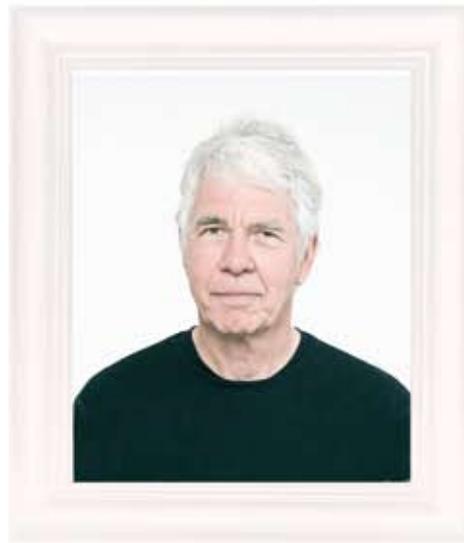


MASSEY

The magazine for alumni and friends of Massey University • Issue 25 • November 2008

Take a seat

Industrial designer
Mark Pennington



Inside: Glacial Retreat + Political Speeches + WWI Photography



Massey University

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Like many of this magazine's readers, I am a Massey alumnus. I entered Massey as a student in 1972 and six years later, with my beard trimmed and my masterate nicely framed, I became a member of staff, first joining the College of Business and then moving across campus to become a lecturer in what was, I believe, the best sociology department in Australasia.

It is at Massey that I had the revelation that I liked learning. It is here that I discovered what it was to apply myself: at the College of Business I often worked on into the small hours. At Massey I found friends and mentors, people I have never lost touch with.

I thought then – and have often thought since – that the University had something special going for it. Massey's founding Vice-Chancellor, Sir Alan Stewart, thought so too. Massey, he observed, lay outside the normal run of universities; here was an institution that embraced change and innovation. This culture, he said, was most likely to do with the University's youth.

It was certainly young. Although Massey had been in existence as an agricultural college since 1926, it was not until 1964 that it became a university in its own right. The university I enrolled with was a rapidly-growing eight-year-old, with the tempestuous years of adolescence, eventual maturity and consolidation still ahead. Today, now that the University – and I – have reached a more venerable age, could Sir Alan make the same assertion? Is Massey still something special? I think the answer is yes.

It remains adaptable and innovative, and it has become something more. With its span of disciplines, modes of teaching, geographic reach, and overarching ethos, a good case can be made that Massey has become New Zealand's defining university. The people you will meet in this magazine reflect the range and engagement of the Massey community. You will meet Mark Pennington, the designer of the *Life Chair*, 150,000 of which are sold globally each year. You will meet David Skiffington, the New Zealand Young Farmer of the Year, and Lisa Emerson, who received the Prime Minister's Supreme Award at this year's Tertiary Teaching Excellence Awards; Martin Brook, who writes from first-hand experience of the accelerating melting of the Tasman Glacier; Glyn Harper, who has assembled and published a long-overdue photographic record of New Zealanders' experience of WWI; and alumni making their careers in the hurly-burly of China's economic miracle.

People and stories like these are the reason I decided to return to Massey, this time as its Vice-Chancellor. No other job held this one's allure.

In the months and years ahead I intend to see that Massey continues, as it did in Sir Alan's day, to embrace change and innovation. As New Zealand seeks to transform itself into a sustainable, prosperous, fair and vibrant nation able to thrive in a globalising world, Massey will be a key player.

Join us on the adventure that lies ahead.



Steve Maharey
Vice-Chancellor



Above: the children's playground in Wellington's Frank Kitts park designed by Massey alumnus Mark Pennington. Left: Massey alumnus and member of staff Steve Maharey in 1979.

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Parts of speech

What is the measure of a great speech, asks former speechwriter Dr Heather Kavan.



The Rev. Martin Luther King

World Telegram & Sun photo by Dick DeMarsico.

Fifteen years after Martin Luther King delivered his “I have a dream” speech, I wrote my first political speech. Of course, my piece wasn’t in the same league as King’s speech, but it might have been, had there been a revolution at the time.

Fresh from studying the Arts at university, and having read too many books on anarchist philosophy, I’d landed a job writing speeches for a government minister. I’d met the minister only once, and mentally drifted off during the conversation, so I had little idea of what I was supposed to write.

I decided to pen a feel-good narrative, contrasting the impoverished past with some exaggerated current successes. I would have cringed if I’d had to say the words myself, but the minister delivered them confidently, and sent me a message saying that he especially liked the speech.

My discomfort at sexing up the minister’s successes was small. This was, after all, a political speech – it could hardly be an announcement of his mediocrity.

But what happens when the stakes are higher?

The issue has a special relevance in recent times, as Bush’s speech writers dishonestly sold a war that cost the lives of 4300 US soldiers and up to 1.3 million Iraqis. Their increasing influence on policy, especially military policy, makes most of us feel tight around the collar. A cartoon showing a king speaking to a mob of people, “Sorry about the war and the economy and everything, folks – I was misled by my speechwriters” sums up our discontent.

No doubt the victims of Abu Ghraib find the joke hilarious.

The speech writing profession has also taken a dive as the Internet has made it easier to detect how much speech writers plagiarise. In the usual mud-slinging of American presidential elections, both sides

allege that their rivals are plagiarising. John Kerry, George Bush, Barack Obama, Hillary Clinton, Joe Biden: all have been accused of swiping material. However, John McCain really crossed the line when his recent foreign policy speech turned out to be copied from Wikipedia. To be sure, speech writers usually draw on traditions of public rhetoric. But Wikipedia? For a foreign policy speech? Do we really want the world’s fate decided by people who choose unreliable and lazy options?

And then there are the stories we hear in speeches. Maybe it’s just me, but each time I hear one, I feel an urge to spike the speaker’s water glass with sodium pentathol. Perhaps the best known example is Hillary Clinton’s speech at George Washington University in which she talked of dodging sniper bullets when landing in Bosnia. It was a tale worthy of *Saving Private Ryan*, but footage showed no sniper fire, just the beautifully coiffured Hillary walking along the tarmac, smiling and waving. According to her companion, the only challenge she had was deciding where to go for dinner.

When speeches turn out to be the literary equivalent of celebrity breast implants, it’s hard to view even a genuine speaker without a whiff of suspicion.

So, is there anything great – or even noble – about speech writing?

On the eve of Barack Obama’s acceptance pledge for the Democratic Party’s presidential nomination, three top speech writers were interviewed on United States National Public Radio, and asked what they thought constituted a great speech. They replied that a great speech wasn’t measured by lofty rhetorical phrases, but by whether it stirred the audience to action – in this case to vote for the candidate. Speakers must, they said, convince the listener that their life will be better in a concrete, specific way.

Similarly, Helen Clark’s former chief press secretary, Mike Munro, told me that when people are asked what works for them in speech making, the most common tribute is “I felt that the speaker was talking about me”. The speech must be personally significant.

These are useful pointers for excellence; however, they can’t be interpreted as the sole criterion of a great speech. If stirring the audience to action is the measure of greatness, then Hitler and Mao Ze Dong’s speeches that mobilised millions to kill might rate higher than the Sermon on the Mount. (Stalin’s speeches can be disqualified because of his practice of having the first member in the audience to stop clapping shot dead.)

Seasoned speakers would agree that, no matter how brilliant the speech, there are some audiences that have the responsiveness of a coma patient. In fact, some of the world’s most powerful speeches were flops at the time they were given. Abraham Lincoln’s Gettysburg address, for example, was followed by a dead silence and eventually a scattering of barely polite applause. Similarly, when suffragette Emmeline Pankhurst delivered her acclaimed ‘Freedom or death’ speech, the theatre was only one third full, and reporters ignored the speech, except for one who described it as having “no great results”.

If the speaker’s immediate impact isn’t the measure of a great speech, what then is? What is the difference between a speech that dies in its infancy and one that resonates through lifetimes?

I think author Roy Clark hit on the answer in his analysis of Obama’s race speech. Clark cites scholar W. E. DuBois on how people experience double consciousness – a sense of viewing one’s self through other people’s eyes, of “measuring one’s soul by the tape of



Lecturer in Communications and Journalism Dr Heather Kavan has a richly varied background in writing and editing, research, world religions, and developmental psychology.

a world that looks on in amused contempt and pity”.¹

Although Clark and Du Bois are specifically referring to the dual experiences

of being black and American, I think double consciousness can be interpreted more widely. A truly great speech is soulful: it lifts us above man-made judgements to a greater dignity. Like beautiful music and art, it seems to be an inspired, rather than a mortal creation. The words transport us to a transcendent place, and the closer we align ourselves with the other consciousness, the better we seem to feel.

If that sounds too ethereal, we should look more closely at the way the speech writer accomplishes this.

The main technique is rhythm. Even those who aren't black still bask in the intonations of African-American speakers like Martin Luther King, Malcolm X and Jesse Jackson in their fight against racism. The words have a musical quality. When heard, they resonate through the body, and when read, they dance on the page – in both cases bypassing the intellect and triggering emotions. Is it any surprise that Bob Dylan has pledged his support of the euphonic Barack Obama?

The musical quality is best illustrated by King's "I have a dream" speech. What's interesting about this speech, and not generally known, is that the "I have a dream" part nearly didn't get into the speech. King started writing the speech the night before, drawing on passages from his speech writer, Stanley Levinson, and his friend Archibald Carey. He didn't finish writing until 4am. King included the "I have a dream" part, but his political advisors told him to leave it out as he'd used it in 25 of his earlier speeches, and they felt the crowd would be bored by it.

When King gave the speech, singer Mahalia Jackson was standing nearby. As King started intoning "Go back to Mississippi, Go back to Alabama", Jackson became concerned that he might wind down the speech, so she cried out, "Tell them about your dream, Martin." King launched into "I have a dream" and the speech became a legend.

Speech writers employ rhetorical devices, let's call them special effects, to create this rhythm. The hottest special effect is reversible raincoat sentences (technically antimetabole or AB BA reversal). Examples range from: "Ask not what your country can do for you, but what you can do for your country" to the more adventurous, "I'd rather have a bottle in front of me than a frontal lobotomy".

Other special effects include anaphora – repetition of the beginning phrase: "Call it pain, call it hurt, call it agony," and its opposite, epiphora – repetition of the end phrase: "to work together, to pray together, to struggle together, to go to jail together".

Also effective are antitheses: "His parents came together on immigrant ships; my parents came together on slave ships," triads: "ill-housed, ill-clad, ill-nourished", and assonance: "meaning of its creed". The handiest tool a speech writer can have is a rhyming dictionary.

Although seemingly contrived, rhythmic utterances come across as more authentic than ordinary speech. Just as musicians say that music is like a truth serum – one can easily spot an insincere singer – so rhythmic speech demands that the speaker vocalises from the heart. A great speech is a genuine, vibrant expression

of the human spirit. Take away the soulful intonations and the speech loses its magic.

Most New Zealand speech writers would

never get the chance to write an "I have a dream" type of speech, but I think this says more about our leaders' personalities than our social conditions.

A music lover on Amazon.com has suggested that if we made our politicians sing instead of give speeches, we'd be better at picking the honest ones. I'd like to suggest an additional test, which I call the Thomas question.

Physician and poet Lewis Thomas was once asked: If we had to explain to beings from outer space what we're like, what signals should we send? Thomas suggested Bach, his music streamed out into space over and over again. Then he wondered if this would look like bragging, but reasoned that it would be excusable for us to make our best impression first, and then we could reveal our less edifying creations later.

I suggest we judge our politicians by how their speeches would rate in the list of creations to be sent into space. If when they speak, we can only imagine a thousand galactic yawns resonating across the cosmos, then they're unlikely to have anything special to offer our country.

The Thomas question is the ultimate challenge not just for speech writers, but for all of us who write. Instead of appealing to the lowest common denominator, we could write as if our words were to be streamed into space, over and over again.

After Bach.

1. Clark, R. P. (2008). "Why it worked: A rhetorical analysis of Obama's speech on race". Retrieved: 27 Sept., 2008, from: <http://www.poynter.org/column.asp?id=78&aid=140711>

Advance and retreat

One of our iconic landscapes is changing rapidly, writes Dr Martin Brook. And there is nothing much we can do about it.

For somewhere to contemplate climate change and its consequences, I can recommend nowhere better than floating on an inflatable boat on the ever-extending lake that now lies at the terminal face of the Tasman glacier.

Thirty years ago there was no lake: the Tasman river issued forth from the glacier's face.

By the early 1980s there were a few surface ponds – the technical term is 'supraglacial' – toward the end of the glacier.

By the late 1980s, when Martin Kirkbride, (who would supervise my PhD in the late 1990s), undertook his first survey of what was happening, the ponds had begun to coalesce, and by 1990, the Tasman Glacier's had its own 'proglacial' lake.

When I first visited the Tasman Glacier in January 2000, as part my PhD fieldwork, the lake was two-to-three kilometres long, and today the lake is an inescapably significant geographic feature: six-to-seven kilometres long, a couple of kilometres wide and – as we discovered in a detailed survey in April 2008 – at least 245 metres deep.

No, this is not man-made global warming at work, but something much older. The Tasman Glacier is belatedly responding to the post-1850 century of climate warming that began with close of the 'Little Ice Age', a 400-year event which included three cool periods.

That climate warming may not have amounted to much – perhaps a 1 degree Celsius rise in average temperature – but it was enough. Worldwide, as numerous studies have shown, glaciers in general went into retreat.

In general, but not universally. For when you look at an individual glacier, matters become more complicated.

The mass balance (or 'health') of a glacier is a delicate budgetary

exercise. There are inputs, (collectively known as accumulation) in the form of snowfall and avalanching onto the surface. And there are outputs (collectively known as ablation), including surface melting, meltwater runoff and evaporation, and the direct evaporation of ice.

New Zealand's mid-latitude situation and its particular geography mean that the effect of climate change – either current or historic – can lead to quite different glacial responses according to the glacier you choose.

Indeed, because the prevailing weather patterns have led to higher snowfalls in upper basins or nevés, the Fox and Franz Josef glaciers have advanced over a kilometre from their 1950s and 1960s positions, even as glaciers on the east coast of the divide have continued to retreat.

The Fox and Franz are 'clean ice' glaciers:

they lack the insulating rock, gravel and dirt cover you see on glaciers such as the Tasman. Because of this, they respond quickly to changing climatic conditions.

A recent study published by our group¹ found evidence that the terminus of the very steep Fox Glacier responds to changes in accumulation of snow in its névé in less than a decade.

In contrast, low-angle debris-covered glaciers like the Tasman Glacier respond an order of magnitude more slowly to climate change, and when it is climate warming the change often takes the form of a gradual surface lowering.

Until the arrival of the lake, this is exactly what happened to the Tasman, the downwasting evident to anyone who, over the years, had to climb ever further down steep moraine walls to reach the glacier surface.



The Tasman Glacier and its surroundings as seen by Landsat in 2001. 1. Mount Cook Village; 2. The Tasman Glacier's proglacial lake; 3. The main body of the rock-and-scrub covered Tasman Glacier; 4. The high peak of Aoraki Mt Cook; 5. The Hochstetter Glacier, where the lake is likely to eventually terminate. Image: NASA <http://visibleearth.nasa.gov/>

With the formation of the lake, the equation changed. The downwasting continues, but it is the lake that is exerting the greater influence: every day and all day, its waters eat away at the glacier.

The lake allows the terminus of the glacier to calve blocks of ice off the snout. This happens in a number of ways. At the water line, a thermo-erosional notch forms, melting a large, flat cavern into the ice cliff. This destabilises the ice above, causing subaerial calving; sometimes there are spectacular collapses of ice into the water, sending waves across the lake – to the consternation of anyone in a small survey boat!

Another type of calving happens beneath the water's surface, chunks of ice breaking away from the submerged portion of the glacier and rising to the surface as icebergs. During our April fieldwork, icebergs would occasionally emerge from the water at quite large distances from glacial terminus.

The distance of the icebergs from the terminus taken together

with the evidence of our sonar work suggests that a large 'foot' of ice extends for maybe 200 metres under the water away from the ice cliff into the proglacial lake.

The work that has been done on similar calving glaciers in South America and Alaska suggests that there is a direct relationship between the calving rate of the ice cliff and the water depth. As lake depth at the snout increases, more glacier ice comes into contact with the lake water, more melting occurs, and the calving rate increases.

The Tasman Glacier – and the lake at its tip – occupy a deep rock basin carved during the last major Ice Age around 20,000 years ago. As the Tasman Glacier retreats further up the Tasman valley, the rock basin is deeper and so the lake becomes deeper too, in turn putting more and more of the front of the glacier in contact with lake water.



Two boats were used in the survey of the Tasman's lake, one (upper photo) carrying an echo-sounder to measure lake depth, the other (lower photo) pulling a towfish sonar, imaging the sub-bottom materials beneath the lake floor. The towfish sonar, a shallow seismic technique, is used to identify subsurface ice and the sub-bottom sedimentary stratigraphy.

In the summer of 2008/9 Brook and his team will return to Aoraki/Mt Cook National Park to continue sonar work at the Tasman and other proglacial lakes. They will be using ground-penetrating radar to study glacier structure; crevasse geometry, continuity and orientation are key determinants in glacier calving rates.

The data gathered will form part of an honour's project by Rob Dykes and a PhD thesis by Clare Robertson.

And whereas many glacial lakes are dammed by narrow moraine walls, which may eventually breach, the dam wall of the Tasman's glacial lake lies below the level of glacial outwash plains that stretch tens of kilometres to the south towards Lake Pukaki and the Mackenzie basin.

So what is going to happen to the Tasman Glacier and the lake with which it is now twinned? Or, more particularly: How far will the glacier recede? How large will the lake grow? And how quickly are things going to happen?

In the 1990s, when the lake was starting to grow significantly, Dr Martin Kirkbride put forward two scenarios, one moderate, one more extreme. In his moderate scenario, the glacier would retreat up the valley and the lake, growing at a moderate rate, would reach seven kilometres long by the year 2200. In the more extreme scenario the glacier would retreat rapidly reaching 10 kilometres up-valley by 2008 from status quo in 1986. With the lake now at seven kilometres and growing, this is much closer to the reality. To date, it looks like the ice cliff has retreated at the rate of roughly 180 metres a year, but the rate is likely to increase as the lake deepens.

The relationship between the lake and the speed of glacial retreat is fascinating. Within the glaciological community there is intense debate about the relationship between calving and glacier dynamics. A central issue is whether calving losses are the cause of ice flow acceleration or the consequence².

One view is that calving is the 'master' process, with calving losses triggering a cascade of dynamic changes up-glacier, including flow acceleration. A contrasting view portrays calving as the 'slave' of glacier dynamics, responding more or less passively to changes in other parts of the system. In this view, coupled dynamical and geometric changes to the glacier system drive increased calving rates, by causing the calving front to retreat and increasing the rate at which ice is delivered to that point.

Conceivably the glacier will continue to retreat rapidly until bedrock in the valley profile is exposed at water level (730 metres above sea level) between the glacier and the lake. Geophysical work carried out in the



British-born Dr Martin Brook completed his PhD at Dundee University in 2001, having conducted fieldwork in New Zealand's Southern Alps, northwest Iceland, and the Scottish Highlands. As well as his work on the Tasman glacier, Brook is working on an understanding of the dynamics of the Fox Glacier and of the rates of landscape evolution in the North Island, particularly in the Tararua ranges.

early 1970s in the valley suggests that this point will be reached after another eight or nine kilometres of recession, where the Hochstetter Glacier now joins the Tasman. This will be vastly different landscape from that which we know today.

Are there then wider lessons to be drawn from all of this? I do not know. Certainly, as I have said, the Tasman Glacier is reacting to climatic changes that occurred well before any concerns about global warming.

Perhaps what it illustrates is that small climatic changes can have complex and sometimes disproportionate effects.

1. Purdie et al. (2008). Seasonal variation in ablation and surface velocity on a temperate maritime glacier: Fox Glacier, New Zealand. *Arctic, Antarctic & Alpine Research* 40: 140-147.
2. Benn et al. 2007. Calving processes and the dynamics of calving glaciers. *Earth Science Reviews* 82(3-4): 143-179.



The Skiffington family: David, Heather, Megan and Anna.

Green horizons

Lindsey Birnie visits Young Farmer of the Year **David Skiffington** and his family on their lifestyle property outside Feilding,

Meet the Skiffington family. First, inside the door is Angelina Ballerina – a part Anna Skiffington, age three, makes her own – then her fictional sidekick, Henry, played with spirit by Heather Skiffington, age two, finally the production crew: dad, David, who bends down to adjust Angelina’s ballet shoes, and mum, Megan.

Angelina Ballerina and Henry are characters from a popular children’s book; David Skiffington, the winner of this year’s 2008 Young Farmer of the Year, is the household’s full-time dad, looking after the children and two leasehold properties; and Megan, a sales consultant for a scientific equipment company, is, at least for the moment, the principal breadwinner.

David, who comes from a farming lineage, which includes his parents and grandparents, grew up in Rotorua. It was there, as a teenager, that he met and romanced Megan. One day the two of them, he told her, would have a family and a farm. Megan, whose family also included grandparents who farmed, liked David and his vision. “I knew I wanted kids and it sounded like a fantastic lifestyle for them.”

But first came Massey, where Megan embarked on a Bachelor of Science majoring in genetics (with a minor in physiological and molecular plant biology), and David, after dallying with the idea of becoming a vet, began study for a Bachelor of Applied Science.

Part way through his first year of the degree David decided to set a ten-year plan for the couple to achieve their dream of farm ownership. One of the waypoints he mapped out was to win the Young Farmer of the Year.

The Young Farmer of the Year is a New Zealand institution of many decades standing. Held annually, the competition calls on every

skill that might be asked of a modern-day farmer, from artificially inseminating a cow, to erecting a fence, to explaining the difference between pasture grasses, to delivering an after dinner speech. Each year, hundreds of young farmers enter the 22 district competitions hoping to advance through one of seven regional finals to the nationally-televised grand final.

David first entered in 2006, taking to the challenge of preparation with a will. He learned how to bone out a shoulder of lamb and the intricacies of tax flow and forecasting. He enlisted the help of friends and neighbours. “I rang people up and said ‘I don’t know how to plough a paddock, can you help?’”

He missed out by a whisker. After making it through to the finals and tying with the eventual winner, he lost by a single point on a deciding technicality: he had caught up to his rival rather than the other way round. He knew he had to have another go – “I’m pretty competitive, I like winning” – and it would have to be soon. David was nearing the cut-off age for entries.

This time he won convincingly.

Out in the yard you can see the gleaming evidence: the Ford Ranger utility (upgraded to a double cab for the children) he uses when off doing work on their properties and, in a shed, a Honda four-wheel drive atv.

The Young Farmer win is also a useful validation for anyone wanting to get involved in the Skiffington enterprise.

Without land or start-up capital, any aspiring farmer faces a challenging first few years. When Megan and David first began looking for blocks to lease, the greatest argument in their favour was the promise that any property the two took on would be materially improved during their tenure. Their ‘sell’ is their competence, dedication and expertise.

Aside from the lifestyle block they live on, they currently have two leasehold blocks totalling 89 hectares, on which they graze dairy cows and raise breeding ewes.

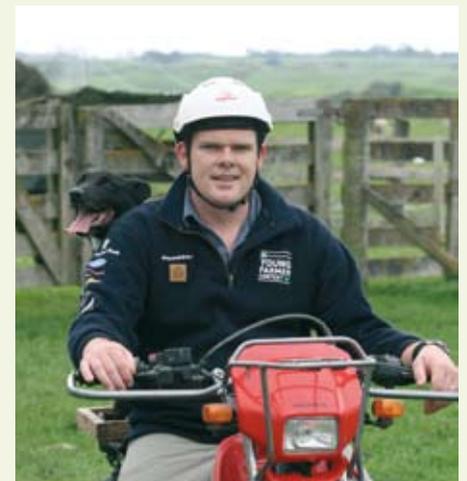
“The blocks have very different management issues,” David says. “The main challenge is feed budgeting; there are lots of mouths to feed and lots of grass but it’s not necessarily in the same place at the same time. The soils are quite different and there are notably different water patterns.”

David’s more hands-on farming knowledge is complemented by Megan’s analytical and forecasting skills – though she also dons overalls and mucks in when she can.

They are on the lookout for more land if they can find it. It is all part of a larger ambition.

“Within the next nine years we are looking to buy a big breeding property,” Megan says. “The goals you have to set to achieve that are really aggressive. It really puts pressure on David to get smart about the farm and to do his best.

“I am happy for us as a family to work really hard.” ■





Getting back to the land

Three new land-based bachelor's degree qualifications have been launched by Massey. The degrees are in AgriScience, AgriCommerce and Environmental Management.

The BAgriScience is intended for those who want to work at the interface of science, technology and management in agriculture, horticulture or equine studies. The graduates are likely to find careers as technicians, farm or horticultural managers, fertiliser or seed company representatives.

The BAgriCommerce prepares its graduates to work in any of a range of businesses related to primary production, including agricommerce, banking, farming, exporting, rural valuation, rural financing, logistics and supply chain management.

The Bachelor of Environmental Management will provide the career foundation for managers who hold stewardship over resources, environments, catchments and parks, as well as for regional planners and policy analysts."

The new programmes, developed after extensive consultation, update the Bachelor of Applied Science, which was introduced in 1994.



Dream run

Matthew Brodie, the runner up in the MacDiarmid Young Scientists of the Year Award, talks to Malcolm Wood.

Motion analysis has a long history. In the 1870s Eadward Muybridge photographed a horse in fast motion using a number of cameras arranged parallel to the track and triggered by a succession of trip wires. It is believed his stills settled a bet about whether a galloping horse's hooves are ever simultaneously clear the ground – they are – and showed that the illustrators of the time had things hopelessly wrong.

Until very recent times most motion analysis has been carried out in a way Muybridge would recognise, using cameras in the controlled environment of the laboratory, athletics track or film studio (for 3D animation-based and special effects).

In some situations, however, optically-based motion analysis is not practicable. Downhill skiing is one. Steep and irregular terrain, extreme speeds (speed skiers routinely exceed 200 kilometres per hour), the dramatically changing scale and orientation of the skier in the camera frame, the need to tilt and pan multiple cameras each with an operator, and the visual problems of snow and natural light all mean that optical analysis will never be a practical or efficient solution, says Brodie.

Fortunately in the past decade a wave of affordable, tiny microelectromechanical sensor (MEMS) technologies for measuring movement have come to market. Is this a solution? Maybe. The problem, it turns out, is making sense of the data they produce.

Matthew Brodie was raised in Palmerston North. He did a degree in chemical engineering at Canterbury University and took up a job as a process engineer at Carter Holt Harvey, but after a while boredom took hold.

So he quit, took three months out for an invigorating tramp of the length of the South Island, and went in a different direction. In his early teens Brodie had been introduced to skiing during family holidays at Mt Ruapehu. Now, over a number of years, he embarked on a series of ski-related jobs: ski-patrolling

at Mt Olympus and Temple Basin, working as an instructor and coach in Japan in the off-season, and eventually establishing a small business bringing Japanese skiers to New Zealand. For a while, before the dollar inflated against the yen, he did well. But it was a precarious lifestyle, and he had other interests. Postgraduate study beckoned.

Brodie had his research topic in mind, exploring the dynamics of skiing, and a preferred city, Wellington, where his girlfriend had just taken up a job. That being so, Massey, which taught exercise science and engineering and had a Wellington campus, was the logical choice. Biomechanist Dr Alan Walmsley, of the Institute of Food, Nutrition, and Human Health and multimedia systems engineer Dr Wyatt Page of the School of Engineering and Advanced Technology agreed to be his supervisors. He was awarded a scholarship to help with his costs, and a capital case was put forward for the sensor system he would need.

What kinds of movement are there? In the case of single sensor, there are three perpendicular axes in which it can move in three dimensional space (forward or backward, up or down, left or right) and three perpendicular axes around which it can also rotate independently (forms of rotation known as yaw, pitch and roll).

The sensors purchased by Massey would measure each of these kinds of movement. Although weighing just 30 grams, each contains three gyroscopes (to measure orientation), three accelerometers (to measure acceleration), three magnetometers (to measure the strength and direction of the magnetic field in the immediate vicinity) and a thermometer (for sensor calibration).

All up, the system purchased for Brodie's work consisted of 15 sensors wired to a central bus, which could connect to a laptop computer or modified logic board. What is more, the system even came with 'Nancy', a software body model, based on the scanned

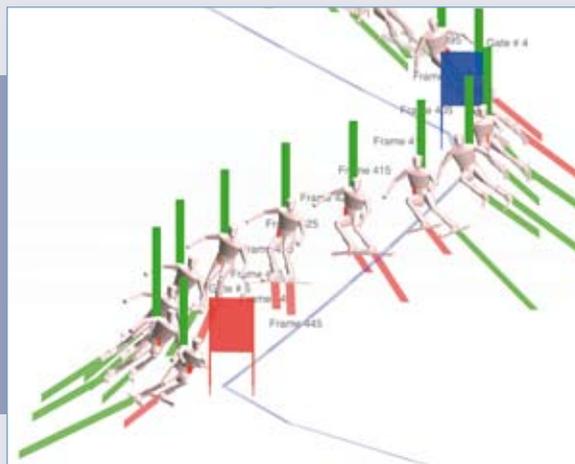
Achieving top one hundred status for YouTube views nationally, being interviewed by New Scientist for its web site, featuring in the national papers and on national television... Matthew Brodie, the category winner of Future Science and Technologies and overall runner up in the MacDiarmid Young Scientists of the Year awards, is taking his 15 minutes of fame all in his stride, with a kind of self-possessed bemusement.

The truth is that, for the time being, his life is not as glamorous as all that. In a secluded office on Massey's Wellington campus, Brodie's days are devoted to compressing four years of research into the under-100,000 words requirement for a PhD thesis.

And although his thesis is about the science of skiing, the doctoral student – and newish father – will not see much snow this year.

Brodie's breakthrough is the development of fusion motion analysis software that will allow a skier's run to be analysed and understood in all of its detail.

It is a first.



To view skier animations visit www.youtube.com/BrodieMAD

dimensions of a real person, to which the data from the sensors could be mapped.

But Nancy, as Brodie was to discover, had her limitations. For one thing, she had a problem with her lower back: the software assumed this was rigid. For another, as supplied, Nancy also lacked legs. Hers was a torso-and-arms model only.

A third problem was that the software model worked on the assumption that the sensors would be attached to the subject at set body points in impossible-to-maintain orientations.

These were matters Brodie remedied. He built Nancy her lower limbs, freed up her lower torso, and devised a way of placing the sensors where he wanted and subsequently performing a calibration.

Then came the crunch. He put a subject wearing his sensors on an office chair and spun the chair to see what Nancy, the computer double, would do. As the chair rotated, its occupant and Nancy parted ways. The subject kept her arms to her sides; Nancy raised hers into the air.

“After I spun the person on the chair and discovered that the model didn’t work, that’s really where my novel contribution to this begins,” says Brodie.

Brodie knew he would have to re-engineer the modelling software and he knew too that he would have to take steps to improve the accuracy of the raw data. He embarked on a series of experiments.

He could see that he would need another external source of data. “The IMUs [Inertial Measurement Units] just give you local movements. I needed to know where a person was and how fast they were moving through global space.” He attached a GPS to the helmet of his subjects, but, again, an off-the-shelf GPS was not going to work.

“But if you can get the raw data out of it and combine it with the inertial measurement data, you can get a more accurate position and orientation.

“One step up from the raw data, GPS gives you time-of-flight and carrier frequency, which is like the Doppler effect you hear when an ambulance goes past. When you are going towards a satellite the frequency gets higher; if you are going away from a satellite the frequency drops. You can tell the relative velocity. Then if you take the accelerometer data and integrate it you have another measure of velocity. So now we have overlap: information on velocity from two different sources.”

Brodie’s third source of data was a multiple-sensor pressure-sensitive insole, again off-the-shelf, and again needing to be tweaked to provide the data he needed.

Brodie and his subjects became a regular feature on the slopes, Brodie, the boffin with his laptop and Ben Griffin, his test pilot, with a tangle of wires sprouting from his daypack and a GPS taped to his helmet.

Brodie’s first animations looked somewhat awkward. “I had to assume some part of the person was fixed. So I assumed the cervical spine was fixed. My first animations look as if they are hanging on a coat hanger.”

Gradually the software model was refined to the point where Brodie and Griffin could sit down after a run – perhaps back in the “blue monster”, Brodie’s VW van-turned-laboratory – and watch exactly what had happened. How Griffin had angled his body. Where his line had been. The pressure he had exerted on the snow. How efficiently, in Brodie’s terms, height and gravity had been used to generate velocity.

Overseas, Brodie’s work was also becoming noticed. At a science and skiing congress in Austria, Brodie was given a coveted spot as one of the early speakers and awarded a Fédération Internationale de Ski sponsored prize for innovation.

It was this, together with the fact that he was not part of a large, well-established research group, that Brodie believes clinched the award from the MacDiarmid award committee.

A second wave of publicity for his work – this time international – came when Brodie was invited to write the lead article for the first issue of the *Journal of Sports Technology* and the publishers put out an international press release.

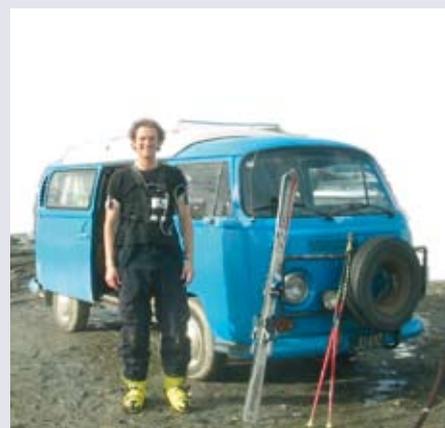
Brodie’s work could have multiple applications. The obvious one is in enabling competitive skiers to improve their times, but the animations it produces could also be used as an add-on for televised ski races (in the same way that animations are used to enliven the America’s Cup races) or to identify and address the causes of sports injuries.

Nor is there any reason why the technology should not be applied to any other sport or form of movement.

Already inertial sensors and other forms of movement detectors are being used in such consumer appliances as the Nintendo Wii game controller and the Nike sensor for running shoes.

Prices too are coming down. Brodie calculates that the cost of the basic components in the sensors he made use of has come down by two thirds in the last four years.

It is a reasonable prediction that in future we will not lack for technology or data when it comes to motion analysis. The trick will be to make sense of it. ■





From right: Tanya Marriott's *Kanak* and Andrea Clinton's *5 Maarama Crescent*.
Photo: World of WearableArt™ Ltd.

Nadine Jaggi has won the supreme award at the 20th Montana World of WearableArt™ Awards. Her entry, the intricately crafted, *Ornitho-Maia* or bird mother, involved more than a year's work, and was created using hand-dyed, hand-sewn, embossed and carved leather. With the win came a trophy, \$15,000 of prize money

and \$10,000 worth of travel.

Jaggi, a costume designer for Weta Workshop in Wellington, graduated in 2004 with a Bachelor of Design with first-class honours majoring in fashion. She won her first WearableArt award in 2003 in the student category.

Tanya Marriott was runner-up in the Shell Student Design Award with her garment, *Kanak*. She is working on her master's in design, and also tutors. The garment is made of laser-cut plywood. At home, her closet is full of past entries and of dolls and sculptures she has created over the years. "I have so many ideas, I just have to get them out."

Andrea Clinton, who has an advanced diploma in fashion design and technology, was runner-up in the Air New Zealand South Pacific section with her garment, *5 Maarama Crescent*.



From left: Tanya Marriott's *Kanak* and Andrea Clinton's *5 Maarama Crescent*.

Photo: World of WearableArt™ Ltd.

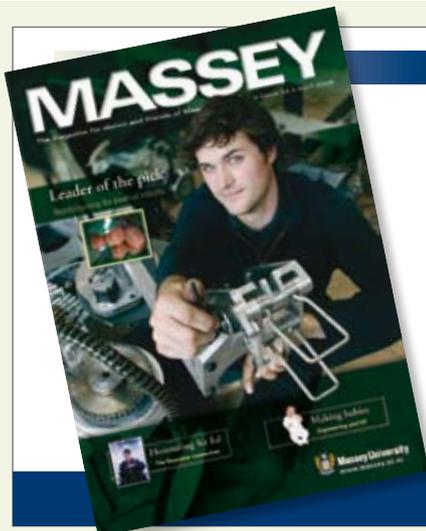


Photo: The New Zealand Herald.

Breaking through

Michelle Wilson (pictured leading her models) was the winner of Verge's \$10,000 Business Development Grant after a showing of her Winter 2009 collection at Air New Zealand Fashion Week. The 25-year-old Auckland-based designer, who shows under the label Michelle Yvette, was one of five to show as part of the Verge Breakthrough Designers Show. Wilson was inspired by the beauty of Afghanistan and opened the show with models in burqas shipped from the war-torn country. She was judged the winner by buyers, media and fashion players in the front rows of the show who chose the collection they thought most commercially viable. The Verge Breakthrough Designers Programme offers designers mentoring and support to show at Air New Zealand Fashion Week, including a boot-camp introduction to such things as marketing and finances. This is the first year a grant has been offered.

Wilson, who completed a Bachelor of Design majoring in fashion design at the Wellington campus in 2004, first achieved public recognition in 2003 when *Lord of the Rings* star Viggo Mortensen wore a Wilson-designed shirt to the premiere of *Return of the King*.



FEEDBACK

PhD student Alistair Scarfe, whose face adorned the last issue of *MASSEY*, has been awarded one of three Dick and Mary Earle Scholarships in Technology, worth \$20,000 a year for three years by the New Zealand Vice-Chancellors' Committee (NZVCC). Dick and Mary Earle, who are both Emeritus Professors at Massey University, established the scholarship in 1999 to support and encourage postgraduate research into technology.

Eagle-eyed reader Robert Bruce has caught

us out on the date of Hillary and Sherpa Tenzing Norgay's first ascent of Everest. *MASSEY* refers to Charles Evans and Tom Bourdillon's attempt on the summit being on 22 May 1953 and the successful attempt by Hillary and Tenzing following two days later. In fact Bourdillon and Evans' unsuccessful attempt was on 26 May and Hillary and Sherpa Tenzing Norgay ascent was on 29 May, three days later. The error was that of the editor, not the author.

MASSEY welcomes letters and feedback from readers. E-mail the editor at m.wood@massey.ac.nz. Also welcome are overseas alumni magazines.



During a welcome to the Albany campus, Vice-Chancellor Steve Maharey hongis with Gary Pratt, having accepted a toki (adze) as a symbol of his new office.



Amster Reedy recites a traditional oriori (lullaby) to his grandson Rikipapaki. The oriori is about the mythical origin of the kumara, composed in the 1600s by Enoka Te Pakaru of the Gisborne iwi, Te Aitanga a Mahaki, "Pō! Pō! E tangi ana Tama ki te kai māna – Pō, Pō (thought to be the shortened form of Pōtiki or last born). The boy, my son, he is crying for food." Traditional Māori lullabies – oriori – are the subject of Reedy's PhD research. His thesis is to be submitted in Māori.



Professor Tony Signal chairs the New Zealand group collaborating with CERN's Large Hadron Collider project. The New Zealand group contributed to the design of the central detector and to ensuring the beams, which are less than the width of a hair, enter the experimental apparatus correctly. Like other physicists, Professor Signal is hoping that the 26 kilometre in diameter circular collider will find evidence for the existence of the Higgs boson, a particle predicted by the Standard Model of particle physics, and perhaps lead to an understanding of the enigma of dark matter.



Celebrating a life well-lived

Graduation ceremonies are always a time of heightened emotion for graduates and their families, but May's ceremony in Wellington was particularly poignant for the Simpson family. Nicola Simpson was to graduate that day with a Bachelor of Arts degree. Instead, it was 16-year-old Connor Simpson who carried the pink hood that was his mother's by right. Nicola died of a brain haemorrhage in November 2007, soon after completing her Bachelor of Arts.

About 30 of Mrs Simpson's family and friends gathered for ceremony, and though it was a challenging day, everyone wanted to celebrate the life of the vibrant 35-year-old. Mrs Simpson's widower, Tim Simpson, described his wife as a very spirited woman, and "entirely her own person".

The Manawatu branch of the New Zealand Federation of Graduate Women gifted the family the pink Bachelor of Arts hood.

He and his late wife met and married young, he said. She was very determined and passionate about life, loving music and film-making. After her first brain haemorrhage in 2003, Mrs Simpson seemed even more determined to live life to the fullest, he said.

"After that first bleed she decided she would just really get on and do things. She was always like that but the haemorrhage accelerated it. Getting her degree was one thing she wanted."



Designing the food of love

A mathematical model developed by Professor David Raubenheimer could lead to an increase in breeding success for New Zealand's rarest bird, the kakapo.

The model compares the balance of nutrients needed by animals and the balance of nutrients in foods. It has been used to analyse dietary components and their consequences for other birds as well as humans, spiders, insects and fish.

Until now, protein-enriched food supplements have been favoured for kakapo; protein is an important nutrient for breeding in many species. However, Dr Raubenheimer's analyses suggest that calcium rather than protein is the limiting nutrient for kakapo breeding.

"Calcium is needed in high levels during breeding, for the development of egg shells and for bone growth," Dr Raubenheimer says. "It is also significant that kakapo have an unusually large skeleton and hence a high demand for calcium."



At New Zealand Ecological Society's annual conference master's student Ben Barr won best student research presentation for his talk titled "Investigating Chevron Skink (*Oligosoma homalonotum*) Ecology, and the Impacts of Rat Control". His fellow student Dylan van Winkel, who works with Duvaucel's geckos, was the second place winner.



A three-week stay at the University's wildlife ward did wonders for a misplaced and starving hoiho or yellow-eyed penguin. Found on the Wellington coast – well away from the normal range of this sub-Antarctic species – the penguin was initially cared for by the Native Bird Rescue Wellington Trust before being moved to Massey's specialist wildlife facility and finally being released on the Otago coast. "It was a young adult and whether it had swum or followed a wrong current, it was very thin and extremely dehydrated. It was doing what we call hock-sitting, where it is unable to stand up properly," says wildlife vet Dr Roberto Aguilar. Staff at the wildlife ward, which is sponsored by Shell New Zealand, did the usual medical tests but found nothing other than some parasites. "We treated those and short of the penguin being debilitated there was nothing else wrong," Dr Aguilar says. "It may just have had what we call mal-adaption, that is he just didn't know how to survive properly without access to proper food. We started feeding it, made sure it got enough energy and it started coming around pretty fast. It went from 3.5kg to 5.3kg, gaining about 100g a day. It left looking pudgy, which is good because it's the fat store that protects them from the environment." There are about 470 breeding pairs of yellow-eyed penguins in the South Island, with the rest of the 6000-7000 population on Stewart and the sub-Antarctic islands.



PhD student Kirsty Hammond is the winner of a \$10,000 Pukehou Pouto scholarship, one of two awarded this year. Hammond is investigating the influence of changes in the chemical composition of fresh forage-based diets on methane production in ruminant animals. The scholarship, established from a bequest from the estate of Edith Fraser, is managed on behalf of the estate by the Public Trust and awarded by the New Zealand Vice-Chancellors' Committee.



A plea for small fish

A call to action has been issued by Dr Mike Joy of the Institute of Natural Resources. New Zealand's whitebait – the cover-all term given to the juveniles of a number of different species of galaxiid fish – are fast disappearing from our waterways and unless something is done some species could vanish entirely.

Dr Joy, who has spent the past 15 years researching whitebait and other freshwater fish, has found that whitebait have disappeared from about 75 per cent of their expected habitats in Manawatu and Horowhenua. The national group that monitors the fate of the adult galaxiids is reporting a similar level of disappearance.

Partly he attributes the problem to the loss of bouldery stream beds, which are good whitebait habitat, due to the deposition of the sediments released by hill country erosion; partly to pollution and diminishing

water quality. In studies conducted in the Mangahao Stream Dr Joy and his team have found that fish show a clear preference for cleaner water.

“The analogy is a smoke-filled hallway in a building on fire. If you were trying to run out of the building you'd pick the cleaner hallway.”

The dwindling numbers are further affected by the many New Zealanders catching and selling whitebait for up to \$150/kg.

He compares the situation to that of fish that is neither threatened nor native – trout. Trout have legislative protection and cannot be sold, enabling the fishery to be sustainably managed, whereas endemic and endangered adult whitebait species have no such protection.

“If you could get \$150 a kilo for trout, there would be a whole lot more people out

there fishing for them – and fishing as hard as they could.”

Dr Joy says his computer modelling, which he has focused on the greater Manawatu catchment, shows him where the galaxiids should be, including the upper Oroua, upper Pohangina and upper Manawatu rivers.

“But they are not there; we have searched and searched for them.”

Four of the five galaxiid species spawn inland in forested areas, at a spring flood. This makes them very susceptible to land use around them, Dr Joy says, while the fifth species spawns on a high spring tide around the tidal zone. In all cases, the spawn hatch and are washed out to sea some weeks later, giving them a head start on their journey in the seas around New Zealand. About six months later, the juveniles are a few centimetres long. Returning to the rivers to the upstream home where they will spend their lives, the whitebait are fished from August to November.

Dr Joy says a few simple measures could protect what is left of the stocks: prohibiting the sale of whitebait in the same way trout is protected, minimising high-country erosion and cleaning up waterways from pollutants including sewage and run-off.

He also believes better monitoring of waterways would provide a clearer picture of their state.

“On a motorway, if you simply measure the cars going through at 11am every morning you would possibly conclude that the motorway is way too big. But you are just measuring at one point in time. In the same way, taking a water quality sample in a flowing river at a set point in time doesn't reflect what may have been discharged over a period.

“If we don't do something quickly we won't have these species any more.”



Massey medal winners: Top, from left: The Centre for Social and Health Outcomes Research and Evaluation and Te Ropu Whakiri (Team); Professor Harjinder Singh (Individual). Base, from left: Professor Tony Vitalis (Supervisor), Dr Bryan Walpert (Early Career); William Fish (Early Career), Dr Vyacheslav Filichev (Early Career).

Tony Whincup accepts the Kiribati Order of Merit. The award was made by the President Anote Tong in the capital's stadium in front of a large crowd at the close of a week-long public holiday and celebrations marking the Pacific island nation's independence. It recognises Whincup's internationally published visual research, documenting and communicating the significance of a wide range of traditional artefacts and practices. Associate Professor Tony Whincup is Head of the School of Visual & Material Culture. His close association with Kiribati began over 30 years ago.

Unsugared truths



Blood sugar levels might be just as important a measure of health as blood pressure or cholesterol, according to Naomi Brewer. Brewer, a research fellow at Massey's Centre for Public Health Research, is the lead author of a study published in *Diabetes Care*, published by the American Diabetes Association.

The study followed 47,904 people who had undergone haemoglobin A1C testing – a standard way to measure blood sugar – as part of a screening program for hepatitis B from 1999 to 2001. They were followed until the end of 2004, by which time 815 had died.

Ms Brewer and her team discovered that the likelihood of death rose in parallel with blood sugar levels, even when the analysis was restricted to people without diabetes. Those in the highest category of blood sugar levels had more than twice the death rate of those with low levels.

“In future, people will need to know their haemoglobin A1C level, just as they may currently know their blood pressure or their cholesterol levels,” she says.

Although the association is known and has been observed in several overseas studies, this new study is the largest international study to date, and the first such study in New Zealand.



When Governor-General Anand Satyanand presented Leilani Isara with a New Zealand Freemasons scholarship worth \$6000, she reciprocated with a Massey Association of Pasifika Students hoodie of her own design. Three other Massey undergraduate students and one postgraduate student also received Freemasons scholarships. Courtenay Jacks, a business studies student at the Albany campus, Hilary Corkran, who is completing a Bachelor of Science honours, and Adam O'Connell, who is studying towards a Bachelor of Veterinary Science. PhD candidate Kirsty Hammond received one of only seven \$10,000 postgraduate scholarships. She is completing a PhD on the effects of fresh forage diets on methane production.



Peach-flavoured omega-3-enhanced ice-cream was one of the treats on the menu for the opening of Massey's \$25 million state-of-the-art food pilot plant on the Manawatu campus. The most advanced facility of its kind in Australasia, the plant is part of a complex that will be used for research and teaching. The plant will also be used by companies to draw on the expertise of Massey's staff and postgraduates to develop commercial products. The plant was officially opened by Agriculture Minister Jim Anderton. Each serving of the ice cream contains 60 milligrams of omega-3, or about 10 per cent of the recommended daily amount. From left: the Hon Jim Anderton Minister of Agriculture; Professor Richard Archer, Head of the Institute of Food, Nutrition and Human Health; Professor Ian Warrington, Acting Vice-Chancellor.



A new cell culture lab is the first of a series of initiatives undertaken by Massey to boost veterinary and animal science research. The \$250,000 Cell Culture Central (CCC), which was opened by Professor Hugh Blair in June, is part of the multimillion dollar Building Research Capability in Strategically Relevant Areas initiative, supported by the Tertiary Education Commission. It targets subjects where the Performance-Based Research Fund (PBRF) results revealed gaps in areas of strategic relevance to New Zealand's development. CCC director Associate Professor Christine Thomson says cell culture is one of the fundamental techniques underpinning biological sciences. Cell culture techniques are used to grow and differentiate cells in vitro, that is in a Petri dish, or a culture flask in an incubator. “These cultures can then be used to study basic cellular appearance, the cell's physiology and function, the effects of drugs and mechanisms of disease. The CCC lab is a clean facility and does not study infectious organisms. Pictured are Associate Professor Christine Thomson and Professor Hugh Blair, both of the Institute of Veterinary and Animal Biomedical Sciences, and Gareth Pryme of equipment supplier Bio-Strategy.



Associate Professor Christian Fischer (centre in brown jacket) with students at the Agricultural University of Ashgabat in Turkmenistan. Dr Fischer's six-day trip to deliver seminars and workshops to 20 students and professors at the Agricultural University of Ashgabat was organised by the Organisation for Security and Co-operation in Europe (OSCE), an international organisation engaging in economic capability-building projects in its 56 member states spanning Vladivostok to Vancouver.



Deputy Commander Yang, Professor Ma, Professor Yan, Professor Stuart Morris, Professor Yu, Associate Professor Alex Chu, Professor Gao, Professor Hugh Blair, Professor Li, Professor Dai, Professor Zhao, (soldier unknown).

Lambs without daffodils

New Zealand lamb could be produced in quantity year-round realising a price premium if a partnership between Massey and China's Peking and Shihezi universities is successful. The three universities are working together to identify gene markers that allow non-seasonal lambing in selected breeds of Chinese sheep.

"We know that tropical breeds have a greater chance of breeding year-round because, of course, they don't have a winter," says deputy head of veterinary animal and biomedical science Professor Hugh Blair. "We were in Xinjiang last year in August – our equivalent of February climate and season – and there were lambs on the ground."

In New Zealand, most sheep breed between February and June, with some minor breeds breeding between November and August. "For most of our breeds, as daylight hours are decreasing the animals come into cycle and that means they will drop their offspring in the spring. This is sensible from an evolutionary point of view but for farmers it's a huge spike in supply and the work is also very seasonal," Professor Blair says. "If New Zealand farmers are to adopt an intensive lambing system that requires ewes to get pregnant at any time of the year, we require access to genetics that are not currently in New Zealand."

The Chinese Hu-Yang sheep is of particular interest, although the breed is too small to be economically viable in New Zealand. "What we need to do is find the genes that enable the year-round breeding and then move them to any breed we think is suitable," Professor Blair says.

The partnership is working with the International Sheep Genomics Consortium to gain access to their genetic tools, and Professor Blair has been made an Honorary Principal Investigator in the Chinese Academy of Science to enable him to represent the Chinese partners in the consortium. A target date of 2011 has been set for proving the marker genes that correspond to out-of-season breeding exist.

"But the work is likely to also find other things of interest," Professor Blair says. "We may find out about disease resistance or meat quality characteristics for example – there's always a degree of serendipity when you explore. We're also seeing opportunities for our staff and master's and PhD students, and for Chinese staff and students to travel to Massey."

The Chinese Government has funded the project by around \$750,000.



Good sports

There are a number of measures by which the prowess of Massey's sportspeople can be measured. One is Olympic representation: of the 185 athletes representing New Zealand this year, 23 had ties to Massey, as did many of the sports scientists accompanying them.

Another is Prime Minister's athlete scholarships: 67 of this year's 320 Prime Minister's athlete scholarships, which pays tertiary fees and a living allowance, went to Massey students.

For its part, Massey supports elite student athletes through its Academy of Sport scholarship programme and – in an initiative launched this year – the Elite World Travel Awards.

The travel awards provide assistance of up to \$3000 to elite Massey athletes representing New Zealand at international sporting events. The six inaugural award winners are:

Mike Dawson, who was selected to represent New Zealand at the World University White Water Canoe Championships in Slovenia and finished 18th overall in the Men's K1 event.

Rob Eastham, who competed at the Beijing, Munich and Milan shooting world cups before heading to the Beijing Olympics, where he placed 8th equal giving him a final placing of 14th in the qualifying round of the 50m rifle.

Samuel Gregory, whose performance as a member of the New Zealand team at the World DTL Clay Target Shooting Champs in Ireland won him a silver medal.

Khord Kopu, who was a member of the New Zealand men's team at the World Inline Hockey Championships in the United States, where it finished 15th.

Mark Yungnickel, who represented New Zealand at the World University White Water Canoe Championships in Slovenia, finishing 16th in the Men's C1 event.

Struan Webb (pictured), who competed in the World Duathlon Champs in Rimini, Italy winning gold in the under-19 age group.



During celebrations for his 90th birthday, Dr Jim Pollok stands beside a presentation plaque. Dr Pollok was an institution for generations of Massey students and staff says Director of Massey Agriculture Professor Jacqueline Rowarth. "He was known to generations of students as 'Podzol Pollok', an affectionate nickname and reference to his favourite soil type. In his own words, he taught pretty well the whole gamut of soil science to agricultural diploma students." Dr Pollok worked at Massey from 1955 until 1983.



At this year's BeST Awards, Massey's School of Design acquitted itself with distinction. Massey students won 29 awards, 10 of them gold; Professor Tony Parker won a silver award in the non-consumer product category for his Smart Reader, a portable hand-held electronic identification unit intended for local and international markets in the agricultural sector; and former School of Design staff member and alumnus Mark Pennington (see cover feature and opposite page) was a member of the team awarded a supreme product Stringer award for its work on the HUM workspace system shown here.



Singapore Polytechnic and Massey have reached an agreement under which top polytechnic students will be able to complete the final two years of a Bachelor in Food Technology through Massey papers offered in Singapore. Celebrating the collaboration, over kiwifruit and a polytechnic-developed drink, are (from left) Professor Ian Warrington, Principal of Singapore Polytechnic Tan Hang Cheong, New Zealand High Commissioner to Singapore Martin Harvey, Senior Minister of State Lui and Dr Thomas Chai.



Master's student Amy Jerram with some experienced farm workers. Jerram is conducting research into the life of farm dogs, collecting information from more than 100 farms in Manawatu, Wanganui, Hawke's Bay and Wairarapa. "We want to find out about the farming operation, the experiences of the people with working dogs, the health of dogs currently in work on the farm and dogs retired from the farm in the previous 12 months," Jerram says. The research may show how to address some of the issues associated with age and injury.



The Massey University Food Awards – the premier event for New Zealand food technologists – both recognises achievement within the industry and fosters talent. At the awards four year-12 St Kentigern College pupils – Esther Kim, Ceri McVinnie, Neala Ye and Megan Coetzer – were presented with a plaque recognising their range of sophisticated sandwich spreads, which, earlier in 2008, had also won them a Royal Society Creativity in Science and Technology award. The team worked with Massey experts on the project. They are pictured with their teacher Carolyn Norquay and Professor Ray Winger. Tegel Foods' Deluxe Roasted Chicken was the winner of the Premier Award.



Actors workshoping Sleep/Wake, a piece of performance theatre devised by sleep expert Professor Philippa Gander, of the University's Sleep/Wake Research Centre, and designer Sam Trubridge. Well reviewed after opening in Wellington early this year, Sleep/Wake is being reworked for performance in 2009. The further development of Sleep/Wake has been funded by Creative New Zealand.

Clear choice

Bryan Gibson talks to Lisa Emerson, who received the Prime Minister's Supreme Award at the 2008 Tertiary Teaching Excellence Awards

It was a C that started it.

After five years of secondary school assignments punctuated by the letter A, first-year psychology student Lisa Emerson was perplexed by the comments on her first university assignments.

"I asked what the problem was and I was told there was a problem with my writing," she says. "I was told it wasn't clear, wasn't focused and I was mystified."

Further enquiries were fruitless. "It was an academy secret, apparently, and I wasn't privy to it."

Later that year things clicked and the high marks returned but Lisa Emerson, now a senior lecturer in the School of English and Media studies, wanted to know what had changed in her writing, and why.

"It was obvious that secondary school hadn't prepared me for the work I was expected to do at university. I had the basic skills, but they were of no help at the tertiary level."

Dr Emerson completed an MA in English Literature at Massey and was at home occupied with her young family some years later when the telephone rang.

"It was someone from the College of Business, asking if I'd like to run their Writing Centre," she says. "I told them I wasn't qualified, but they said I had the right temperament."

What has followed is a 20-year career helping students understand how to write within the University, punctuated this year with the Prime Minister's supreme award at the National Tertiary Teaching Excellence Awards.

Dr Emerson currently teaches Communication in the Sciences and



Introduction to Technology, both of which are compulsory for first year students. She has also taught Life Writing, an extramural course on writing biography and autobiography and began the University's creative writing course in 2001.

"It doesn't matter that I'm not a scientist, as I don't teach students how to write a physics article, for example," she says. "I teach them how to identify the rhetorical strategies of what they read so they can construct a coherent and discipline-appropriate argument."

Compulsory classes are large and Dr Emerson says a well-structured teaching plan is necessary. "But some days I'll turn up with three possible plans, only to throw them out when an interesting question is asked. There needs to be flexibility."

The emergence of online learning technology has also been a great help, she says.

"Technology gives students more choice; they can access learning material in different ways, whether it be through lectures, small group workshops, online exercises or a study guide. We can build a learning community online which is especially helpful to extramural students who can often feel isolated."

Dr Emerson hopes the teaching of writing will become an explicit part of the curriculum, university-wide. "Writing and expressing your thoughts is fundamental to every student's success at a tertiary level and the fact that many students don't have those skills is still not fully recognised, but it's a skill that can be the difference between an A and a C, regardless of the discipline."

Hallmarked



The College of Creative Arts has inducted three new entrants into its Hall of Fame. They are painter Gordon Walters, fashion designer Kate Sylvester and industrial designer Mark Pennington.

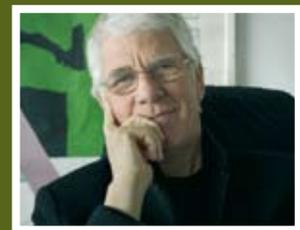
Although **Gordon Walters** is best known as a painter, printmaking and design were an integral part of his work.

His iconic, and at times controversial, contribution to New Zealand culture



is largely due to his synthesis of Māori and European symbols through geometric abstraction. His interpretation of the koru motif has been used to great effect to represent New Zealand in such things as the NZ Film Commission logo.

Kate Sylvester is well known for her fashion label of the same name. Her immaculate tailoring, high concept shows and conceptual collections are widely admired.



Mark Pennington (profiled overleaf) has had an extraordinary and influential career as an industrial designer.

The three join last year's inductees, Richard Taylor, director of Weta Workshop; New York-based fashion designer Rebecca Taylor; and the late sculptor and filmmaker Len Lye.

Take a seat



Mark Pennington has designed everything from playgrounds, to stereo systems, to the earthquake house at Te Papa – but he says a high-performance task chair was his most difficult undertaking. The head-designer of Formway furniture’s world-leading Life chair, and former senior lecturer at what is now Massey University’s design school, has been recognised for his varied international career with entry to the University’s College of Creative Arts Hall of Fame. He talks to Keri Welham.



Mark Pennington strides ahead, into the iconic world he created. This is Te Papa’s Awesome Forces, the popular museum collection which goes beneath the Earth’s crust to explain lava, tectonic plates and how the ground beneath us rumbles and shakes.

There’s the clock that illustrates the millions of years of Earth’s development, the lever that shows the Earth crack in two, the globe which sets out exactly where the tectonic plates meet. He designed them all, everything you see, during several years in leading roles within Te Papa’s design team.

With a brisk walk and obvious excitement, he heads for his most famous Te Papa creation, the earthquake house where museum-goers can experience the exact pattern of jolts which rocked the eastern Bay of Plenty in March 1987.

“Look at their faces,” he says, peering in the door where visitors to the museum are transfixed on the shaking around them.

Lower Hutt-raised Pennington, 62 years old and a father of four, has worked alongside some of the world’s most famous designers, on everything from hi-fi systems to the world-famous Life chair. The chair, designed in Wellington and manufactured around

the world, can be found in homes and businesses across Asia, Europe, The United States and Australasia. It retails from \$600 to \$1200, depending on fixtures, and has generated more than \$400 million since its launch earlier this decade.

It may seem hard to imagine now, but Pennington’s parents were supportive but unconvinced by his career choice. In the early 1960s, design had a low profile and little appreciation in New Zealand. They were concerned Pennington might not be able to turn his artistic gifts and inquiring mind into a real, wage-earning, solid job.

But Pennington knew as soon as he stepped inside the then Wellington Polytechnic School of Design, that he didn't want to be anywhere else.

Pennington's enthusiasm for design is immense.

"It's been the most fulfilling, stimulating, rewarding career path... I've met great people, I work with great friends, I'm excited, I'm stimulated by it, it's diverse, and it's good for New Zealand."

He entered design school in 1963; part of a group that became known as The Golden Year. He studied with design critic Michael Smythe, product designer and fine artist Angus de Lange, the product and interior designer Erica Duncan, and businesswomen and designer Gay Ashford.

The school was then led by the visionary James Coe, whose bustling office Pennington remembers stuffed with skeletons, books, artwork, inventions and a curvilinear particle board desk.

Pennington plodded through the introductory and theory lessons of the first year. And then, in the second year, the course moved to practical design.

"And suddenly, I remember, I got it."

He was plucked from school by industrial tycoon Noel Holyoake, nephew of then Prime Minister Keith Holyoake, who spotted Pennington's talent at a student exhibition. Holyoake wanted a designer as his right-hand man in his domestic heating enterprises. Pennington designed range hoods and gas heaters and learned a lot about fast decisions and seizing business opportunities, but it wasn't fun. He left to set up a consultancy.

Clients included Caltex, Unilever, the 1970 New Zealand Expo in Japan and,

most significantly, work across Asia-Pacific for Philips Electrical.

In 1970, when he was just 24 years old, the electrical giant invited him to be guest designer at its Concern Industrial Design Centre in Holland. He worked conscientiously on the projects they gave him, but would then secretly work away at alternative designs; dismissing the rules and starting over.

"It was that healthy dissatisfaction and ability of New Zealanders to challenge convention and have a go. Without knowing, that set me up. That made the difference. It was an attitudinal thing; a willingness and a desire to explore, to utilise and amplify new technology. I was just wanting to do something better."

The director of the Centre, well-known designer Knut Iran, noticed the alternative design work on his desk and asked Pennington to present it to the Philips board. They were impressed and Pennington was teamed up with futuristic US designer Syd Mead, an already acclaimed and world-renowned designer who would go on to Hollywood fame with set work on films such as *Blade Runner*.

"I couldn't have hoped for any more than that – to work with a guy of that calibre," Pennington says.

They were world trend setters, designing 1970s lawn mowers and hi-fi systems in the days when led lights and touch controls were emerging from the Philips technical laboratories.

Pennington, his then wife and first child lived on a farm near the Belgian border. There was an equestrian centre on the farm and, utilising his explorative nature, Pennington borrowed a book on building, then designed

and built swimming pools and rooms at the complex for his landlord.

From Holland, he moved to London to work for Pentagram, a multi-disciplinary company run by one of the world's most famous designers, Kenneth Grange – designer of the Kenwood appliance range, the Parker pen, trains and other varied objects.

He was accepted into the Royal College of Art in London to do postgraduate study in design. But with a young family he turned this down and instead moved to the Cotswolds to work for David Carter Design Associates. The family lived in a 400-year-old cottage; the intimacy and richness of which would influence their future home in New Zealand.

In the mid-1970s, they came home in search of a Kiwi upbringing for their children. The consultancy was resurrected but New Zealand felt constrained for the young designer.

"It was a young nation constrained by import tariffs, with an introverted production-led mentality." Design, he says, was an afterthought.

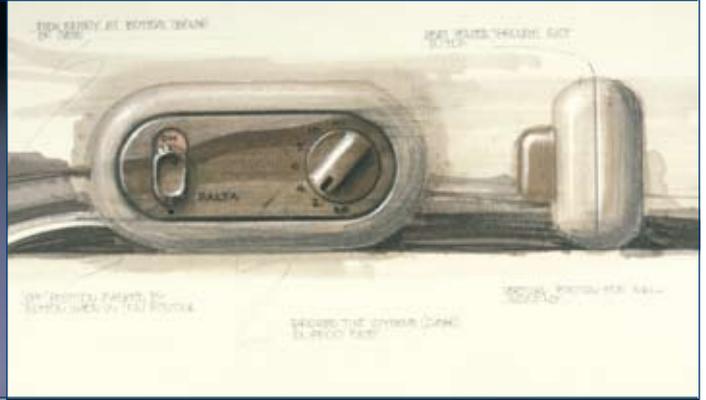
He got work with Philips and various other clients, then James Coe came calling. He asked if Pennington would consider becoming a tutor.

Pennington was unsure if he was up to it. He worried that he didn't know anything about being a tutor. But he found tutoring an enriching experience, one that forced him to consider his own ideologies and processes.

"It was a huge growth curve for me. If you want to teach someone about your subject, you have to know it very, very well." >>>



Third-year Industrial Design class of 1966, Wellington Polytechnic School of Design. From left: Nick Stewart (career path unknown); Mark Pennington (Holyoake Engineering; Holland: Philips; USA: Fitch Richardson Smith and Form Design; teaching at Rhode Island and Wellington Polytechnic; Formway); Michael Smythe, pictured in bath, (Fisher and Paykel, JASMaD, Marks and Smythe Designers, Designforces, Designsource, the Designers Secretariat, Creationz Consultants); Neil Booth (Modern Signs, transforming Waiheke's Treebeard craft shop into the island's first art gallery, freelance illustrator and writer); Gary Dunn (Motat, Design Co, Jomax Toys, Geddes Dunn Landscape Designers, Playgoods, Aquatic park (co-director/entrepreneur)); Erica Duncan (later Martin) (Sydney: Lester Bunbury Assoc; London: interior and industrial design firms; Wellington: Crag Craig and Moller, Erica Martin Designs); Gay Ashford (later Epstein) (PDL Plastics, Ballantynes; Australia: Metters, British Paints, David Epstein and Associates; Hong Kong: Concept Consultants and Play Tennis Ltd, Ashford Australia); Jim Dent (front) (career path unknown); Angus de Lange (British Office Supplies, Dominion Museum, Finland, teaching at ATI/Carrington Polytechnic, full-time painter). Photograph courtesy of Neil Booth and with thanks to Michael Smythe.



At far left: Mark Pennington with students during a kite-flying field day. *Photo courtesy of Bill Toomath*
 At left: Design School staff in the 1980s – Mark Pennington, Jim Coe and Bill Toomath.

One of his students was Lyn Garrett, now undergraduate programme co-ordinator for the industrial design major within Massey's bachelor of design.

He says Pennington's enthusiasm for everything he does is hard to contain.

"But once he's talking about design, his passion for the topic oozes out of his pores and hands in a way that is infectious and inspiring. Mention the phrase 'smooth and creamy' to any industrial design student from the '70s or '80s, and they'll immediately say 'Mark Pennington', not Cadbury."

Garrett went on to work with Pennington at Formway and says his former tutor's influence on New Zealand design, as a designer, strategist, inspirational educator and innovation activist, is immense.

"It's the quality of his vision alloyed with his articulate passion for design and New Zealand which is partly responsible for what he has achieved: the other part of his success is that he is an immensely talented industrial designer. I'm not sure

that being Mark Pennington has ever gone to his head," Garrett says.

"I've always found him to be warm, human, thoughtful and articulate, and he smiles easily."

Pennington loved working with students, seeing them developing their projects. His career developed too. He rose to head of design, developed industry links with the school, got a Queen Elizabeth Arts Council grant, and travelled the world on a Fulbright scholarship studying new educational approaches.

On his return, he helped move the school's philosophy away from the rigid Bauhaus model common in Europe towards a more liberal, eclectic, independent South Pacific approach.

"We are isolated geographically but certainly not in a technical sense. But through that isolation, we have a sense of independence which is to our advantage, to view the world from afar... and to also be unfamiliar with the rules.

"We have this wonderful sense of independence and spirit of adventure as

an adolescent nation, and we're simply different. That is so utterly desirable on a global scale."

That spirit would not be suppressed through the rigid German and English design school ideologies any longer. Instead, it was officially embraced.

Students started to win or be continuously placed in major international awards. Pennington says the school, and its graduates, were starting to become a significant design force in the world. Students of that era have gone on to lead design teams at Apple and Nike, influencing global trends.

After 17 years, Pennington left the design school. "It became part of me and I became part of it."

He returned again to consultancy; interspersed with overseas roles such as a position as Associate Professor of Design at the Rhode Island School of Design, and as consultant at Richardson Smith in Ohio, US. Back home, work with a small Petone furniture company popped up. It was one of the businesses Pennington

had collaborated with through students at the design school.

Through this exposure, Formway's owners – industrial chemist Allan Brown and accountant Rick Wells – realised they could grow the business through differentiation, but they needed to buy in expertise.

Pennington tidied up their existing models, then moved on to new products. Their first ground-up design was the Zaf chair. It won product design awards, including the prestigious Prince Philip Award for industrial design, and Formway moved into Australia on the back of the product's success.

The company went beyond chairs to workplace design and Pennington, by now a shareholder and director, developed a desk system called Free. The desk system was entered in an international trade show in America. Formway could hardly afford the exhibition and travel costs. But, to everyone's amazement, the Wellington furniture company won an unprecedented two gold medals in the show. This success helped launch Formway into the US market.

Pennington and his growing design team travelled to many international trade shows and moved from being initially in awe of the designs, to slowly starting to believe they could do better. There was always something inadequate with each design they saw. Imagine if you could eliminate all of those shortcomings? This feeling became overwhelming and Pennington and his colleagues formulated an audacious plan. The team would create "the best chair in the world".

The perfect chair is a complex product to design. It must fit bodies of varied shapes and weights, and remain comfortable. Pennington says a chair is the ultimate design challenge.

And it was certainly a bigger undertaking than Formway realised at the time.

The design team grew to, at one point, 20 people. The development costs exceeded \$4.5 million. It was the project which would either catapult Formway to global success, or sink the business.

Formway realised that design was its core competency and that manufacture and distribution needed to be carried

out closer to the market. They courted US company Knoll International and convinced its top tier to travel to New Zealand for a presentation. There were risks taken on all sides, with the American executives staking their reputations, and undoubtedly their jobs, on the high-level trip Down Under.

At this stage Formway not only had to build a working model of this revolutionary chair, but also build and paint a presentation room.

When the Americans arrived, Formway's factory staff erupted into a spontaneous haka. Everyone was painfully aware that livelihoods were riding on this meeting.

As soon as the chair was unveiled, the Americans leapt from their chairs and started embracing the Formway team. After three days of staunch negotiations, a deal was struck and the Life chair was going global.

Since then, the Life chair has won the Best of NeoCon at Chicago's prestigious Facilities Management trade show, and numerous other international awards as

Page 20, clockwise from top left: the design concept for a vacuum cleaner featuring handle-integrated controls, created for Whirlpool; a conceptual sketch for an electric blanket controller created for Ralra NZ; the final model for the controller; enamel cast-iron cookware for global distribution, created for Waterford of Ireland.

Below: Cassette-radio players designed for Philips Eindhoven during late 1960s. A number of these design concepts feature advanced technologies for their day, such as touch controls and liquid crystal displays.

Page 23, clockwise from top: the highly successful Life chair; the utilitarian military aesthetic of this cassette-radio player designed for Philips Eindhoven in the late 1960s became highly influential; completed in the late 1980s, the Pennington-devised playground and lighthouse-slide on the waterfront at Frank Kitts Park is a Wellington icon and a popular meeting place.



well as a permanent place in the Chicago Design Museum collection. Around 150,000 chairs are now sold every year from Osaka to Oklahoma. It is one of the largest-selling high-performance chairs in the world and has become Knoll's flagship product.

How is it possibly different from any other chair?

The life chair is lightweight, with a mobile support system. As you move around, the back of the chair moves with you, continuously supporting your body. It measures your body weight and auto-adjusts the back support system to give the relevant resistance.

In demonstration Pennington stretches back with his arms behind his head and shifts to the left and right.

"It's like a good shoe," he says. "It will always move naturally with you."

His philosophies around design are borne out in the Life chair. "People are central to your work. The only reason you are a designer is, in effect, to contribute to people's lives. So the better you understand people, the better the design."

Pennington says the Life chair is an environmentally sound product; an outcome he initially saw as a challenge, then he decided was a responsibility with a product selling in such high numbers, and an opportunity for market advantage. It has since become the first product in America to win the environmental Smart Award.

Formway no longer has to pitch to large offshore firms. These days, prospective manufacturers approach them.

Tony Parker, Massey's current Professor of Industrial Design, says Pennington's work, particularly with Formway furniture, is studied, analysed and promoted as an outstanding example of how good design means good business.

"Working with other designers, both inside and outside his team, he has influenced the thinking and career development of people who will, in their own right, make significant contributions to design here and internationally.

"His passion and enthusiasm for design is contagious. His knowledge is that of a master or professor. His own talent

and accomplishments give him mana and his genuine joy when his students produced work of quality fuelled an atmosphere of striving for excellence and achievement."

Pennington's recently bought a "humble brick box" on the beach front at Paekakariki and he's looking forward to transforming it into something special. Of his four children, two are graphic designers, one is a budding fashion designer and another is in property but with a well-developed appreciation of design.

Pennington says despite their initial hesitation, his parents, now deceased, would have been "thrilled as thrilled" by his success; from his John Britten Award for design leadership, to his work on the national museum, to his years tutoring other generations of New Zealand designers.

"They would be moved and delighted that a career path has opened up that they never believed possible, and that I've been able to contribute in a way they couldn't have foreseen." ■

Bedding in *Malcolm Wood writes*

If, five years ago, you had asked Alexander Wastney what he saw himself doing for a job, he would have said physiotherapist – a profession the talented basketballer had come to know something about – or architect, an ambition he had harboured since childhood. Instead the 22-year-old is in New Plymouth working on the prototype of an ICU (Intensive Care Unit) bed.

The change in path came about when Wastney, visiting Wellington in anticipation of doing architecture, toured the School of Design and decided he wanted to be part of it. He has never regretted industrial design as his choice of study or career. "It's fantastic. I love my job."

Howard Wright, the firm he joined immediately after graduating, was founded by its namesake – "a genius who could make anything work", says Wastney. In the 1950s Wright was asked if he could fabricate a hospital bed similar to those being used overseas. Working from photographs, Wright did just that, adding, as his own touch, the latest hydraulics. In the early '60s he opened a dedicated factory in his native New Plymouth, and by the 1970s his hospital beds were in use in throughout New Zealand. The beds were beautifully engineered; the M4 – the breakthrough 1976 model, which won the firm international acclaim – and its successor the M5 are still providing stalwart service in many wards.

But in the new millennium, would good engineering be enough to continue to sustain the firm's market share or margins in the face of ever more international competition? In 2005 the company signed up for the Design 360 programme run under the auspices of Better by Design (run as part of New Zealand Trade and Enterprise), and in so doing began a long term association with the design luminary Peter Haythornthwaite.

One of the first products to emerge from the new design-led approach has been the highly successful M7 ward bed. In 2008 Howard Wright has been awarded an ongoing Australian contract to supply M7 beds and stretchers to Ramsay Health Care, a global hospital group operating more than 100 hospitals, and a contract worth nearly half a million dollars to supply 70 M7 ward beds and 25 stretchers to a single Australian private hospital.

Wastney has been the beneficiary of Howard Wright's shift in orientation. As a freshly-minted industrial designer working with three experienced, highly capable engineers under the guidance of the company's R&D manager, Anthony Batley, on the ICU (Intensive Care Unit) bed prototype, he must sometimes argue his case. But it is more usual for the engineers, all of them exposed to the Better by Design programme, to be as much engaged in solving the problems surrounding the design aesthetics as he is. The result, he says, will be an ICU bed with a distinctive look-and-feel that declares its origins even





For information about studying industrial design at Massey, contact design@massey.ac.nz.

Table talk Malcolm Wood writes

when stripped of all logos or identifiers.

Before the point of producing a prototype was reached, Howard Wright embarked on an extensive research programme, bringing in medical specialists and visiting hospitals, analysing the ergonomics and the uses to which the bed would be put. As Wastney puts it, the difficulty lies in catering to all of the many needs of those who operate in relation to the bed: patients, nurses, orderlies, cleaners, radiographers, doctors, surgeons. Even now, the research process is far from over; prototypes will be placed in a number of Australian hospitals to gauge reaction.

“If you do fantastic research, then you will have no changes,” says Wastney, and there is no disguising the fact that he thinks that the prototype, which will first be unveiled at a conference in Sydney, is something special.

In fact he has become a connoisseur of medico-industrial design. In Auckland for the BeST Awards (see Table Talk), he tagged on some visits to hospitals, and later this year when he visits Britain as part of his Dyson Award – his first overseas trip – he will sidetrack to the massive Medica fair in Dusseldorf, taking in the work of firms like Philips and Siemens.

Massey, he says, has prepared him well, and not just technically. The exacting demands of the design degree have a side benefit: long hours, such as those he is working now, no longer faze him. “[As a student] you are just so used to working crazy hours. Work’s great, and you get paid for it – that’s sweet.” ■

When Alexander Wastney was casting around for a suitable end-of-year project, a good candidate immediately became apparent. A basketball player with the Wellington’s Saints, Wastney had often watched the team’s physiotherapist lug beauty therapy tables on to the plane flights for use after away games. He deplored the make-shift solution; he imagined a robust, highly portable, purpose-built apparatus.

Wastney spent the first semester of 2007 – which happened to coincide with his basketball season – collecting and compiling his research: interrogating the team’s therapist and physiotherapist whenever he could and conducting his own investigations into ergonomics. It is an approach – research intensively first, design later – he definitely favours over more traditional trial and error. “Once you discover the truth about a problem, the product will design itself.”

Certainly it served him well at the eighth annual Dyson Product Design Awards in June 2008, where he won both the overall award and the People’s Choice category. (In October’s BeST Design Awards, the table would go on to collect a silver medal in the student category.)

Courtesy of the Dyson Awards, Wastney gets to travel to the UK, where he will tour Dyson’s research and development facility, and meet with members of the UK design community.

So what is likely to happen to the product? In November 2007, Wastney, degree in hand, walked away from Massey and into employment with Howard Wright, a design-conscious New Plymouth manufacturer best known for its hospital beds, and in January he presented his therapy table to the board as a potential product. With the board’s encouragement, he is currently putting together a business case. ■





Photographic Memory

Military historian Glyn Harper, the author of *Images of War*, talks to Malcolm Wood.

A lust for pocketable gadgetry is not something restricted to our times. In 1912 the desirable object of the day, the height of consumer aspiration, was a new model of camera, the Vest Pocket Kodak. Compared to cameras of a few years earlier, this was a wonder of miniaturisation, convenience, speed and affordability.

When the New Zealand Expeditionary Force steamed away to war in October 1914, many of the troops carried cameras like this tucked away in their kit for the great adventure that lay ahead.

Eventually, more than 100,000 New Zealanders would serve in WWI. And because of cameras like the Vest Pocket Kodak, part of their documentary legacy to us takes the form of many hundreds of albums and thousands upon thousands of photographs.

Mailed home or carried back by the returning soldiers, archived away in shoeboxes and suitcases, the photographs, provided they have been kept away from sunlight and damp, have endured remarkably well, as Professor Glyn Harper knows.

Over the past two years he, his wife Susan Lemish, and Massey colleague Tania Lasenby have viewed around 30,000 photographs from WWI: 20,000 or so from the collections of the National Army Museum in Waiouru and the remainder sent in by individuals and families. From these they have winnowed the 830 photographs that form the content of *Images of War: A photographic record of New Zealanders at war 1914–18*, which has been published on the 90th anniversary of the cessation of hostilities.

As this is New Zealand's first photographic history of WWI to be published in those 90 years, you might say it has been a long time coming.

This is, after all, the war we remember because its images speak so clearly. The

spectral figures in gasmasks, the torn apart wreckage of the French countryside at the front, the lumbering behemoths that were the first tanks – are an indelible part of the modern consciousness.

The other major allied combatants published photographic histories long ago; Australia published a weighty book of WWI photographs as the final instalment of its official history back in 1923.

New Zealand's wartime history is familiar territory for Harper. The school teacher, turned army officer, turned academic has – there's a pause while he ponders – 17 books of military history and narrative to his name, including a number for children and younger readers.

It was his third book, this one about Major General Sir Howard Kippenberger (also the subject of Harper's doctoral thesis) that first took him into WWI and the trenches of the Western Front.



THE HOME FRONT: Children taking part in fundraising for the war effort. Mark Febery

Kippenberger's reputation rests on his accomplishments during WWII, explains Harper, but he had also been a boy soldier on the Somme. "He lied about his age." Reading about the Somme aroused Harper's interest in another less emblematic battle.

"I read about how badly New Zealanders had been treated on the Somme, but in the accounts there was always this throwaway line: 'but Passchendaele was much worse'. So I wanted to find about Passchendaele and how much worse it could be."

In 2000, 80 odd years on from the tragic debacle it describes – 846 New Zealand troops were killed in a single morning in the First Battle of Passchendaele – Harper's book was published – and within two weeks sold out.

How did a book of military history become a bestseller? Why are the events of WWI still so strongly with us? Partly, Harper says, this has to do with the scale of New Zealand's involvement: the 100,000 individuals who went to war came from a population just over a million strong. Every family would have had some close connection. Those connections endure through family histories. "People want to know why their relative went and what they did, what they would have seen and experienced."

Then there is what you might call the meta significance of WWI. As the twentieth century recedes, many of its most significant events, from WWII to the Cold War to the collapse of the former Soviet Union to the break up of Yugoslavia, are seen as one long chain of consequences tracing back to the events of 1914–18.

"If you want to understand the world today you have to understand WWI."

WWI was not the first war to be photographed, says Harper. Professional photographers followed the course of the American Civil War, but photography in the 1860s was a complex and time consuming procedure involving large glass plates that had to be treated and sensitised in the field, exposed for a period of many seconds, and then swiftly developed in a darkroom wagon. >>>



The Western Front 1917: Keeping a watchful eye on the enemy at Ida Post. Joan Miskimmin



The Western Front 1917: Trying to keep dry and prevent the low-lying trenches from flooding was a constant struggle. Soldiers pumping water away from the trenches. Joan Miskimmin



Gallipoli: Enjoying a dip. Allan Comrie



Gallipoli: The road up to Walker's Ridge behind Anzac Cove. Allan Comrie



Sinai-Palestine campaign 1916-1918: Farrier Sergeant Westwood and horse rest during one of the Gaza battles. Lyn Murphy



Sinai-Palestine campaign 1916-1918: Albert Creed of the Canterbury Mounted Rifles in a snipers position in the desert. Albert, a Gallipoli veteran, posted this photo to his family for Christmas 1917. David Mowat



Sinai-Palestine campaign 1916-1918: The New Zealand Mounted Rifles units labelled this place Diahorea [sic] Valley. Its real name was slightly more attractive: Tel el Nag. Matthew Pomeroy



Sinai-Palestine campaign 1916-1918: The burial of Private Fred Crum, Mounted Field Ambulance at Belah on 9 May 1917. Matthew Pomeroy

By 1914, things were very different. The Vest Pocket Kodak – a version would later be marketed as the soldier’s camera – was capable of shutter speeds of around a fiftieth of a second, and the rolls of celluloid film, each yielding eight 1⁵/₈ by 2¹/₂ inch exposures, could be dropped off to a chemist for development (entrepreneurial locals followed the armies of the Sinai Palestine campaign into the field). And it lived up to its name: in its folded down state it was same size as an iPhone, though twice the thickness.

This was good for the owner, but not something the army was altogether comfortable with. Understandably, then – as now – military regulations forbade both the keeping of diaries and the taking of photographs on the front. Secretary of War Lord Kitchener himself loathed the media and didn’t want cameras, amateur or official, anywhere near the combat action. “Official photographers weren’t appointed until after he died in 1916 and New Zealand didn’t appoint its own until the early months of 1917,” says Harper.

So it is just as well for us that New Zealand’s private soldiers carried their cameras, or our photographic record of those early campaigns, such as Gallipoli and the first of the Somme offensives, would be thin. “All the photographs in here come from private sources so it is just as well that all those people ignored the instructions to leave their cameras behind.”

Harper began his work on the book by writing a brief: these were segments of the war he wanted to cover and these were the photographic priorities. He wanted to cover each of the major sites and years of battle in which the New Zealanders took part, to show something of life on the home front, and he wanted to show something of the consequences for those who made it home.

One major problem was the number of generic WWI photographs – photographs that could not be reliably tied to a time or place. “If you knew the date, if you know the unit name or the person’s name you can often work things out. If you have nothing, you are guessing.” Photos without provenance were rejected. So too, except where there were special grounds, were photos that appeared to have been deliberately staged or tampered with in the dark room.

The Australian war photographer Frank Hurley (remembered most for his extraordinary pictures of Shackleton’s ship the *Endurance*) was known for improving on reality. “One of Hurley’s images – the one he liked best – is made up of 12 different photographs.” Harper flips open a book to the image in question: troops going over the top, aeroplanes overhead, shells bursting, a lowering sky pierced by shafts of light. “To my mind it looks like something out of a Hollywood movie.”

Harper has included just one suspect image, a high-contrast nightmare vision of New Zealand troops attacking. “I don’t know whether it is a composite, whether it is faked, whether it is staged. The typesetter reckons its a composite. I have a letter that says it was taken by a German photographer, just before he was bayoneted.”

Tania Lasenby was the person who first saw the photos sent in by individuals after an appeal was made to the public. It was an experience she found deeply poignant. One album contained foliage and flowers picked from behind the battlelines.

To Harper’s surprise, among the photographs sent in were several official war photographs



– part of the ‘H-series’ – that had failed to find their way into the armed forces collections.

A family in Palmerston North lent Harper their grandfather’s album – he had been a stretcher bearer on the Western Front – and showed him the Box Brownie on which the photos had been taken.

Then there were the mysteries: “Someone sent this album of Sinai Palestine through to



Gallipoli: The road to Walker ridge. Allan Comrie

Harper Collins [publishers] and all it had on it was ‘I don’t want this back’. I’d love to know who it was, what the story was behind it.”

What sort of photos have made the cut? It is an eclectic mix – the war in all its aspects, not just the stuff of battle. There are photographs of sightseeing and picnics, of patriotic fundraising drives, of ruins and refugees, of the washing of socks.

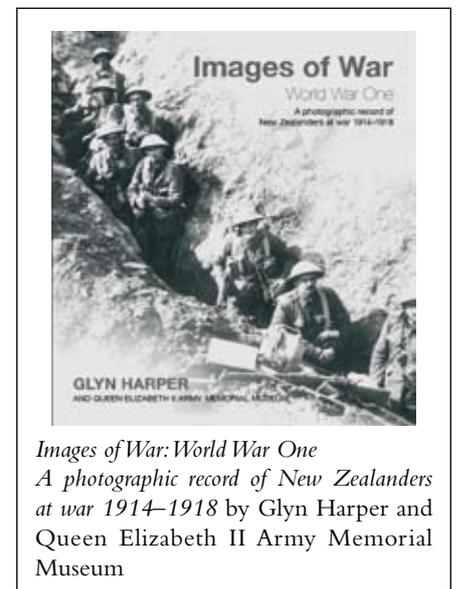
The hardest part of the book for Harper was a section dealing with the horrific facial



These New Zealand soldiers seem at home in their ‘Kiwi Dugout’ in Belgium. Mark Febery

wounds suffered by the soldiers and the attempts made at surgical reconstruction.

“I agonised about whether to put it in. I removed the names so as not to cause distress to their families and I haven’t shown the most graphic of the photos. I was actually moved to tears at times.” ■



Images of War: World War One
A photographic record of New Zealanders at war 1914–1918 by Glyn Harper and Queen Elizabeth II Army Memorial Museum



A month in the middle kingdom

Massey journalism graduate Tom Fitzsimons recently spent ten weeks working at the Shanghai Daily funded by the Asia New Zealand Foundation.

When I was in Shanghai, an Irish expat who had lived there a decade told me: “Whatever you do, don’t write a story about China”.

He was talking about people who arrive with no knowledge, see the huge buildings, the bright lights and start talking about the rise of “the dragon”. He meant that it was a mistake to try to reduce China, with all of its history, scale and complexity, to a simple narrative.

And he is right: the China I visited is complex. It changes every time you look. One moment there’s a beautiful piece of government pageantry, the next there’s two old women locked up for trying to protest at the Beijing

Games. One moment you see architectural wonders of the world rising before your eyes, the next you see hundreds of migrant workers asleep on the backs of trucks at night. One moment you choke back some fumes, the next you’re told they don’t give out plastic bags for free any more to help the environment. One moment you talk to a Chinese filmmaker who’s made the most poignant documentary about his neighbourhood getting knocked over, the next you see some drunken sleazebag expat rolling down the street towards you.

The gap between China’s nouveau riche and its peasants is huge and only growing, while press freedoms are limited, dissent tightly controlled and minorities vanquished to the margins of society.

Similar tensions apply in the commercial world. China may represent a nation of 1.3 billion potential consumers. It may be the factory of the world. But any foreign company setting up a venture in China must navigate a welter of

changeable regulation, breakdowns in communication, a lack of accountability and sometimes sheer bad luck.

When I visited Bob Major of Fonterra, he was upbeat about prospects. A few days later – according to news reports – the company learned of melamine contamination of the baby formula produced by San Lu, a company in which Fonterra had a \$200 million shareholding. At press, there are reports that San Lu may be wound up.

So China is complex. But that doesn’t mean that stories about China should not be written and it doesn’t mean China’s not coming out ahead on balance. China’s extraordinary economic growth has meant new roads across the desert, and new office towers, and shops, and schools, and clothes, and food. It has meant real prosperity for more Chinese, and a much bigger role for China in the world.

Above all, China is endlessly fascinating. As Bill McAulay, formerly of Plimmerton, told me: “Every day you see something that surprises you, every day you see something and think ‘I haven’t seen that before. That’s amazing’.”

I’ll vouch for that. ■



Meet the waiguoren*

Whether it's free trade, booming growth, the Beijing Olympics, or – most recently – tainted milk, China is the talk of the world. But what is it like up close? Tom Fitzsimons talked to three Massey graduates making mid-life forays into the Middle Kingdom.

What to do when the kids have cleared out of home, the mortgage is finally looking more manageable and New Zealand suddenly seems a bit, well, small?

In a word: China.

That's been the answer for three Massey alumni I visited while in Shanghai: Bill McAulay of Sealed Air, Ron Houston of Nestlé and Bob Major of Fonterra.

They are part of that great mass of expats who have landed in the great Eastern seaboard cities of Shanghai and Beijing over the past two decades.

It's not hard to see the attraction for foreign enterprise. Since the first liberalising reforms 30 years ago, China has grown at an astonishing rate of nearly 10 per cent a year. Even in the far-flung provinces, infrastructure is well-developed and former "second-tier cities" like Wuhan and Chongqing, Xi'an and Chengdu, Tianjin and Lanzhou, have become economic powerhouses in their own right.

"There's nowhere in the world like it," Major, Fonterra's general manager in China, says. McAuley, a site operations manager for American multinational Sealed Air, agrees.

"I sort of see it this way: the 19th century was England's century. The 20th century was America's century and I think the 21st century is China's century. And of all the places in China, Shanghai I think is the most dynamic part and the fastest changing part to be in at this end of the 21st century."

Both Kiwis saw an opportunity based as much on their time of life as the work they do.

McAulay, who has a diploma in business studies and has studied food technology, had spent nearly two decades of marketing, sales and manufacturing work for Cryovac – a multinational firm that makes vacuum packaging for products including New

Zealand beef, lamb and cheese – when a new opening appeared.

"When the decision was made to build a plant here, and they were looking for a start-up manager, I put my hand up.

"Our three kids had left home, and we had limited things anchoring us there, so we thought 'let's give it a go'."

Major did a master's in microbiology at Massey and worked as a scientist first for the New Zealand Rennet Company making cheeses and then at the Dairy Research Institute.

"Then I realised science isn't where the money and power is," he says with a laugh, so he joined the Dairy Board.

The new job took him to the Middle East, then Hong Kong in the 1990s when the Chinese dairy market was just starting to open up.

After returning to New Zealand for the children's secondary school years, he and his wife found their nest empty in Palmerston North.

"We thought it was time to go and do something exciting again."

Ron Houston, a dairy diploma graduate, started off in Shannon working for the Tokomaru Dairy Company before getting his own Middle Eastern break in Kuwait.

The first Gulf War put paid to that, he says. "I thought 'shit, I'm not staying there.'" So he ventured to Hong Kong for most of the '90s too.

Now Houston is south regional manager for Nestlé, a lone Westerner with 2800 Chinese staff.

He still struggles with the language, and holds bilingual meetings, but he must be doing something right – the government of Guangzhou has presented him with keys to the city and its quadrennial friendship award for foreign experts.

The three travellers have had quite different experiences, but there are common threads in what they say: in the past ten years China has transformed itself; its young graduates are hungry, but not necessarily mature after a hothoused education; labour is cheap, but might not remain so; the burgeoning domestic market is as important to big multinationals as the prospect of cheap exporting; government intervention is frequent and sometimes invasive; and everything, they repeat, is moving fast.

"Every day's a challenge," Houston says. "Not knowing what's going to happen. Our biggest challenge is people, retention, keeping the high-fliers. Chinese people are very interested in moving up the ladder fast."

Catering to the fast-changing tastes of local consumers is also tough, he says. The ice cream flavours in China might not sound palatable to a Kiwi ear ("red bean, green bean, chestnut"), but the fact they're being eaten at all is testament to the growth of dairy in the country.

"Your planning has to be long, but your focus very short. There's limited loyalty towards brands in China. There are some repeat buyers but they're limited. There's really such a huge range out there."

Most of what Major says has to do with China's promise: bigger dairy farms, more products, potential windfalls. But there are perils too, as many companies setting up ventures in China have found.

McAulay, the most recent arrival, says he has been stunned by what he has been able to get accomplished in 18 months.

"It's fantastic. You don't get many opportunities in a career to start something right from the ground up."

When he arrived, his factory sites were "just holes in the ground". Now they're filled with state-of-the-art equipment and an army of newly-trained Chinese engineers. ■



* *foreigner, literally 'outside country person'*

This page, left to right: Bob Major of Fonterra and Ron Houston of Nestlé. Opposite page inset photos: the 'Water Cube' Olympic pool and scenes from the Forbidden City in Beijing.

If you go to San Francisco...

Fulbright-Platinum Triangle Scholar **Fiona Millar** talks to Malcolm Wood



It is 5.00 at the end of a Wellington working day and a matchbox-sized image of Fiona Miller appears on my screen, and there, a moment later, is my own thumb-nailed face alongside. Ah, the miracles the Internet makes possible.

For first-year MBA student Miller, it is 9.00 on a Tuesday night in her apartment in Berkeley just outside San Francisco; she has come straight from a student organising committee and once she is done with talking to me must make some headway with her course work.

Last night she was up into the small hours working on a microeconomics assignment. It's a subject new to this Bachelor of Applied Science graduate. "I had a moment when it all made sense," she announces. "I must be very lucid at 2.00 in the morning."

It's a more-than-full life. For her and the other 240 students in her year, there are three finals next week, two big group projects also due and a flow of individual assignments. Mid-term exams were three weeks ago.

Then there are her extracurricular activities. Fiona is one of five students from her year of 240 students who are organising the annual Venture Capital Investment Competition

Five teams, each of five students, play the part of venture capitalists, deciding how to disperse their notional investment funds among a group of competing start-up ventures. What makes this different from a pure make-believe classroom exercise is that the ventures are genuine enterprises in need of venture funding and the judges of the teams' performance (the 'dragons') are real-life venture capitalists, some of them commanding multibillion dollar funds.

Miller's committee will recruit the teams, judges and entrepreneurs, encourage the students to put together suitably diverse teams, and raise the sponsorship for the travel, expenses, prizes and gifts of appreciation.

The Haas MBA does not come cheap – even though the University of California is a public university, the course fees alone come to US\$40,000 a year – and the cost of living is prohibitive. Miller's time in the States has been made possible by a Fulbright Platinum Triangle Scholarship in Entrepreneurship, which brings with it US\$100,000 in funding (plus travel expenses, insurance and a paid internship).

This, together with a Haas Merit Scholarship, makes Miller one of the lucky ones; whereas many of the students – who range from people who have been involved in not-for-profit work in Africa to Wall Street investment bankers – must get by on loans and savings, at least she does not need to worry about where the next dollar will come from.

After graduating from Massey, Miller worked, in turn, for Massey, Livestock Improvement, and AgResearch, which is where she was in 2004 when she was alerted to the Fulbright-Platinum Triangle Scholarship, by Professor Robert Anderson who had learned of the scholarship's inception: "He sent a photocopy of the Fulbright memo to me with a handwritten note: 'You should think about this!'"

The scholarship was set up to enable a New Zealand graduate student from a technical background "to complete a master's degree at a US university in a knowledge economy-related field, and to gain professional work experience in the US and New Zealand".

Miller was interested, but felt she needed the more commercial experience. It was while working for her next employer, WaikatoLink – the commercialisation wing of the University of Waikato – and just having turned 30, she decided it must be now or never for her to apply. "And I squealed with excitement when I was told I'd been selected!" Her three predecessors had entrepreneurial backgrounds; hers was in commercialisation.

The Haas School of Business was a logical choice. Not only does it have a strong reputation, its location alongside San Francisco places it in the heartland of American venture capital funding – around half of American venture capital comes from Bay Area.

How do you explain such American phenomena as Silicon Valley (an hour's drive from Berkeley) or for that matter its growing local biotech equivalent? A simple reductionist approach does not work. Here you have the workings of a well-established ecosystem: ambitious and capable graduates coming out of first-class educational institutions such as Berkeley and Stanford; the research emerging from private and public enterprises; a culture that embraces risk; large sums of money; and business expertise. It is these last two that venture capitalists bring together. They have money to invest, the discernment to spot winning business opportunities, and the acumen to exercise oversight and take good ideas to market.

New Zealand's venture capital market is, by comparison, a recent development, and it is tiny: in 2005 it represented just 0.11 per cent of GDP. But with domestic initiatives such as the Government's New Zealand Venture Investment Fund (NZVIF) and with canny investors outside New Zealand increasingly looking beyond their borders for opportunities, it is growing.

How is Miller finding life in Berkeley, particularly during both a world financial crisis and a US presidential election?

While Miller's MBA largely dictates her horizons, she is enjoying her interactions with her fellow students, a third of whom come from outside the US, and is looking forward to establishing links with the wider UC Berkeley community. "The other day I had to walk across to the other side of campus and I stumbled across the enormous Life Sciences building. Being from a science background, I was hankering to get inside and find out more."

The financial melt down and the election occasion much discussion. She has heard classmates who have taken time out from Wall Street talk about the serendipity – or otherwise – of their timing, and, if only she had the time to get to them, the school, which has a number of financial luminaries on staff, has been running seminars to discuss the implications of the financial crisis. When it comes to the presidential election, San Francisco and the Haas Business School are generally Democrat in their sympathies, values that gibe with Miller's own. Some things, though, are difficult to transpose to a New Zealand setting. "Every day I see four or five people wearing Obama t-shirts. I can't imagine New Zealanders wearing Helen Clark or John Key t-shirts!"

What will happen once she has finished her MBA and the 15 months she is allowed to work in the States? Miller is set on a return to New Zealand and taking up a role that turns research breakthroughs into commercial successes. Whether that will be within a research organisation or a venture capital entity remains to be seen; either way, an agricultural biotech leaning seems likely.

"I've always had a passion for farming and science, and I want to be involved with the agricultural sector. There are a lot of things we do well, but there are many ways we can add greater value. It doesn't just have to be about meat, wool and milk any more."

In the meantime, there is only that one problem. "I just have to find another 10 or 15 hours a week. I figure I can always sleep in 2010." ■



**Wetlands of New Zealand:
A bitter-sweet story**

by Janet Hunt

Random House, \$NZ69.99

Reviewed by Steven Trewick

New Zealand's swamps and estuaries may not be the most romantic or photogenic when compared with our mountains, rivers, beaches or lakes, but this brilliant book may make readers change their minds. The author (who also designed the book) and the publishers have done a superb job producing a fascinating book on a complex and important topic. With its pleasing layout, excellent captions, and thoughtful text this book was a genuine pleasure to read and assess.

From judges' report for the Montana New Zealand Book Awards 2008. *Wetlands of New Zealand* won the environment category.

Although I am perhaps not the general reader Hunt had in mind, I am certainly interested in her topic. From my youth in southern England I have always been fascinated by the nature and mechanics of what technically are known as peaty wetlands but most of us know as bogs. Mention bogs to me and I recall the black peat perched paradoxically atop white sand, pools and rivulets the colour of over-stewed tea, insect-snaring plants, dancing damselflies and the faint morbid possibility that somewhere interred within them are the ancient remains of bronze age human sacrifices. Similar bogs exist in New Zealand, and in many ways they are familiar to me: the sundew, damselfly, bladderwort and sphagnum moss are all recognisable relatives of the species I already knew from England.

So as a biologist and a lover of bogs, you would think I would be in accord with the Montana judges. And I am to a point: I too like *Wetlands of New Zealand*, but not as much as they do.

The problem for me is Hunt's ambition, for rather than restrict herself to wetlands as they are popularly understood – the "swamps and estuaries" mentioned in the judges' report – she has chosen to go with all of the wetland types defined by the Ramsar Convention. This embraces all manner of wet places – bogs, swamps, lagoons, salt pans, ponds, rivers, lakes and coastal areas (to a depth of six metres at low tide!) – and Hunt has set out to document the geology, history, social history, and biology of each.

The result is, I think, an eclectic assemblage, a mass of observation, opinion and fact, some of it fascinating and revealing, some of it, at least for me, a distraction. The multitude of digressions – even though they may each have their individual interest – result in more of a montage than a flowing narrative. For example, we are introduced to New Zealand mammal fossils because they formed in a lake (thus a wetland) that existed 16 million years ago. That allusion is merely tenuous, but the description of the animal the fossils represent as a "Jurassic mouse", even if it has come from other sources, is misleading (it is neither Jurassic nor a mouse).

Hunt, I think, would like us to read this book as a narrative from start to finish, but it is not a bedtime read. It is also not purely a coffee table book as there is so much to be read. As a reference book,

it is a little frustrating as there are gaps in the index. For instance, although mentioned in the text, the godwit (one of our most amazing wetland birds) and the limestone (that forms the wetland cave systems) are not among the entries.

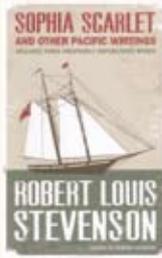
So, I suggest the book lives on the coffee table and is equipped with a robust book-mark so you can follow Hunt's story, because it is worth hearing.

Hunt and I are definitely in agreement when it comes to the importance of New Zealand's wetland environment and preserving what little we have left. In New Zealand we are often a little smug about the percentage of our landscape protected by national parks and reserves, forgetting that type of land in reserves is dominated by areas that were the least easy or valuable to exploit. Thus, mountainous land is (rightfully) fairly well represented, but lowland forest is not. Similarly, wetlands tend to be underrepresented in our parks and reserves because they have in the past been drained and improved, so they tended to be swiftly modified beyond recognition after European settlement.

Those wetlands that remained were often tracts of infertile, troublesome land such as the West Coast pakihi swamps. Yet today even these are under pressure. Mechanical diggers are now used to smash the buried, impervious mineral pan (a method called flipping) creating land that can be used profitably to graze dairy cattle. This type of 'improvement' – which destroys the drainage, vegetation and natural history – is still widely regarded as converting 'wasteland' to productive use.

Perhaps the loss of wetlands can be regarded as a proxy for the way humanity makes use of its global environment. Today, with 83 percent of the Earth's land surface directly influenced by human activity, I and many others believe that the impact mankind is having on the only planet we have is unsustainable. We need to change our behaviour, work towards reducing the global population, and rid ourselves of the anthropocentric assumption that we are the only species that matters.

Steve Trewick is a senior lecturer in the Institute of Natural Resources. Janet Hunt has a BA (Hons) from Massey.

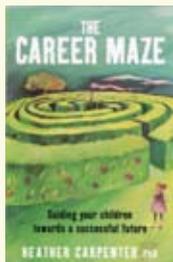


Sophia Scarlet and Other Pacific Writings

by Robert Louis Stevenson, edited by Robert H. B. Hoskins, AUT Media, \$25.00

This handsomely produced work brings together the outline of a novel-to-be, *Sophia Scarlet* with the highly accomplished short story *The Bottle Imp* and a number of what are best termed occasional pieces: addresses to Samoan chiefs and to Samoan students; abbreviated legends; letters and articles that appeared in journals and newspapers of the time. Robert Louis Stephenson's hold on the popular imagination lies with *Kidnapped*, *Treasure Island*, and *The Strange Case of Dr. Jekyll and Mr. Hyde*. His later works are largely neglected. *Sophia Scarlet and other writings* is a testament to his engagement with his adopted Samoan home in the years leading up to his death at age 44.

Associate Professor Robert Hoskins, who edited the collection, is a long-time Stevenson aficionado. He is best known as an expert in 18th Century and New Zealand music.



The Career Maze

by Heather Carpenter, New Holland, \$24.99

If you have always known how you wanted to make your career and things have turned out just as you have foreseen, then lucky you. You are one of what Heather Carpenter calls 'bright lights'. Finding the occupation that has the right fit is rarely so straight forward and many young people find themselves making false starts, to their own and their families' consternation. The *Career Maze* is full of sensible advice on how parents can instill self knowledge, self belief and self confidence in their children, providing an environment in which they can come to the decisions that are right for them.

Alumna Heather Carpenter is a careers consultant and counsellor.

The Great New Zealand Pie Cart

Lindsay Neill, Claudia Bell & Ted Bryant, Hodder Maa, \$29.99

Reviewed by Malcolm Wood

Let us hope New Zealand's economic prospects improve, but if they don't, it probably will do no harm to the sales of Lindsay Neill's book *The Great New Zealand Pie Cart*. As Neill readily admits, the book is trafficking in baby boomer nostalgia; when times are troubled we turn to the comfort of those good old days, that golden summer when life was simpler and sweeter.

Some pie carts themselves trade on this, says Neill. The Alexandra pie cart offers a pea, pie and pud menu in the same way that a retro nostalgia menu is available at the upmarket Antoine's restaurant in Parnell.

Mind you, you really need to dial up the nostalgia to forgive the practices of yesteryear. Take the proprietor of the Motueka pie cart's recipe for coffee in the good old days: "I would fill it [the urn] with half a crate of milk, add instant coffee, and let it heat up. At night I would drain the unsold coffee, strain it, and the next day reheat it in the urn. If I made it Tuesday, by Friday we had a beaut brew on the go."

Although Neill fits the baby boomer demographic, in his younger years he was never a pie cart regular. His interest in pie carts arose much later.

Neill started out in his working life as a chef, training in San Francisco and working in America and Britain before ending up at AUT as a chef lecturer. AUT was then a polytechnic, but changes were afoot, and Neill thought it would be wise to set about acquiring a new qualification. He enrolled at Massey extramurally, over the course of a decade accumulating the papers he needed one by one for a BA in social anthropology. "Looking back, I should have done it much more quickly. I wish I had done it in five years." Being older than the run of students

meant that Neill had no problem with self motivation, he says, and because none of the papers he elected required block courses, he did not meet a fellow student or a lecturer for the duration of his degree – though he did tailor his essays to what he knew of the biographies of his teachers.

BA completed, he now embarked on an MA, this time with AUT. The subject of pie carts arose when he was casting around for a thesis topic, finally settling on the history of an Auckland pie-cart institution, the White Lady.

The thesis-to-be (to be completed this year) became the basis of the book proposal



which became *The Great New Zealand Pie Cart* that Neill has coauthored with Ted Bell and Claudia Bryant.

Neill has covered the more traditional pie carts; Bell, its more contemporary incarnations (the Ponga Bar in Hahei will serve you macademia muesli with artisanal organic yoghurt if you ask); and Claudia Bryant has provided the sociological gibbonstopping that holds the publication together.

As with so many other what I suppose you might call microhistories, the *Great New Zealand Pie Cart*, is a window into the wider surrounding world. Pie carts have been around since the Great Depression, and they can be found literally from Stewart Island to Kawa Kawa.

The book's construction is quirkily eclectic; there is the odd poem, reminiscences from the likes of Ray Columbus and Georgina Beyer, a recipe for whitebait fritters, and highlights such as the Duke of Edinburgh's 1950s visit to one of Christchurch's pie carts.

Ironically, the stock in trade of pie carts is no longer pies, says Neill. "Because of hygiene issues and rehandling and reheating, they are best to stick to burgers."

These days, Neill, though still with AUT (now a university), no longer teaches cooking and has very little contact with kitchens. "I hardly cook anything. I can burn water." He likes it that way.

Being a chef has rid him of any illusions about the profession. Popular culture may

have become fixated on celebrity chefs and the romance of cooking, but the show ponies of the industry are anything but representative. Think instead, he says, of the person on the line who has to cook 80 meals, he says, or the hard working

sous-chef who does the work while someone else takes the glory.

However, he has not renounced his interest in the food and beverage industry. He hosts *Easy Mix* radio's 'Dining Detective' slot and recently won the New Zealand Guild of Foodwriters' 2007 Emerging Food Writer of the Year for 'Comer Con Gusto' an intimate look at dining in his favourite city, Buenos Aires.

Neill's own good natured review of his book: "It's a must-read. Massey should make it a compulsory text.



New Zealand Chapter events

Auckland

An After-5 Function was held in Pakuranga in July, with Associate Professor Peter Lineham delivering a talk, "Gales of the Spirit: the changing world of religion in New Zealand", which led to animated discussion. Thanks to Ken Wood and Jan Bierman from the Auckland Chapter committee who organised this event. • A visit was made to the new state-of-the-art New Zealand Centre for Conservation Medicine at the Auckland Zoo in September. Centre manager Craig Pritchard talked about the establishment of the centre and conservation medicine in today's world, and the alumni met and were fascinated by a tuatara. The thoughts of the tuatara are unknown! This event was oversubscribed within 24 hours so the goal is to stage a repeat early next year for those who missed out.



At the Auckland zoo.

Palmerston North

The annual general meeting of the Palmerston North Alumni Chapter was held in April. The committee as elected is Morva Croxson (convenor), Douglas Coles (deputy convenor), Leanne Fecser (secretary), Bessy Rasmussen, John Wheeler, John McCarthy, Frances White, Johanna Wood, Richard Forgie, Jocelyn Carver and Ken Milne. • A cocktail function was held in Palmerston North during the May graduation week. Hosted by the Palmerston North Alumni Chapter, the evening brought together new graduates and their families with the wider alumni community of Palmerston North. Howard Moore, executive director, BioPacific Ventures and a Massey alumnus addressed the audience of 45 alumni and friends. • The Alumni Relations Office hosted an Old Rivals Dinner for the LA Brooks Rugby Trophy on Friday 15 August before the game between Massey and Lincoln universities on Saturday. The chapter and the School of English and Media Studies hosted an event for alumni and their families to learn how drama student performances were developed through rehearsal and saw a glimpse of student theatre performances. A special thanks to Dr Angie Farrow and her students for a thoroughly enjoyable and entertaining afternoon.

Hawke's Bay



Hawke's Bay After-5

Thirty-eight alumni and friends met for an After-5 function in April. The event was held to canvass ideas for future events, and the Hawke's Bay alumni committee looks forward to establishing a keen group of alumni in the region. • In August, 55 alumni and friends attended a panel discussion entitled "The Price of Food is a Political Issue". The guest speakers were Professor Ray Winger, Director (Albany), Institute of Food, Nutrition and Human Health, Massey University; Annette Garrett, Salvation Army; and a Brazilian academic from a delegation visiting New Zealand to consider joint ventures with Massey.

Wellington

The Wellington Alumni Chapter hosted a cocktail function in May during graduation week. Chancellor Nigel Gould addressed the gathering and welcomed the new graduates and their families to the wider university community.

The Massey Alumni Online Community goes live at alumnionline.massey.ac.nz

Massey has launched a web-based online community for Massey alumni. The site can be found at <http://alumnionline.massey.ac.nz>.

When you first visit the site you will be asked to register. Once you register you will be given a limited degree of access to the website, with full access being granted once your details have been verified. Although this may take up to three days, most requests will be processed more quickly.

My Profile

This feature lets you easily make updates to your contact information, make your information available for others to see, and manage which e-communications you would like to receive from us.

Community information

In community information you can search an online directory of fellow classmates and alumni members, register for special events, access the CareerHub, and be part of the mentoring programme.

Chapters and networks

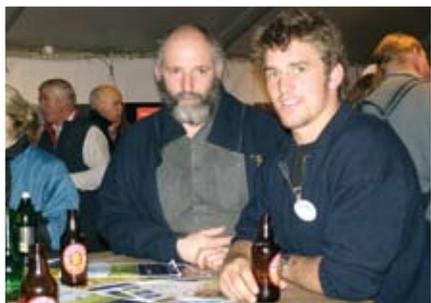
Each regional chapter has its own page with the latest information about the chapter and events in its region and a discussion group available for each chapter region to share ideas.

Take some time to explore the site and let us know what you think and where we can make improvements.



Hamilton

Many alumni and friends attended the Mystery Creek Fielddays alumni function on Thursday 12 June. They ranged from Massey University 75th Medal recipient Dr Brian Wickham, who was visiting from Ireland, to the 2007 Ag student of the year, agribusiness banker Sammi Werder.



At the Mystery Creek Fielddays gathering.

International Alumni Events



In Brisbane

Brisbane

The staff from Alumni Office and the Massey University Foundation met up with alumni living in Queensland on Tuesday 9 September. It was great to talk with alumni who had travelled two hours through the desert to attend the event, alumni who had moved to Brisbane for opportunities to advance their music careers and those who enjoyed the warmer climate of the Australian weather!

Melbourne

A gathering of alumni was held in Melbourne on Friday 25 April. The evening was hosted by the Massey University Foundation and served to bring alumni together, renew old bonds and rekindle friendships. An update on activities within Massey was provided and an appeal was made to support the Massey University Foundation's scholarship campaign. Following on from the Melbourne gathering was a reunion for Massey degree classes (B Agr Sc, B Hort Sc, B Dairy Tech) starting in 1958, completing around 1961 on Saturday 26 April. The reunion was organised by Bill Schroder and Jock Macmillan.

London

A small group of alumni met with Associate Professor Mark Brown, Director of Distance Education in September at Suze in Mayfair. It was, he says, an enjoyable evening. Several people attending said they would bring other Massey alumni to future events. The suggestion was also made that in the future this network might prove to be very useful in helping Massey alumni to secure jobs in London.

Coming events

2008

28 November Palmerston North Graduation

Convention Centre, Palmerston North.

1 December Alumni Dinner and Wine Tasting (Auckland)

The Auckland Alumni Chapter committee has organised an end of year dinner and wine tasting at Annabelles Restaurant, 409 Tamaki Drive, St Heliers. For the occasion Annabelles has designed a menu to match Riverby Estate wines.

2009

21 – 23 April Auckland Graduation

Bruce Mason Centre, Takapuna.

11 – 15 May Palmerston North Graduation

Regent Theatre, Palmerston North.

29 May Wellington Graduation

Michael Fowler Centre, Wellington.

10 – 13 June Mystery Creek Fielddays (Hamilton)

Drop in and see the Massey University site PA1-4 in the Mystery Creek Pavillion.

11 June After-5 Function (Mystery Creek)

There will be a function at Mystery Creek Fielddays from 5.00–6.30pm hosted by the College of Sciences Pro Vice-Chancellor Professor Robert Anderson and the Office of Development and Alumni Relations.

August Old Rivals dinner – LA Brooks Trophy

A dinner is being organised in Christchurch by both Massey and Lincoln alumni offices for the Old Rivals of the LA Brooks Trophy from 1952-1966 and recent players from 2005-2007. Invitations will be sent out at a later date.

August LA Brooks Trophy Rugby Match

Massey University and Lincoln University will compete once again for the LA Brooks Trophy on Lincoln soil. We would like to see as many Massey alumni as possible to come and support our team. Kick-off will be 2pm on the Lincoln University grounds.

Please note these details are provisional and should be confirmed with the Office of Development and Alumni Relations. To this list we will continually be adding events, so to confirm a reunion or event contact us at alumni@massey.ac.nz or visit our website at <http://alumnonline.massey.ac.nz>.

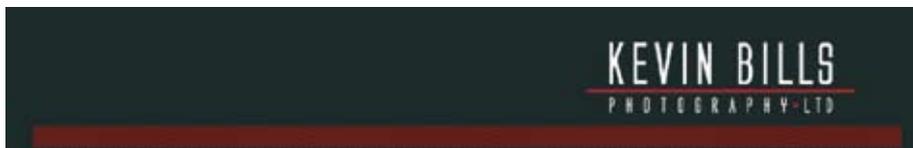
If you are associated with a business or service that would like to provide a benefit to Massey alumni and friends, staff or students, please contact us.

E-mail: alumni@massey.ac.nz



Duty Free Stores New Zealand

Duty Free Stores New Zealand offers a 20 per cent discount on phone and internet orders and a 5 per cent discount at all airport stores across New Zealand for alcohol, fragrances and cosmetics (discounts cannot be combined with other offers) to Massey University alumni and friends. For every \$50 or part thereof that you spend in their outlets, Duty Free Stores New Zealand donates \$1 to the Massey University Scholarship Fund. Simply present the required coupon when making a purchase, or use the required code when placing an order over the Internet or telephone. Contact the alumni office for your coupon or required code.



Kevin Bills Photography Ltd in Palmerston North offers a 10 per cent discount on the cost of the sitting fee plus print orders over \$250 or the choice of an extra 18 x 12cm print. Kevin Bills Photography Ltd will donate \$10 to the Massey University Scholarship fund for print orders over \$400. Different packages are

available to help you commemorate those special occasions. This benefit applies to all individual, business, family, child and parent portraits in the studio or at a Palmerston North location. Visit Kevin Bills Photography Ltd on-line <http://www.kbphotography.net.nz> or contact them by phone on (06) 357 8757.



Bi-monthly electronic newsletter

The alumni office invites you to subscribe to our bi-monthly email newsletter. The newsletter contains articles and updates on Massey University, and about our alumni chapters around New Zealand and the world, giving you an exclusive lead on what's happening in your region. In addition, we will be including commentary from our alumni. It only takes a few seconds to register, and it's free!

To subscribe visit alumnionline.massey.ac.nz and follow the links or e-mail us at alumni@massey.ac.nz



Hunter's Wine

Support our new PhD Scholarship

Support our new Alumni Doctoral Scholarship

Last year the University began a new scholarship appeal based on the sales of Hunter's Massey wine. Support our Massey University Alumni Doctoral Scholarship by ensuring you download an order form from <http://alumnionline.massey.ac.nz>.

Marlborough Sauvignon Blanc 2007

\$18 per bottle

The wine shows gooseberry herbal aromas balanced with ripe tropical fruit flavours of passionfruit, peach and melon. The palate has crisp acid and is textured with herbaceous, citrus and tropical fruit flavours.

The Chase 2005

\$16.20 per bottle

Pinot Noir strawberry and cherry flavours, combined with the earth and plum of Merlot and cassis/chocolate aromas of the Cabernet blend together to form a wine of medium weight with light oak and berry fruit flavours. The delicate flavours and aromas will increase in complexity over the three years following.

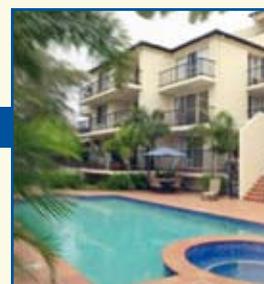
Alumna Jane Hunter began supplying us with our own Massey label in 2006. Sales have been impressive since. The wine is extremely well priced and very good drinking!

sunset island RESORT APARTMENTS

Discounted Rates for Massey Alumni

Massey University Alumni receive a minimum 10 per cent discount with increased discount for longer stays.

To enquire about this offer contact
E-mail: vacation@sunsetisland.com.au
Phone +61 7 5592 1744
Website: <http://sunsetisland.com.au>



MAJOR SCHOLARSHIP CAMPAIGN

Massey University Foundation is Massey University's registered charitable trust. The Foundation exists to enable excellence at the University. To achieve this, the Foundation works with alumni and other supporters, industry, Government and charitable organisations to find funding for scholarships, research projects and other activities at the University.

YOU CAN HELP SUPPORT AND FUND POSTGRADUATE RESEARCH

As costs of postgraduate study are often daunting to many students, the University is asking for your support towards this campaign to support our research initiatives. The campaign features a range of scholarship appeals to enable alumni and friends to contribute in their areas of interest. All funds are invested and the income spent on scholarships. Three particular scholarship appeals are featured below. You can support these or others such as the First Fifty Years Reunion Scholarship Fund or the Australian Alumni Scholarship Fund. You can also find more information about all the scholarships at the Foundation website. Please indicate which scholarship you wish to support on the form provided, or by visiting the Foundation website, www.masseyuniversityfoundation.org.nz.

THE SIR NEIL WATERS SCHOLARSHIP FUND

This fund was launched to coincide with the opening of the New Zealand Institute for Advanced Study at Massey University. The Institute is dedicated to providing a platform of pure research led by world-leading Massey staff. Former Vice-Chancellor Sir Neil Waters is honorary patron of the Institute. Sir Neil has always recognised the essential role students have played in the research programmes of the University. The scholarship fund will support senior students working with Institute professors. You can help support leading-edge science by contributing to this fund.



THE PROFESSOR BRIAN MURPHY MEMORIAL SCHOLARSHIP FUND

Named in memory of staff member the late Professor Brian Murphy, this fund was instigated by College of Business Pro Vice-Chancellor Larry Rose and Brian's son Andrew. Brian was an acknowledged pioneer and practitioner of marketing research and a widely respected educator in marketing. If you are alumni or staff of the College of Business or from the wider community of Brian's friends and academic colleagues, please consider supporting senior students completing research in marketing, business ethics or future studies at Massey.



THE PETER TURNER SCHOLARSHIP IN DOCUMENTARY PHOTOGRAPHY FUND

This fund has been created in the memory of the late Peter Turner - an esteemed author, editor, publisher and curator. Peter established an international reputation before moving to New Zealand in 1991, where he championed photography as an art form and contributed to public knowledge and understanding of the medium. He was a teacher at the former Wellington School of Design, now Massey University. This scholarship fund will support an exceptional photographer whose work is grounded in 'the real' and addresses personal, political, social or community concerns. You can make a real difference by giving practical support to this fund.



SIR NEIL
WATERS
SCHOLARSHIP

PROFESSOR
BRIAN
MURPHY
MEMORIAL
SCHOLARSHIP

peter turner
scholarship in
documentary
photography

DONATING ONLINE

Supporting the University has become easier! Visit the Foundation website to find out more about current activities, register for e-newsletters and donate to areas of your interest. You can use your credit card to support University projects, scholarships and trusts through the safety of PayPal - the electronic alternative to cheques. If you are alumni, you may be aware of the new interactive website 'Massey University Alumni Online Community' where you can also donate to the Foundation scholarship campaign.

TAX BENEFITS

New Zealand's tax law changes provide greater incentives for individuals and companies to donate more to charities and other non-profit organisations. Major changes include the removal of the \$1,890 threshold, meaning individual donors can now claim a 33.33% tax rebate for donations up to their net annual income. This simply means you can donate a greater amount this year and claim a tax rebate. For more information, please contact the Foundation.

MASSEY UNIVERSITY
FOUNDATION

FUNDING THE FUTURE



MAKING A BEQUEST TO MASSEY UNIVERSITY

ACHIEVING WITH A BEQUEST

Making a bequest in your will is perhaps the most personal commitment you can make towards the future of others. We value it highly because you have given us your trust.

A bequest can lead to many successes. It can provide scholarships for undergraduate and postgraduate study - a very direct way of supporting students, assisting them to reach their goals.

Bequests can advance the work of our leading researchers in areas of science; arts, design and music; education; humanities and social sciences; and business. Their work is often crucial to projects of national significance. Massey University has a proud history of leading advancements in many areas that have proven to be of major importance to New Zealand.

A targeted bequest can enable you to identify a specific area of your choice in which to further the work at Massey. Alternatively, your bequest could be described as an unrestricted or general gift, allowing the University to allocate resources when a particular opportunity develops. We guarantee that the money will be spent according to the instructions you make. The University is pleased to record the bequest in your name as recognition of your support.

HOW TO MAKE A BEQUEST

This is a simple procedure but one that requires care. It is advisable to work with a lawyer, the Public Trust or another qualified agency. We are happy to offer advice should you require it. We offer the following wording to guide an entry in your will which can then be communicated to your legal representatives.

We are happy to guide you through this process.

"I gift to Massey University Foundation the sum of \$___ or ___(%) percentage of my estate or the balance of my estate or the assets or property listed below to be used for the specific purpose of ___ or as an unrestricted gift for which the receipt of Massey University Foundation shall be sufficient discharge to my trustees."

Once you have completed the arrangements for your bequest, we ask that you inform us that you have done so. This enables us to thank you and to keep you aware of activity at Massey.

please detach 

MASSEY UNIVERSITY
FOUNDATION

MAKING A CONTRIBUTION

Scholarships Campaign (Please specify which)

	\$50	\$100	\$500	Other \$
Libraries	\$50	\$100	\$500	Other \$
Heritage Buildings	\$50	\$100	\$500	Other \$
Research	\$50	\$100	\$500	Other \$

By credit card (Visa or Mastercard) By cheque (please make payable to Massey University Foundation)

Card number

Name on card & expiry date

Your contact details (name, address, email)

I request that my donation remain anonymous

Please detach and send to Massey University Foundation

All donations made to Massey University Foundation within New Zealand are tax deductible up to the maximum set by the Inland Revenue Department. A tax receipt will be issued for all gifts, including anonymous gifts.

FOR MORE INFORMATION

Freepost 114094
MASSEY UNIVERSITY FOUNDATION
 Private Bag 11 222
 Palmerston North, New Zealand
T: +64 6 350 5865
F: +64 6 350 5790
E: massey.foundation@massey.ac.nz
www.masseyuniversityfoundation.org.nz

Send us your news

To appear in notes and news either

- visit the alumnionline.massey.ac.nz and fill in the online form
- send your information to Alumni Relations
Private Bag 11 222
Palmerston North
New Zealand
- send an e-mail to alumni@massey.ac.nz. Information may be edited for clarity and space.



NZUniCareerHub

If you are an employer, then NZUniCareerHub will allow you to easily distribute information about your organisation and vacancies to job-searching students and recent graduates throughout New Zealand. To find out about NZUniCareerHub point your browser at www.nzunicareerhub.ac.nz.

If you are a student or recent graduate, then the Massey CareerHub makes it easier for you to connect with employers and find out about their job vacancies, graduate programmes and employer events. Visit careerhub.massey.ac.nz.

Join the Massey Library

Massey University Library offers alumni and friends a 50 per cent discount on membership. For only \$100 per year you can have the same borrowing privileges as an undergraduate distance student. Borrow books in person or have them delivered to you anywhere in New Zealand. Contact the alumni relations for more information.

Find a classmate

With a database of over 98,000 names, there is a good chance that we can help you to get in touch with your former classmates.

Contact us with information about who it is you would like to catch up with and, if it is possible, we will help you to get in touch.

To protect the privacy of alumni, this process is carried out in accordance with the Privacy Act (1993).



Leanne Fecser, Massey's alumni relations manager and an alumna herself, is moving on to fresh opportunities. Massey's alumni have benefited from her endeavours and many will have had personal dealings with her. A new appointee will be in place in early 2009.

NOTES

1942

Tom Wallace, Diploma of Agriculture, is a past president of the New Zealand Veterinary Association, served for 18 years on the Ruakura animal ethics committee, and co-edited the book *The Farmer's Veterinary Guide*.

1962

Edward Millett, Diploma of Agriculture, retired June 2002 after 36 years on his own farm east of Wellsford (hill country sheep and beef cattle breeding).

1968

Gavin Bayliss, Master of Arts, 1971, Bachelor of Arts, 1968, has retired to the Marlborough Sounds after 22 years in the Palmerston North City planning department.

1969

Dalsukbhai Patel, Diploma Dairy Technology, returned to India in 1969 and joined Sagar Dairy, Meshana.

1970

Paula Gilbert, Bachelor of Science, is working as a consultant and diagnostic specialist with dyslexia.

1972

Annie Weir, Bachelor of Education 1991 and Bachelor of Science 1972, writes: "I did my BEd at Massey, then went on to do a MEd and PhD in education at Victoria University of Wellington. I have been living in Edinburgh for about five years."

1975

John Benseman, Masters of Education 1980, Bachelor of Education with Honours 1979, Bachelor of Education 1975, spent 12 years teaching adult education at The University of Auckland. He is now principal researcher for a national research project on workplace literacy, and has also worked for UNESCO and OECD on adult literacy projects.

1976

John Bryant, Bachelor of Arts 1987, Bachelor of Arts (Humanities) 1984, Diploma in Education 1976, is now working as assistant parish priest at St John the Evangelist Church.

1977

Amir Hashim, PhD (Business) 1985, Master of Arts 1977, was an associate professor at the National University, Malaysia from 1976-1995, general manager of National Entrepreneurship Development Corporation from 1995-2004, and is currently a trainer and motivation consultant with AmirConsult and Services (www.amir-consult.com).

1978

Sia Teng Teck, Bachelor of Agriculture Science, is currently working for Sg. Budi Group in Indonesia.

1983

Mike Moyo, Bachelor of Resource & Environmental Planning, returned to his homeland of Malawi in 1982. He worked as a physical planner and in 1984 was promoted to head the regional planning office. From 1987-88 he studied Transport Planning at the University of Wales (UK), graduating with an MSc. In 1992 he became assistant commissioner for physical planning in Malawi, later rising to the rank of deputy commissioner before his retirement from the Civil Service in 2000. In October 2000, he joined GITEC Consult GmbH, a German consulting firm, as an urban management adviser, helping the Malawi Government develop medium sized towns as part of the Secondary Centres Development Programme (SCDP). Between 2002 and 2007 he was the programme manager of the implementation unit of SCDP, planning and supervising the development of five Malawi townships. Since September 2007 he has been senior programmes officer with GTZ on the Malawi German Programme for Democracy and Decentralisation advising the Ministry of Local Government and Rural Development. He is the president of the Malawi Institute of Physical Planners (MIPP), and chairman of the Town and Country Planning Board (2005-2009) in Malawi. >>>



Then and now



In March the BAgSc class of 1949-51 held a reunion in Palmerston North, visiting the campus and sharing memories of earlier times.



#01A #04A #02A #03A #05A #06A



#07A #08A #09A #10A #11A #12A



#13A #14A #15A #16A #17A #18A



#19A #21A #20A #22A #23A #24A #25A #26A #27A

PIC #	DESCRIPTION	SIZE	QUANTITY	PRICE	SUB TOTAL
WOMEN'S					
01A	Polar fleece jackets 8 - 18			\$60.00	
02A	T shirt - V neck (black) 8 - 18			\$25.00	
MEN'S					
03A	Polar fleece jackets XS - 3XL			\$60.00	
04A	T shirt - crew neck (black) XS - 3XL			\$25.00	
UNISEX					
05A	Hoodie (grey) XS - 3XL			\$70.00	
06A	Hoodie (navy) XS - 3XL			\$70.00	
07A	Parka (wind and shower proof - hood in collar) XS - 3XL			\$85.00	
08A	Polar fleece sweatshirt (half zip) XS - 3XL			\$60.00	
09A	Polar fleece vest XS - 3XL			\$50.00	
10A	Polo shirt - navy with yellow trim on sleeves (quickdry) XS - 3XL			\$40.00	
11A	Polo shirt - (navy) S - 3XL			\$35.00	
12A	Rugby jersey - short sleeve (harlequin) XS - 3XL			\$75.00	
13A	Rugby jersey - long sleeve (striped) XS - 3XL			\$80.00	
14A	T-shirt (navy) XS - 3XL			\$30.00	
15A	T-shirt (white) XS - 3XL			\$30.00	
16A	Trackpants (Unisex) XS - 3XL			\$85.00	
SWANDRI RANGE					
17A	Viaduct Jacket (women's) XS - XL			\$225.00	
18A	Lyttelton Jacket (men's) S - 3XL			\$225.00	
19A	Beaumont Vest (women's) XS - XL			\$145.00	
20A	Wanaka Vest (men's) S - 3XL			\$145.00	
21A	Paihia Shirt (short sleeved) S - 4XL			\$65.00	
22A	Parkhurst Shirt (long sleeved) S - 3XL			\$75.00	
OTHER					
23A	University cap			\$20.00	
24A	Merino wool scarf			\$30.00	
25A	Merino wool beanie			\$20.00	
26A	Possum / Merino scarf			\$45.00	
27A	Possum / Merino beanie			\$35.00	
				SUB TOTAL	

TO PLACE AN ORDER

FAX this form to : +64 6 350 5790

POST this form to (no stamp required)

Free Post Authority 114094,
Alumni Relations Office, Old Registry Building, Massey University
Private Bag 11 222, Palmerston North, New Zealand

OR DROP IN AND SEE OUR RANGE AT THE FOLLOWING LOCATIONS

Alumni Relations Office

The Old Registry Building
Palmerston North Campus

Contact Office

Ground Floor, Block 4
Wellington Campus

Contact Office

Cashiers, Quad A
Albany Campus

YOU CAN ALSO DOWNLOAD THE ORDER FORM FROM OUR WEBSITE:

<http://alumnionline.massey.ac.nz>

IF YOU HAVE ANY QUERIES PLEASE CONTACT US AT:

alumni@massey.ac.nz



MEMORABILIA ORDER FORM



Massey University

PIC #	DESCRIPTION	QUANTITY	PRICE	SUB TOTAL
01M	Backpack		\$30.00	
02M	Bookmark (rimu)		\$10.00	
03M	Briefcase (leather)		\$285.00	
04M	Business Card Holder		\$20.00	
05M	Ceremonial Tie		\$30.00	
06M	Charm (silver)		\$15.00	
07M	Coasters - Stainless Steel (set of 4)		\$40.00	
08M	Coasters - Rimu (set of 4)		\$50.00	
09M	Coffee Mug		\$13.00	
10M	Compendium		\$30.00	
11M	Crest		\$60.00	
12M	Cufflinks		\$30.00	
13M	Degree Frame (rimu, non-reflective glass, acid free backing)		\$120.00	
14M	Key Fob		\$7.00	
15M	Lapel Pin		\$8.00	
16M	Lanyards (blue OR red OR yellow)		\$4.00	
17M	Necklace (silver)		\$35.00	
18M	Ring Women's (silver)		\$75.00	
19M	Ring Men's (silver)		\$105.00	
20M	Pen (in box)		\$20.00	
21M	Pen (in velvet sleeve)		\$5.00	
22M	Photo Frame (8" x 10")		\$45.00	
23M	Shot glasses (per glass)		\$4.00	
24M	Thermal Mug		\$20.00	
25M	Tie Slide		\$15.00	
26M	Umbrella		\$25.00	
27M	USB Drive (1GB)		\$35.00	
28M	Wallet - (leather)		\$75.00	
29M	William Bear Degree (degree _____)		\$45.00	
30M	William Bear Diploma (graduate OR postgraduate)		\$45.00	
31M	William Bear - PhD		\$55.00	
32M	Wine Glasses - set of 2		\$40.00	
SUB TOTAL				
Postage and handling (NZ \$5 - Overseas \$30)				
TOTAL				

DELIVERY DETAILS

Name (for order) _____
 Delivery Address _____

 Country _____
 Ph (work) _____
 Ph (home) _____
 Email _____
 Signature _____ Date _____

PAYMENT METHOD

Cheque (made payable to Massey University) Visa Mastercard
 Credit Card Number
 Expiry Date
 Card Holder's Name _____
 Card Holder's Signature _____

 #01M	 #02M	 #03M	 #04M
 #05M	 #06M	 #07M	 #08M
 #09M	 #10M	 #11M	 #12M
 #13M	 #14M	 #15M	 #16M
 #16M	 #16M	 #17M	 #18M
 #19M	 #20M	 #21M	 #22M
 #23M	 #24M	 #25M	 #26M
 #27M	 #28M	 #29M	 #30M
 #31M	 #32M		

Capturing the Cup!



The victorious Massey Ag team after the match.

The Massey Ag XV has won the LA Brooks Cup for the first time since the rugby rivalry with Lincoln University was renewed in 2005.

The fixture, first contested between 1952-66, is played between teams made up of agricultural students from the universities. Massey won the match 20-10 in front of a boisterous crowd at the Sport and Rugby Institute its first win since 1966.

The night before the match, the "Old Rivals" dinner was held. Among the 80 alumni and current and former players there, were former All Black John Hotop, who was part of the Cup rivalry in the fifties.



Old Rivals Peter MacGillivray and John Hotop reminisce at the dinner.

1984

Russell Farmery, Bachelor of Business Studies, says he joined Nielsen (the market research company) in 1984, soon after graduation. "I held a variety of positions in the company including managing director. In 1997 I was offered the role of global account director for our business with The Coca-Cola Company. I was based in Atlanta, USA. I then moved to a regional Asia Pacific role based in Hong Kong for a few years. In 2003 I took up the role of managing director South Asia, where I was based in Mumbai and responsible for the company's businesses in India, Sri Lanka, Nepal and Bangladesh. It was a large business with over 2000 employees. In late 2004 I was transferred to the position of MD, Greater China based in Shanghai looking after the company's businesses in Mainland China, Hong Kong and Taiwan. The staff count was just under 3000 employees. At the end of that assignment we made a lifestyle decision and returned to NZ to live in Havelock North. I currently have short term consulting jobs with my old company but am also enjoying being back in NZ and all that it offers."

Stephen Tysoe, Graduate Diploma in Business Studies 1989, Bachelor of Agriculture Sciences 1984, initially worked as MAF engineer and in Water Rights for Northland Catchment Board. He retrained and worked

as a programmer for Anchor in Hamilton (after working for Massey Library for 15 months). He then had IT Management and Project Management roles with Tip Top, Watties, Shell, Kiwi Dairies, TVNZ, and Weta.

1985

Grant Dennis, Bachelor of Business Studies, writes: "After seven years' living and growing businesses in Asia it was time to return to NZ and enjoy what makes living here unique. I am living in Eastbourne with four boys and alumni wife Tracey!"

Lemuel Diamante, PhD (Technology) 1992, Masters of Technology 1987, Post Graduate Diploma in Technology 1985, says he arrived in Christchurch in May, 2008. "When I left the Philippines I was already a professor at Visayas State University (located in the central part of the Philippines). I decided to leave my job there and seek work here in New Zealand. My daughter (a NZ citizen) and wife have been in New Zealand since last year. I hope to get a job teaching in a university or R & D work in a food or dairy processing company."

1989

Peter Fowler, Bachelor of Arts (Humanities), writes: "Nothing very interesting: teaching, odd jobs, part time writing, running AFS Roadshow."

1991

Gabi Wehrle, Post Graduate Diploma in Dairy Sciences & Technology, 1993, Bachelor of Technology with Honours 1991, was employed by the New Zealand Dairy Board as a technical officer after graduation. "I completed the graduate training programme and gained a postgraduate Diploma in Dairy Science and Technology. I started legal studies at Victoria University in 1994; graduated LLB (Hons) and was admitted to the bar in 1998. I worked as a solicitor with two commercial law firms in Wellington, specialising in environmental and planning law. I moved to Switzerland in 2001 and took up a legal position at the headquarters of multi-national pharmaceutical company Novartis. I have been Head of Legal, Novartis Institutes for Biomedical Research, Basel since June 2008."

1994

Edna Ladapo née **Jekennu**, Diploma in Education, teaches history in an all girls secondary school owned by the Federal Govt of Nigeria. She is now an Assistant Director of Education (Level 15) with the Federal Government of Nigeria civil service. She attended Massey University as an Education Officer level 10 and has been in her present position since 2005.

1995

Lisa Chittick née **Mihaere**, Certificate in Wool Handling Systems, is currently sheep and beef farming with husband John in Puketitiri, Napier. They have two primary school children.

1997

Trina Parker née **Booker**, Bachelor of Applied Sciences, and her business partner Sigi both attended Massey University. They have a Pukekohe-based business making baby clothing and accessories from pure NZ merino and cotton fabrics. She writes that they are primarily internet-based, although they do have some retailers, both internet and shops, stocking their products. "NZ made type businesses mainly stock our products. We are also about to launch our unique New Zealand made sleeping bag for infants. We are committed to being NZ and locally based. I enjoy using my agricultural knowledge for our business, while profiling our merino products. For more information visit our website www.lolaben.co.nz"

Tevita Veikoso, Bachelor of Business Studies, writes: "After graduating, I returned to my home country to work for various sectors with the technological push toward computerisation and automation. These range from government departments to banking sectors. Since 2002 I have been employed by government-owned telecommunications company Tonga Communications Corporation in the Information Technology. Telecommunications services in Tonga provide a lot of technological and social challenges, as well as assisting in the economic development of my country."

1998

Shaaban Hoza, Master of Veterinary Sciences, was appointed Principal of Livestock Training Institute (Liti) Morogoro in July, 2008.

1999

Mataa Kataueana née **Keebwa**, Diploma in Education, writes: "Prior to graduation with DipEd I was a primary teacher. After graduation, in 2002, I became a lecturer in education at the Kiribati Teachers College. I want to take this opportunity to thank all lecturers during this time for their support and wonderful lectures, in particular Dr Jenny Poskitt,



A return to Argentina

When John de Lautour graduated from Massey in 1948 with a Diploma in Agriculture he headed not to some local farm but to Argentina where he took up a management cadetship. He worked on the 200,000-hectare Estancia Condor, a vast estate near the Chilean border, and although, after a number of years, he and his wife eventually moved back to New Zealand, he never lost touch.

In 2006 John was asked to arrange an exchange work experience for three fourth-year undergraduates of the Catholic Agricultural University of Buenos Aires. He placed them on the North Island east coast stations of Tangihau, Okare and Cricklewood.

This year the exchange was reciprocated. Dean McHardy, the manager of Tangihau and its well known Angus stud, heading to Estancia Condor. John accompanied him, and he describes the following three weeks of travel around Argentina, often in Dean's company, as easily the greatest journey of his life. The two visited a large sheep show and an Angus artificial insemination breeding centre. With John's entrée into the farming community, the two were given a privileged insight into Argentina's agriculture and pastoral farming, the business of stock selling and processing,

the hunting of wild animals, the business investment opportunities, and Argentina's cultural and social life.

How has Argentina changed? John notes a shift away from cattle and towards huge paddocks of soya, sunflower and maize grown for biofuels. The fertile, formerly undeveloped, well-watered lands of the subtropical northern provinces of Argentina and Paraguay, have now been turned to biofuel cropping, beef and dairying. "I believe the Uruguayans over recent years have been happily selling up their farms and moving capital there to develop these already hugely rewarding operations."

Other impressions? The meat-based eating habits: "We could not handle their one kilo T-bone steaks." The affordability for foreign travellers: "Our New Zealand dollars went a long way. A taxi for an hour cost NZ\$20, a bottle of malbec NZ\$2.50." The inflation: "Inflation has been cruising at 25 per cent annually the last two years, even their good Old Smuggler whisky had gone up 100 per cent to US\$6 a litre bottle!"

Most memorable of all, writes John, was returning to Estancia Condor. Today the ranch runs half the number of sheep it did in John's day and many fewer horses – those the estancia needs are brought in. Otherwise, some things remain the same, writes John:

"Several thousand wild ostriches and guanacos (a llama relation), grey and red fox, skunks and the very occasional mountain lion still roam the farm that has never seen fertiliser on its paddocks. These animals, including predators, are hunted for meat, dog tucker and fur pelts."

At the house where he and his wife lived between 1954–7, John was welcomed by the manager, his family and the farm's management team, and treated to a whole lamb roasted (*asado palo*) in a corner fireplace.

at Hukarere Girls' College in Napier. He writes: "I have been busy as a Justice of the Peace, a past secretary and now a director of the Taradale Rotary Club, as well as a number of other community committees. I really enjoyed the postgrad course with a focus on mathematics, so I decided to finish the master's. I am very grateful for the scholarships, including the Massey Scholarship I received."

2002

Gabrielle Bahler, Post Graduate Diploma in Education 2005, Graduate Diploma of Teaching (Secondary) 2005, Bachelor of Arts 2002, is teaching health sciences and psychology at a large secondary school. She is also an accomplished cyclist, holding a current NZ title and several records, and is mother of a six-year-old girl. She says she is keen to study some more postgrad psych if the opportunity arises.

Karin Menon née **Mciver**, Master of Arts 2004, Bachelor of Arts with Honours 2003, Bachelor of Arts 2002, writes: "After three years of postgrad assistant work and several other jobs at Massey, I am now dedicating almost all my time to completing my PhD thesis, which I will hopefully submit by the end of this year. I am looking forward to being out there in the real world after having studied for nine years, including my BA Hons, and master's, at Massey. I also spend some time exploring possible work avenues I might choose after PhD completion. Having actively participated in a number of diversity and migrant-related conferences, I realised that there is a need for more research in these fields and in cultural psychology in New Zealand. Well, let's see what comes my way!"

Lauren Parsons née **West**, Post Graduate Diploma in Business Administration 2003, Bachelor of Business Studies 2002, is running her own personal training business in Waiouru. She is also employed by the army to take aerobics classes (something she learnt to do while at Massey).

Barbara Plester née Costello, PhD (Business) 2008, Masters of Business Studies 2004, Bachelor of Business Studies 2002, was offered a position as a lecturer in the Department of Management and International Business at the University of Auckland during the final stages of her PhD thesis. She started this position in February, 2007 and continues to work there lecturing in business communication, management and organisational behaviour. She is continuing her PhD research into workplace humour and has been granted a research grant.

2003

Andre Falconer, Postgraduate Dip Aviation 2005, Bachelor of Aviation 2003, writes: "After graduating I had a large student loan to pay off and my wife wanted to study as a dental therapist at Auckland University. Unfortunately inexperienced pilots don't find jobs quickly, so I had to start my own business as a self-employed builder, which I did for four years until my wife completed her studies. We were interested in using our professions in remote/needy areas and have now been in Arnhem Land for almost two years helping the indigenous peoples. I fly much needed food/teachers/doctors/nurses/development workers etc. to remote bush strips, and my wife, Caroline, is fixing some of the most dentally unhealthy teeth around (if they have anything left!)"

Charles Noovao, Post Graduate Diploma in Business Administration 2007, Bachelor of Engineering 2003, returned to the Cook Islands to work for Telecom Cook Islands for three years after graduating with his engineering degree in 2003. During this time he worked in various roles, ending up as project manager on projects such as the GSM network

lecturer in school organisation, Anne Marie O'Neill, my lecturer for curriculum theory, Clive Harper, lecturer in educational psychology."

Christine Long née **Meads**, Bachelor of Arts, has been teaching at Wanganui Girls' College, Wanganui Collegiate School, St Margaret's College and now Mt Albert Grammar School since graduating. She was a boarding house manager at St Margaret's College and now has changed direction, moving into the development/alumni area of Mt Albert Grammar School.

Helen McGregor, Bachelor of Business Studies, has been working in London, Vancouver and New York for professional service and industry firms, along with extensive travelling.

Sumi Ramu Naidu, Bachelor of Business Studies, writes: "Back in Malaysia after graduation, I started my career as an account assistant for five years in Kuala Lumpur. In 2001 I got married, and I now have

three children. My husband is a Systems Engineer at Citibank. He moved into business in 2004. I furthered my studies in education and became a teacher. Now we are living in peace and harmony. In future I plan to migrate with my family to New Zealand."

2000

Markus Meyer, Masters of Business Studies, writes: "Kia Ora, further details about my life after uni can be found on the following websites www.xing.com/profile/Markus_Meyer11

Catherine Strachan née Plowman MBS, has just returned to NZ after six-and-a-half years in Seattle, USA.

2001

Gary Severinsen, Masters of Education 2008, Post Graduate Diploma in Education 2004, Bachelor of Education 2001, is still working as head of mathematics



In less than a year, Julie Chu, Bachelor of Business Studies 2007, has gone from Massey University's Palmerston North campus to a Shanghai skyscraper. She talks to Tom Fitzsimons.

It's been a long return trip for Julie Chu.

Raised in China, the outgoing 22-year-old was sent by her "business-minded" parents to New Zealand for study six years ago.

After attending New Plymouth Girls' High School, she headed to Massey's Palmerston North campus.

Now, with a degree in finance and marketing communication to her name, she's back on home ground in shimmering, ever-changing Shanghai.

She speaks both Mandarin and English fluently, the latter with a mix of New Zealand, American and Australian tones.

Those language skills, as well her New Zealand connections, landed her a job at multi-national corporate real estate firm MLS.

In essence, Julie says, the company finds and makes over office space for foreign companies wanting to do business in China. Clients pay per work station, and get a work site that's ready to use straight away.

"We deal with the landlord and say if the building's useable. It's really convenient, because it's hard to get a space if you're a small company here."

Well-established in Europe, MLS has not been in Shanghai for long but is starting to build contacts and make headway, she says.

"People are getting the idea. It actually works."

Julie's role is three-pronged, she says. With her language skills, she helps with company PR – where her degree in marketing communication comes in handy.

She is also interacting with clients at a junior level, "going out and doing the first basic analysis of buildings", she says.

Finally, she is also an assistant to New Zealander and MLS chief executive Joe Clark, whom she met during her time in Palmerston North.

"He really wanted someone who understands him. Most of the colleagues are Chinese, and I had this connection."

Now as well as assisting roles like organising

his schedule, she's learning the trade as well.

"He's really willing to teach me how to do the basics."

At school, Julie's passions were fashion and design, and she even worked part-time at a fashion store in Palmerston North while at university.

But with the encouragement of her parents, she took a degree she thought would help her career, and now thinks it has paid off.

"Even if I don't do it for all of my life, they're still good skills to have ... [In my job] I kind of have to know a little bit about everything – the marketing side of it, the financial side of it."

Now her long-term dream is to fuse her business knowledge and love of fashion.

"There's an MBA in luxury brand management in France that I would love to do."

But right now, she's happy learning more about her home city's roaring urban centre.

"This has really helped me to know a lot about Shanghai, even though I'd already been here."

With an office right next to the towering Shanghai World Financial Center building, known as the "bottle opener" for its distinctive design, the rising CBD is appearing before her eyes.

"They build one building then they build another one and then another one," she says.

When university friends come over to visit, they're routinely blown away by the city's pace and size.

"When they saw this place, they thought this city was just so amazing," she says.

Though she hopes to return to New Zealand eventually, she's in Shanghai for the foreseeable future – and says it's the ideal place for graduates keen to see China and get into business at the same time.

rollout, international roaming, fibre network rollout etc. He returned to Massey in 2006 to do a one-year postgraduate diploma in business administration majoring in marketing. He is currently working as a Vodafone business consultant and account manager for First Mobile, based in Palmerston North, where he lives with his partner, Laura.

2004

Ben Green, Diploma in Tourism & Travel, writes that he has come a long way since graduating from Massey University Wellington: "I am now running a small regional television station here in Wellington broadcasting on UHF and TelstraClear. It's a big challenge and a lot of fun. My job entails wearing many different hats on any given work day."

Pia Marty, Post Graduate Diploma in Education 2007, Bachelor of Arts 2004, writes: "During my postgraduate studies I helped establish a class for students with intellectual disabilities at Howick College. To work

with these students and see them making progress in a semi-inclusive setting was very satisfying. The small piece of land my partner and I bought between Rotorua and Taupo has taken a lot of time away from further studies, but was equally satisfying! I found a job at a primary school in Rotorua where I work as the special education teacher. Our school is a magnet school for students who are deaf or have hearing impairments, so I am learning NZSL now. My studies at Massey University have guided me to the sector of education where I feel I can make a real difference for some young New Zealanders."

Sharon Page, Bachelor of Arts, began her Master of Arts in children and public policy this year with AUT.

Sara Tresch née Page, Bachelor of Science, moved to Wellington after graduating and had a three-year stint at Westpac Bank before she found her dream job in 2006. "I now work at GNS Science with the GeoNet project, where I spend my days locating earthquakes, editing

the GeoNet News, and dealing with the councils and public as part of an outreach role. I have also begun studying again this year, with a Graduate Diploma in Emergency Services Management keeping me busy in my spare time."

2005

Jane Bryce, Masters of Science 2008, Bachelor of Science with Honours 2006, Bachelor of Science 2005, has been at North Shore Hospital since leaving Massey, working as part of a team investigating the effects of anaesthetics on attention and memory. "It's a major longitudinal study called CAPES – Cognitive Assessment Post Elective Surgery. High spots have been presenting some of our early findings at conferences, and discovering how we can use our work to reduce the incidence of post-operative cognitive decline."

Pamela Todd, Bachelor of Arts 2008, Cert in Soc & Com Work 2005, says she has really enjoyed her study through Massey University.

2006

Nida Joyce, Bachelor of Education 2007, Certificate of Teaching English as an Additional Language 2006, was awarded a scholarship by the Ministry of Education for a certificate in teaching English as a second language. "I enjoyed the course so much I carried on to obtain a BEd (TESOL). I have been more confident in teaching since then."

Gaylene Little née Clapman, Post Graduate Diploma in Arts, went on to study a Bachelor of Social Science with the University of Waikato. She is currently doing a Master's year there while working in social services at Te Taiwhenua o Heretaunga in Hastings as a Kaimahi Whanau in Tautoko Whanau/Family Start.

Angela Norton, Bachelor of Arts and Bachelor of Business Studies, completed a Graduate Diploma in Journalism from AUT and started up an online magazine for young women called Indigo - www.indigomag.co.nz

Helen Pulman née Johnston, Bachelor of Arts, is married with three married children and four grandchildren. She trained as a nurse, graduating in 1964 and worked in medical, paediatrics and district nursing. She has been involved with Plunket (secretary), Guides and school committee (secretary) and she initiated Life Line Franklin in 1979. She set up a Family Support Centre in 1981 where she was involved in co-ordinating, counselling, budgeting and group facilitation. She has been involved with many community groups including Council of Social Services, Franklin Save the Hospital committee, Māori Women's Welfare League 1990-96, HFA/Homecare Providers Working Party, COSS subcommittee for setting up 'Heartland' Service Centre Community Care committee, a WINZ review panel member, Police Consultation Group, Safer Community Council management committee. Helen is a NZFFBS budgeting trainer, COSS executive committee member, chaplain assistant at Middlemore Hospital and chairperson of Counties Homecare committee. She is a Justice of the Peace and marriage celebrant. Community awards include Rotary Community Award 1991, Women's Suffrage Medal 1993, Queen's Service Medal 1994, and Paul Harris Fellow (Rotary). Her qualifications include BTheol. (Melbourne) 1995, Dip in Violence & Trauma Studies (AUT) 1999, B.Soc. Sci. (Massey) 2006, Member of NZ Assoc. of Counsellors (MNZAC).



In 2007 at the age of 79 Kiwi-born Sydneysider Dr Con Scott Reed collected a masterate in philosophy in history in an Albany graduation ceremony. This year Dr Reed was honoured with the Medal of the Order of Australia in the Queen's Birthday Honours list.

Dr Reed is a consultant physician, a former president of the state branch of the Australian Medical Association, a long serving member of the New South Wales cancer council, and an official visitor and consultant to the Mental Health Centres of New South Wales. His masterate was awarded after eight years of extramural study, with his thesis being entitled *Military Medicine in the Army of Elizabeth the First in Flanders*.



At the 2008 NZ Student Craft/Design Awards, sponsored by TheNewDowse Friends, Massey students made a clean sweep, with Genevieve Packer's entry *Aerial Antics* declared the overall winner, with a prize of \$3000. Genevieve recently completed her master's. Her entry is a response to the sight of a fantail performing its distinct aerial manoeuvres, high above the viewer, with bush and sky in the background.

Yang Yang, Bachelor of Arts, writes that after graduating he spent another half year in New Zealand and did some travelling. "I travelled around the South Island by following the coast. The NZ landscapes enchanted me and I can still remember a lot of names... Kaikoura, Cromwell (I miss the fruit there), Christchurch, Queenstown. In 2007 I went to Australia for my master's degree. Although I got a psychology degree from Massey, there was no postgraduate programme, but the University of New South Wales gave me a chance to do a master's degree by coursework. I watched the All Blacks and Wallabies' loses in the World Cup in Sydney. At the end of 2007 I finished my degree and in March 2008 returned to China, where I am working for Small & Young mining company."

Cindy Hart, Bachelor of Science, received a scholarship for Honours in Information Technology and an award for top IT student from IIMS.

Lynette Lee née Grindler, Bachelor Business Studies, says she is graduating this year after many years of interrupted extramural study. "I am semi-retired and just do a little locum work to keep in touch and am a member of the Disciplinary Tribunal under the Health Practitioners' Competency Assurance Act."

Eugene Leone, Bachelor of Science, says he is exploring options for further study. "I am also doing some independent study in the areas of mathematics that I never quite understood, with hope of being more mathematically minded."

Lorraine Nielsen, Bachelor of Business Studies, writes: "The ability to study at my own pace, extramurally, has enabled me to travel, move jobs and country. It has equipped me well to further my career, with subjects relevant to my profession. Graduating (at last) is exhilarating!"

Vicki Phillips née Krinkel, Bachelor of Business Studies, has been working as a property valuer with Barker and Morse Ltd since May 2007. She is working towards achieving registration in 2010.

Michelle Shen, Bachelor of Business Studies, writes: "The lecturers in the University are all friendly and helpful and the university offers the opportunity to meet friends and share information. Therefore you can receive knowledge from both lecturers and friends who are from all over the world."

Renata van Dam, Graduate Diploma of Teaching (Secondary), is a first-year teacher, and the only drama teacher in the school. Although she is not trained in drama, she is re-establishing the drama department, while also teaching PE and Health. She owns a house in Wanganui.

Giles Whitaker, Bachelor of Fine Arts, had two abstract films shown at The Artists Film Festival 2008, at The New Zealand Film Archive April-May 2008. He worked on the documentary *20 years of Chinese Trading on Molesworth St* as editor/production designer (screened at Film Archive Feb 2008).

2007

Collette Hutchby, Bachelor of Education (Teaching) Early Years, is currently teaching in a 3-6 class at a Montessori school.

Hilda Ng, Bachelor of Science, writes: "The vision of my organisation is to guide students to be a faithful evangelical witness on campus and in society, making and building disciples of Jesus Christ. I have been with this organisation for about four months and am working with the ministries in the polytechnics. I come into a lot of contact with polytechnic students and spend a lot of time interacting and ministering to them. I am hoping to undertake a basic counselling course so that coupled with my psychology degree, I can be more effective and efficient in my work."

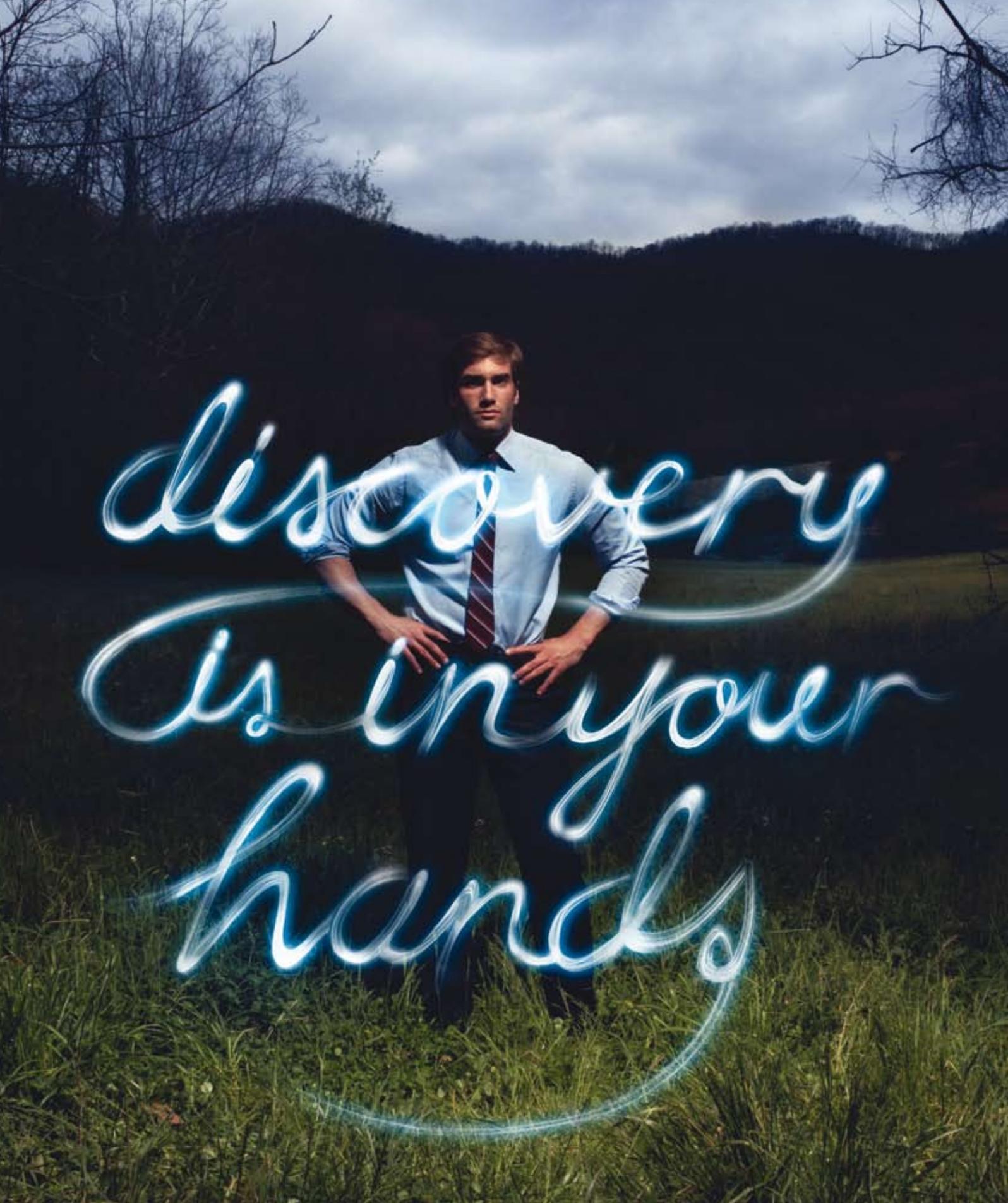
Bronwyn Sweeney née Thompson, Bachelor of Health Science, is working part-time at the Sleep/Wake Research Centre while completing BHlthSc Hons.

2008

Janet Cooke, Bachelor of Accounting, writes: "Graduating at 49 is better than never. Career wise I have developed each time I committed to higher education and believe now that the ceiling which existed in jobs of the past has finally been broken."



Ornitho-Maia, designed by Massey graduate Nadine Jaggi, won the supreme award at the 2008 20th Montana World of WearableArt™ Awards.
Photo: World of WearableArt™ Ltd.



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