



a place of mind
THE UNIVERSITY OF BRITISH COLUMBIA

UBC 2010 EXPERTS GUIDE

UNIVERSITY OF BRITISH COLUMBIA professors are available to 2010 media for expert commentary on a wide range of Winter Games-related topics, including:

SPORTS SCIENCE AND TECHNOLOGY

SECURITY AND LAW

BUSINESS AND TRANSPORTATION

SOCIAL ISSUES

VANCOUVER, BC

CANADA'S FIRST NATIONS



To find a UBC Expert for your story:

- 1** Turn the page for a partial list of UBC 2010 Experts
- 2** Visit UBC's 2010 Online Media Centre at ubc.ca/2010media
- 3** Talk to UBC media relations specialists at the UBC 2010 Media Centre, located in the Upper Lobby of the B.C. International Media Centre (BCMC).

www.ubc.ca/2010media | 1.604.822.6397



Public Affairs
University of British Columbia
302-6251 Cecil Green Park Road
Vancouver, B.C. V6T 1Z1

Publication: IMC Media Guide
PAGE 1 - RIGHT HAND PAGE

Proof:
1

Size: 5.5" x 8.5" - Bleed: 5.75" x 8.75" - Coil bound 5/16" safety

UBC Public Affairs

Colour: 4C ● ● ● ●

Date: **Dec 16 2009** - Time: **9:29 AM**

Job: 4C Magazine Ad - IMC Media Guide

www.publicaffairs.ubc.ca

THE 2010 GAMES

Economic, social, environmental impacts

Rob Vanwynsberghe, *Olympic Games Impact Research Project*. 604.822.3580
rvanwyns@interchange.ubc.ca

Olympic bid process, sponsorship, legacies, Aboriginal inclusion, trademarks, employment impacts and sustainability

Joe Weiler, *UBC Olympic Studies Research Team*
604.822.4246, 604.209.3904,
weiler@law.ubc.ca

Business, economic impacts

James Brander, *Sauder School of Business*
604.822.8483, james.brander@sauder.ubc.ca

Games security, civil liberties, human rights, global politics and law

Michael Byers, *Global Politics and International Law*
604.822.3049, michael.byers@ubc.ca

Sustainability, carbon offsets, applied ethics

James Tansey, *Sauder School of Business*
604.827.4443, 604.822.8625,
james.tansey@ubc.ca

BUSINESS, ECONOMICS AND MARKETING

Business, economic impacts

James Brander, *Sauder School of Business*
604.822.8483, james.brander@sauder.ubc.ca

Real estate, urban economics

Tsur Somerville, *Sauder School of Business*
604.822.8343, tsur.somerville@sauder.ubc.ca

Finances, budgeting

Kin Lo, *Sauder School of Business*
604.822.8430, kin.lo@sauder.ubc.ca

Marketing, branding, advertising

Paul Cubbon, *Sauder School of Business*
604.827.3199, paul.cubbon@sauder.ubc.ca

TRANSPORTATION

Transportation, logistics

David Gillen, *Sauder School of Business*
604.822.8352, david.gillen@sauder.ubc.ca

Transportation, sustainable urban design

Patrick Condon, *Design Centre for Sustainability*
604.822.9291, 604.737.4209,
patrick.condon@ubc.ca

Transportation, route planning, pollution

Micheal Brauer, *School of Environmental Health*
604.822.9585, brauer@interchange.ubc.ca

SPORTS SCIENCE, TECHNOLOGY AND DOPING

2010 medical programs, doping, emergency care and sports medicine

Jack Taunton, *Sports Medicine, Chief Medical Officer for 2010*
604.822.4122, jack.taunton@ubc.ca

Medical issues related to Canadian athletes

Bob McCormack, *Dept. of Orthopedics, Team Canada Chief Medical Officer*
604.526.7885, mccormac@interchange.ubc.ca

Blood Doping, gene doping

James Rupert, *Human Kinetics*
604.822.8462, james.rupert@ubc.ca

Sports psychology

Mark Beauchamp, *Human Kinetics*
604.822.4864, mark.beauchamp@ubc.ca

Ski/skate performance, snow/ice friction, Own The Podium

Savvas Hatzikiriakos, *Chemical and Biological Engineering*
604.822.3107, hatzikir@interchange.ubc.ca

Biomechanics of major injuries

Peter A. Cripton, *Mechanical Engineering (speaks German)*
604.822.6629, cripton@mech.ubc.ca

Sports medicine, coaching, Olympic experience, participated in nine Games

Doug Clement, *Human Kinetics*
604.261.6220, 604.837.1933,
dclement007@mac.com

UBC QUICK FACTS

- Ranked 36th among global international research universities (2nd in Canada)*
- Host venue for 2010 Olympic hockey and Paralympic sledge hockey
- 52,000 students on Vancouver and Kelowna campuses
- \$10 billion impact on the B.C. economy
- \$475 million in research funding
- Patent powerhouse: 9th in North America in patents generated
- Home to B.C.'s only medical school
- More than 250,000 UBC alumni worldwide

Learn more at www.ubc.ca

*Shanghai Jiao Tong University Institute of Higher Education, 2009.



Public Affairs
University of British Columbia
302-6251 Cecil Green Park Road
Vancouver, B.C. V6T 1Z1

Publication: IMC Media Guide
PAGE 2 - LEFT HAND PAGE

Proof:
1

Size: 5.5" x 8.5" - Bleed: 5.75" x 8.75" - Coil bound 5/16" safety

UBC Public Affairs

Colour: 4C ● ● ● ●

Date: **Dec 16 2009** - Time: **9:29 AM**

Job: 4C Magazine Ad - IMC Media Guide

www.publicaffairs.ubc.ca

ABORIGINAL ISSUES AND CANADA'S FIRST NATIONS

B.C. history, including Aboriginal history and Vancouver history

Jean Barman, *History*
604.224.3983, jean.barman@ubc.ca

First Nations, land claims, racism

Charles Menzies, *Anthropology and Sociology*
604.822.2240, 604.822.2878,
charles.menzies@ubc.ca

Aboriginal inclusion in the Olympics

Joe Weiler, *UBC Olympic Studies Research Team*
604.822.4246, 604.209.3904,
weiler@law.ubc.ca

500+
EXPERTS
7,000
INTERNATIONAL STUDENTS

Search more than 500 UBC experts by language and connect with students from your country in Vancouver at: ubc.ca/2010media

OLYMPIC AND PARALYMPIC HISTORY

Olympic bid process, sponsorship, legacies, Aboriginal inclusion, trademarks, impacts

Joe Weiler, *UBC Olympic Studies Research Team*
604.822.4246, 604.209.3904, weiler@law.ubc.ca

Chef de mission, helped create Canada's first Olympic men's hockey team at UBC

Robert Hindmarch, *School of Human Kinetics*
604.786.9304, drbobh@interchange.ubc.ca

UBC 2010 STORY IDEAS

- UBC research is helping Canada to *Own The Podium*
- UBC is the birthplace of Canada's Olympic hockey team
- UBC is measuring the Games' social, economic and environmental impacts
- UBC is tracking the Games' carbon footprint
- As many as 1,000 UBC volunteers are serving in inner city schools and non-profits during and around the Games
- UBC faculty are leading Games' health care, disaster planning and education initiatives
- UBC's Sports and Society series (Feb 8 - Mar 13) will ask provocative questions about what the Games mean to society

SUSTAINABLE CITIES

Sustainability, public engagement, UBC's greenest building in North America

John Robinson, *Centre for Interactive Research on Sustainability*
604.307.7374, 604.822.9188,
johnr@ires.ubc.ca

Transportation, sustainable, urban design

Patrick Condon, *School of Architecture and Landscape Architecture*
604.822.9291, 604.737.4209,
patrick.condon@ubc.ca

Visualizing climate change in B.C., renewable energy solutions, snowpack forecasting

Stephen Sheppard, *Collaborative for Advanced Landscape Planning*. 604.822.6582,
shep@interchg.ubc.ca (copy adelle.airey@ubc.ca)

Environment, transportation, urban planning

Lawrence Frank, *School of Community and Regional Planning*. 604.822.5387, 604.738.1588,
ldfrank@interchange.ubc.ca


Sustainability, carbon markets, social enterprise

James Tansey, *Sauder School of Business*
604.827.4443, 604.822.8625,
james.tansey@ubc.ca

Urban planning

Penny Gurstein, *School of Regional and Community Planning*. 604.822.6065
gurstein@interchange.ubc.ca

www.ubc.ca/2010media | 1.604.822.6397

	<p>Public Affairs University of British Columbia 302-6251 Cecil Green Park Road Vancouver, B.C. V6T 1Z1</p>	<p>Publication: IMC Media Guide PAGE 3 - RIGHT HAND PAGE</p>	<p>Proof: 1</p>
<p>Size: 5.5" x 8.5" - Bleed: 5.75" x 8.75" - Coil bound 5/16" safety</p>		<p>UBC Public Affairs</p>	
<p>Colour: 4C ● ● ● ●</p>		<p>Date: Dec 16 2009 - Time: 9:29 AM</p>	
<p>Job: 4C Magazine Ad - IMC Media Guide</p>		<p>www.publicaffairs.ubc.ca</p>	



UBC 2010 ONLINE MEDIA CENTRE

www.ubc.ca/2010media

VANCOUVER, BRITISH COLUMBIA AND CANADA

B.C. and Vancouver history

Jean Barman, *History*
604.224.3983, jean.barman@ubc.ca

History of Canada, B.C. and Vancouver, Asian migration, multiculturalism, sports and race, head tax

Henry Yu, *History*
604.822.2561, henryyu@interchange.ubc.ca

Multiculturalism, Asia-Canada trade, Pacific Rim

David Edgington, *Geography/Institute
of Asian Research (also speaks Japanese)*
604.822.5612, edgingtn@geog.ubc.ca

UBC athletic history

Fred Hume, *UBC Athletics*
604.687.2381, fred_hume@hotmail.com

SOCIAL ISSUES (INCLUDING VANCOUVER'S DOWNTOWN EASTSIDE)

Vancouver safe-injection programs, Insite

Martin Schechter, *Population and Public Health*
604.822.4407, 604.806.8780,
martin.schechter@ubc.ca

Mental illness, drug addiction

Michael Krausz, *Addictions Research*
604.806.9113, michael.krausz@ubc.ca

HIV/AIDS, population health

Julio Montaner, *B.C. Centre for HIV/AIDS,
President of the International AIDS Society*
Contact via: Stephen Burega, 604.623.3007 (x.228)

Downtown Eastside, community service learning

Margo Fryer, *UBC Learning Exchange*
604.822.1602, margo.fryer@ubc.ca

Economic, social, environmental impacts

Rob Vanwynsberghe, *Olympic Games Impact
Research Project*. 604.822.3580
rvanwyns@interchange.ubc.ca

Civil liberties, gender issues, social impacts, poverty

Margot Young, *Faculty of Law*
604.822.9685, myoung@law.ubc.ca

UBC AND THE OLYMPICS

UBC and 2010 Games

Stephen Owen, *Vice-President, External, Legal
and Community Relations*
604.822.6330, stephen.owen@ubc.ca

UBC 2010 initiatives, preparations

Michelle Aucoin, *UBC 2010 Olympic and
Paralympic Secretariat*. 604.822.8548,
michelle.aucoin@ubc.ca

SECURITY AND LAW

Games security, civil liberties, human rights

Michael Byers, *Global Politics & International Law*
604.822.3049, michael.byers@ubc.ca

Copyright, censorship, Aboriginal culture appropriation

Mira Sundara Rajan, *Faculty of Law*
604.827.5339, sundararajan@law.ubc.ca

Women's ski-jumping legal challenge, civil liberties, social impacts

Margot Young, *Faculty of Law*
604.822.9685, myoung@law.ubc.ca

International security

Allen Sens, *Political Science*
604.822.6127, asens@politics@ubc.ca

FOR MORE 2010 EXPERTS AND NEWS:

Visit UBC 2010 Media Centre
www.ubc.ca/2010media

Talk to UBC media relations
specialists in BCMC Upper Lobby

Sign-up for UBC news and
expert advisories

Watch UBC newsfeeds on
BCMC C Level

Call 1.604.822.6397

Email 2010.media@ubc.ca

Follow on Twitter: @UBCnews

www.ubc.ca/2010media | 1.604.822.6397



Public Affairs
University of British Columbia
302-6251 Cecil Green Park Road
Vancouver, B.C. V6T 1Z1

Publication: IMC Media Guide
PAGE 4 - LEFT HAND PAGE

Proof:
1

Size: 5.5" x 8.5" - Bleed: 5.75" x 8.75" - Coil bound 5/16" safety

UBC Public Affairs

Colour: 4C ● ● ● ●

Date: **Dec 16 2009** - Time: **9:29 AM**

Job: 4C Magazine Ad - IMC Media Guide

www.publicaffairs.ubc.ca