

AUGUST 2011

OnManitoba

CONNECTING ALUMNI AND FRIENDS
OF THE UNIVERSITY OF MANITOBA

VISIONARY CONVERSATIONS

President David Barnard invites
you to a bold new speaker series
happening at the U of M

Coming Home

A random list of reasons to
love your *alma mater*

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Where we are, shapes who we are

Since its launch in March 2011, I've heard from many alumni with positive views about the University of Manitoba's bold new advertisements in the *Winnipeg Free Press* and the *Globe and Mail*.

What's become dubbed as The Trailblazers Campaign is part of a new conversation we're having with our communities, including you our 135,000 alumni world-wide.

The campaign celebrates this province, its people and how we embrace our position at the center of the continent. We have turned challenges into opportunities that have allowed us to grow and excel; to think big and dream big. When we presented it to influential Manitoba leaders at the Spring Convocation dinner and at the IDEA Award in June, the Trailblazers Campaign was met with an enthusiastic response.

Regardless of whether or not you still call Manitoba home, most of you are undoubtedly aware that people who have never been here often struggle to understand this province and its people. They rely on the stereotypes—cold, remote, isolated—without fully understanding how those very characteristics shape and influence Manitobans in deep and wonderful ways.

Our sometimes cold temperatures have made us warmer. Our distance from other cities has brought us closer. Our environment challenges us in ways we would expect and in ways we would not.

Where we are has shaped who we are as individuals and as a community. It causes us to adapt, to innovate and to invent. It challenges us to grow and to create.

The powerful and transformational force that has carved out a unique culture in a distant location is embodied at the University of Manitoba. We are proud it is the intellectual birthplace of many successful entrepreneurs, educators and artists who are celebrated around the world.

In addition to the inspiration it brings you, our alumni, our university stirs our students, our faculty and our community to embrace the unexpected, to defy convention and to carve new paths.

Our university provides a transformational student experience that fuels a pioneer spirit and drives us to push forward. This new conversation is the foundation of our new marketing approach. Our story is being represented through evocative images of young children juxtaposed against powerful statements.

These photographs link singular words to qualities embodied by alumni as well as students, faculty and staff.

At the University of Manitoba, we are innovators, explorers, pioneers, rebels, defenders, mavericks, visionaries and trailblazers. That includes you. This is as much a tribute to your legacy and your ongoing contributions to your communities, to our world. You continue to help blaze the trail. Your support and commitment allow us to keep striving to do more and to do better: To achieve greatness.

Please take a look at our campaign on the pages that follow and at umanitoba.ca/trailblazer. I hope you as alumni will be as excited about it as I am, that you will be energized by it and it will become a story you will want to tell.

I also hope you can join me at Homecoming 2011 for the first event in a speaker series we're calling Visionary Conversations. It is my privilege to act as series host and introduce you to some of the global thought leaders who work at the U of M. I encourage everyone to attend this exciting new event; the details are provided below.

David Barnard PRESIDENT AND VICE-CHANCELLOR

VISIONARY CONVERSATIONS

A NEW SPEAKER SERIES

Hosted by DR. DAVID T. BARNARD

PRESIDENT AND VICE-CHANCELLOR
UNIVERSITY OF MANITOBA

UMANITOBA.CA/VISIONARYCONVERSATIONS

Apocalypse or Utopia?

Join us for this premier event as the university's leading minds share their insight on the issues affecting our world and how decisions we make today will shape our future.

WEDNESDAY, SEPTEMBER 14, 2011

ROBERT B. SCHULTZ THEATRE,
ST. JOHN'S COLLEGE, FORT GARRY CAMPUS
RECEPTION IN GALLERIA – 6:30PM TO 7:00PM
PANEL DISCUSSION – 7:00PM TO 8:30PM

Featured speakers: David Barber, Rick Holley, Karen Busby, Michael Freund, Diana Brydon, Brenda Elias