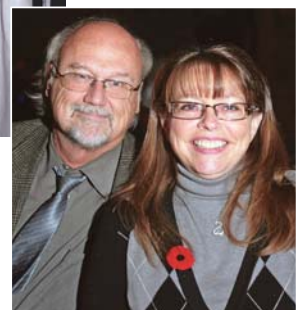
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Royal LePage realtor and sponsor Frank Bawden (right) with Brenda Lizotte and Frank Klemen who produces the annual Nite of Blues that funds SIRENS (Support to Individuals at Risk in Everyone's Neighbourhood Society).

Petersen with his black-haired beauty, “partner and soul mate, Anne Green” who's been with the Banff-Calgary International WordFest since it launched 14 years ago.



“I remember Holger from Bonnie Doon High School... used to sit in front of me,” recalled the not-really retired radio mogul and *Edmontonians* scribe Marty Forbes with wife Kim. “He hasn't changed.”

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