

## UNB professor helping to build better highways

**Brunswickan News**

Slipping and sliding on your way to class this morning? Roads in Fredericton are not for the squeamish driver these days.

Robert Douglas says that icy roads come with the territory in the territory, but he's working on improving the overall picture for drivers.

Douglas has been appointed to the D.C. Campbell Chair for Highway Construction and Pavement Research in UNB's civil engineering department. He is working to build partnerships between the research centre and others in the transportation industry.

"We've got lots to chew on at this end of the country," said Douglas.

With improvements to the Trans Canada highway in New Brunswick, and the anticipated fixed link to P.E.I., Douglas hopes that the work being done at UNB will help improve road conditions in the area.

"Since the tax base in Atlantic Canada is small, we have to work

together if we're to raise the standard of pavement in this region," said Douglas, a UNB professor since 1983.

"The chair can supply expertise, lab facilities, and computing ability. I'll be determining what lab and field equipment the provinces have and what gaps there may be to see if we can fill them."

Douglas foresees matching graduate students with provincial highway departments to work on solving specific problems.

He said that while there are a number of other research centres in Canada, including a well-established one at the University of Waterloo, UNB's department will be trying to "pick up the heat" and establish itself as a strong centre for research.

Dr. Douglas holds a bachelor's degree in civil engineering and a PhD in geotechnical engineering. He teaches civil engineering courses on pavement design, pavement management and embankments.

## UNB names Gélinas new director of Centre for International Marketing

**Brunswickan News**

The University of New Brunswick in Fredericton has appointed Guy-André Gélinas director of its Center for International Marketing and Entrepreneurship.

Mr. Gélinas joins UNB from Industry Canada's International Trade Centre for New Brunswick and P.E.I., where he served as director and senior trade commissioner for the last six years.

"Mr. Gélinas is ideally suited to ensure that our International Marketing Centre continues to contribute to the international competitiveness of New Brunswick", said Ron Storey, dean of administration at UNB.

Established in 1989, the centre supports the creation of knowledge in the fields of international marketing and competitiveness, and shares this knowledge with managerial students as well as organizations in the public and private sectors.

Mr. Gélinas has a business-oriented background. He has held numerous managerial appointments

with the federal Department of Regional Industrial Expansion, Industry, Trade and Commerce Canada, and Bell Canada.

"I'm going to develop a business plan for the centre," said Gélinas. "That's what I teach, and I'm going to practice what I preach."

As an instructor at UNB, Gélinas is blending student coursework with the activities of the centre.

"My major emphasis this year is to link small businesses and entrepreneurs with students, faculty and government. It's called academic partnering—twinning students and companies."

Under the project, students work with personnel from a New Brunswick organization interested in marketing its products or services in Mexico. Participating students must take courses in marketing, international marketing, and Spanish.

Students learn how to develop a marketing strategy and selected students will travel to Mexico with a company representative to test their research.

"Individuals tend to learn when

they need to use the information," explained Gélinas. "Academic partnering is linking the theory in the course with working. It's good for the companies because they get a supervised MBA student to work for them and preview as a potential employee. It's good for the students because they get the work experience and a potential employment opportunity."

And, Gélinas added, "It's good for me because I get to go to Mexico."

Financing for the project is provided by the university, the government, the companies and the students.

Among other projects, Gélinas is working with UNB's Spanish department to develop a Spanish language and culture course that would be designed to teach conversation and communication for business. The course would be open to business people as well as students.

The third director of the Centre for International Marketing and Entrepreneurship, Gélinas will serve a five-year term.

## Biology professor wins award

**Brunswickan News**

Professor Hal Hinds of the biology department was awarded the 1994 Douglas H. Pimlott Award by the Canadian Nature Federation.

The award, which is the federation's most prestigious, is named after the late wildlife biologist Douglas Pimlott, who started his professional career with a bachelor's degree in forestry from UNB in 1949.

Cited as a foremost New Brunswick conservationist and a leading botanical authority, Hinds is a founder of the New Brunswick Nature Trust and former president of the New Brunswick Federation of Naturalists.

In 1992, Hinds was awarded the Canadian Parks and Services Her-

itage Award, and in 1993 the Conservation Council of New Brunswick honored him with the Milton F. Gregg Conservation Award for his achievements over the years.

Hinds joined UNB in 1973. He teaches biology and is curator of the Connell Memorial Herbarium. He has served as a consultant on nearly 40 environmental impact assessment projects for projects such as pipelines and hydro rights of way.

Hinds has written authoritative texts on the plants and plant habitats of Cape Breton, Cape Cod, the Quoddy region, the Saint Croix River Valley, and Michigan.

As recipient of the Douglas H. Pimlott Award, Prof. Hinds won an original acrylic painting called Hip Wader/Great Blue Heron by wildlife artist Joseph Pearce.

## Bisson appointed to Technology Management and Entrepreneurship Chair

**Brunswickan News**

Public service, academic and private sector experience is the hallmark of the new holder of the Chair in Technology Management and Entrepreneurship at UNB Fredericton.

"People coming into a company today have to hit the ground running," said chairholder Barry Bisson. "We help students and professionals who already have sound technical backgrounds to obtain the skills they need to function effectively."

Established in 1989, the J. Herbert Smith ACOA Chair in Technology Management and Entrepreneurship provides business management training to engineers and other professionals in the applied sciences.

"Over 230 student and alumni of science, engineering and computer science programs have taken at least one

TME course and are pursuing the diploma on either a part-time or full-time basis," said Bisson.

"A popular feature of the program is our extensive use of guest speakers from industry. This helps to provide role models to potential entrepreneurs and puts the lecture material in context."

Bisson is a professional engineer with bachelor's and master's degree in civil engineering from UNB as well as a master of business administration degree from Harvard Business School. He began his career with Transport Canada and joined the faculty of engineering in 1983 as a professor of civil engineering and coordinator of the UNB Transportation Group.

"My close ties with industry will enable me to achieve my foremost objective—to bring the real world of business into

the classroom."

Bisson would also like to make the diploma program more accessible. "We currently have waiting lists for most of our classes," he said. "I want to focus on interactive distance education technology to make courses available to a wider audience."

This term, for the first time, Bisson plans to use the Internet to make a seminar course available to students at UNB in Saint John and at TeleEducation sites throughout the province.

"I also want to build awareness of the program and make it a service to the community," said Bisson. "I hope to make this program a model of how the university can interact with the business community and government."

The second holder of the Chair in Technology Management and Entrepreneurship, Bisson succeeds the late Alan McLean.

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