

SEPTEMBER 2011

INSIDE | AUT

NEWS FROM AUT UNIVERSITY | TE WĀNANGA ARONUI O TĀMAKI MAKAU RAU



SIR PAUL REEVES

December 6, 1932 – August 14, 2011

LAST MONTH the AUT community said farewell to a man revered for his strength, vision and spirit. Sir Paul Reeves, who so ably led AUT as Chancellor, passed away on August 14. He left a legacy of leadership and inspiration not only for AUT, but New Zealand as a whole.

In February of 2005, Sir Paul took up the Chancellor role. AUT was still a very new university and people were unsure of what it was and what standing it had. Despite this, or perhaps because of it, Sir Paul was prepared to take on the job.

His role as Chancellor was a part-time job and involved two core tasks: chairing the council of the university and presiding at graduation, roles which Vice-Chancellor Derek McCormack says Sir Paul completed with dedication and commitment.

“Paul embraced the role wholeheartedly without reserve. And did much more than the part-time job description... He threw his weight behind things when needed, and stepped back for others when that was best. He was a force to be reckoned with, sustained by what often seemed boundless energy and enthusiasm.”

In the Vice-Chancellor’s eulogy for Sir Paul he highlighted one of Sir Paul’s

greatest passions and one of the reasons he felt so strongly about his role here at AUT: our kaupapa, the importance of education.

“For Paul, education for those that otherwise would not have a go in life was a crucial mission. In his own life he felt that education had made him what he was. He saw the liberating and transformative power of learning, of going beyond the familiar, of the opportunity to have knowledge and broader understandings that fed curiosity, creativity, tolerance of others and others’ views, and imagination.”

This passion for education never wavered and even as his ill health became apparent and he announced he would cut down on his public roles, he wanted to continue as the AUT Chancellor.

That desire to remain involved with AUT speaks volumes about Sir Paul’s commitment and dedication to the university, said McCormack, “for which we are so grateful and of which we are so proud”.

In Sir Paul’s own words, “leadership is built on trust and example. Your actions, always, must match your words”. There is no doubt that Sir Paul led AUT this way.

SIR PAUL’S ACHIEVEMENTS

Sir Paul was Anglican Archbishop and Primate of New Zealand from 1980 to 1985 and was then appointed Governor-General – a position he held until 1990. He is the only person to have ever held both posts.

In 1991 Sir Paul became the Anglican Observer to the United Nations in New York and in 1994 he became the deputy leader of the Commonwealth Observer group to South Africa and the chair of the Nelson Mandela Trust.

He went on to chair the Fiji Constitution Review Commission from 1995 to 1996 and was the special representative of the Commonwealth Secretary General to Guyana from 2002 to 2006. From 2007 he was similarly involved with Fiji.

Sir Paul was admitted to the Order of New Zealand in 2007 and this was added to an already prestigious list of honours, including being made a Knight Bachelor (1985), a Knight Grand Cross of the Order of St Michael and St George (1985), a Knight Grand Cross of the Royal Victoria Order (1986) and the Queen’s Service Order for public services (1990).

He became the Chancellor of AUT in 2005 and held this position until his passing.

TRIBUTES

When news of Sir Paul’s passing became public, tributes from staff, students and the wider AUT community came pouring in. These tributes expressed sadness at the loss of a man who had enjoyed a distinguished career of public service. Below are just two of the tributes sent to AUT.

“THE STUDENTS of AUT could not have asked for a better man to champion us here at AUT as our Chancellor. You will be sadly missed, forever remembered, and your legacy will live on for many years to come. On behalf of all the AUT students – past, present and future – THANK YOU for your love, compassion, commitment and loyalty to us. It has been through your leadership, courage and drive that we, the students of AUT, are gifted with the university you have left behind...” *Veronica Ng Lam, AuSM president*

“I WILL MISS Sir Paul’s calm gentle manner and hearing his hearty infectious laugh when he came to work in his office or for a meeting on the seventh floor. He loved a cup of tea and a biscuit and a chat and a quiet read of the *Herald* in the tea room. When I first joined AUT I couldn’t believe that I was talking to this great man.” – *From an AUT staff member*

LETTER FROM THE VC



AUT's growth leadership

AUT'S CHALLENGE to develop university enrolments has been met. AUT is performing strongly against the other universities for growth in degree and postgraduate enrolments, according to official data for 2010 recently released by the Ministry of Education.

The data is for university enrolments over the period 2003 to 2010 and reveals that AUT produced the leading increases in both undergraduate and postgraduate degree EFTS numbers. For bachelors degree EFTS, AUT contributed 87% of the total university sector's EFTS increase since 2003.

In 2010, AUT still remained distinctive with the highest pre-degree enrolment at 3,500 EFTS – a result three times as large as the next highest, Massey.

By 2010, AUT had 4,000 fewer pre-degree EFTS than in 2003 – but had still increased its total EFTS by 4,000.

When considering size, whether as total EFTS, bachelors degree EFTS, or all higher education (degree and postgraduate) EFTS, the 2010 results show that AUT is now very much a typical New Zealand university and not an outlier.

AUT remains behind in postgraduate EFTS numbers. However, it was first equal with Otago for increases in the combined number of masters and doctorate EFTS since 2003, and by 2010 had reached 72% of the all-universities-average for EFTS at this level.

AUT maintained its international EFTS numbers, while all other universities except Otago dropped theirs over the period. At the same time AUT shifted its international student profile. In 2003, it had the lowest number of international EFTS in higher education, but by 2010, with 2,488, was second only to the University of Auckland which had 3,695. The average for all universities was 1,950.

All up, AUT has grown by 8,000 EFTS in higher education since 2003 – an average of 1,000 per year. The next highest increase in higher education EFTS was at the University of Auckland which grew by 5,300 EFTS, and it was far ahead of the remaining universities, several of which decreased their numbers.

At a time when the Department of Labour is predicting that the demand for workers with degrees will continue to increase (Skills Challenge Report, 2011), AUT is making an important contribution to New Zealand's future.

AUT's achievement in its degree and postgraduate growth says much about the excellence of AUT's programmes, teachers, researchers and student support. It is an emphatic 'stamp of approval' delivered by the students themselves.

Derek McCormack

Students accredited at forum

NINE POSTGRADUATE AUT Asia-Pacific journalism students were accredited to cover the South Pacific Forum leaders' summit and related civil society issue conferences held in Auckland in early September.

International visitors included the United Nations Secretary-General Ban Ki-moon. The reporting team comprised students from China and Papua New Guinea and was led by Pacific Media Watch contributing editor Alex Perrottet and Pacific Media Centre director Dr David Robie. They were supported by Scoop editor Selwyn Manning. Their coverage was run on Pacific Scoop (www.pacific.scoop.co.nz) which is edited by the Pacific Media Centre.

WG construction progressing well

WORK HAS been rapidly progressing on the construction of our brand new WG precinct. From completing the foundations to now creating the height and structure of the building, the site has seen a massive transformation over the past two months.

By the end of the year the tower core will be up to level seven or eight, and the lecture theatre structure, fronting Mayoral Drive, up to level five. Work to interface the WG structure with WA and WH will be commencing in earnest over the 2011/2012 summer break.

Suzanne Webb, AUT director of asset development, says work on the development is tracking well.

"The challenge of constructing such a large building within a constrained site, while also minimising the disruption to the campus, is certainly keeping everyone very busy. But it's all progressing well, with the construction phase scheduled for completion by mid-November 2012."

For more information, visit www.aut.ac.nz/futureme



The WG building site has been transformed in just a few months.

A milestone for Max: 20 years as dean

TOUTED AS '20 years of change, influence and controversy', Professor Max Abbott recently celebrated two decades at the helm of AUT's Faculty of Health and Environmental Sciences. In 1991, Abbott was appointed dean of the faculty and under his tutelage it's become the country's largest and most diverse health and science education provider.

To celebrate, Vice-Chancellor Derek McCormack recently hosted a special event marking Abbott's 20 years as dean.

"Max's achievements are many. His work has positively influenced attitudes in the health sector and society at large. His pioneering research in mental and public health, and significant contributions in gambling, addictions and migrant health research have helped to shape policy and have positively impacted our communities."

Former Prime Minister Dame Jenny Shipley spoke of "being in the trenches" with Abbott in the 1990s when she was then Minister of Health. She also paid tribute to his achievements, particularly his contribution in mental health.

"He spoke up when it wasn't fashionable and he's made a profound difference to the lives of those with mental disability and mental health disorders. His courage and leadership in standing up for them led to a number of terrific shifts, not only in public opinion, or in parliamentary opinion, but more profoundly in the eyes of people with mental health disorders – who can now hold their heads high. Max can be enormously proud of a very large legacy of change. He is a champion as a New Zealander."

Prior to becoming dean, Abbott was the founding national director of the Mental Health Foundation of New Zealand. As past president of the World Federation for Mental Health, he also co-founded the first World Mental Health Day.

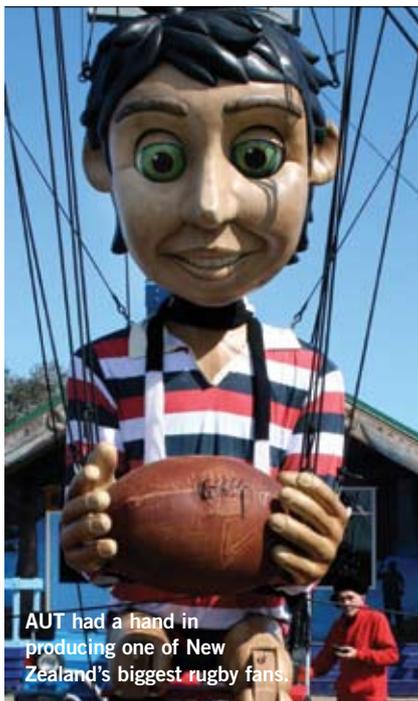
Abbott has witnessed considerable transformation across AUT over 20 years, the most significant being the changing face and diversity of research.

"The research landscape has evolved rapidly and is being driven by established research leaders and a new generation of emerging researchers. Our numerous research institutes and centres are dedicated to advancing



Dr John Hinchcliff, former AUT Vice-Chancellor, with Professor Max Abbott.

knowledge, raising further questions for investigation, generating new products and technologies and enhancing policy-making and professional practice. There is clear evidence our research is delivering results."



AUT had a hand in producing one of New Zealand's biggest rugby fans.

World's biggest rugby jersey

WHAT'S RED, black and white, a couple of metres long and 1.5 metres wide?

The world's biggest rugby jersey.

It's a Counties Manukau jersey, specially designed and made by AUT fashion staff, students and graduates to be worn by Junior – a five-metre tall stringed puppet modelled on a 12- to 13-year-old rugby fan.

Junior is part of Auckland Council's Heart of the Nation programme and is owned by the council. He will be at various venues around Auckland for the Rugby World Cup festival.

Part of what makes Junior so authentic is his clothing which immediately marks him as a Kiwi kid and a provincial rugby fan. To get the right look Junior's

creators, The Biggest Fan's Sarah Burren and Charles Tongue, approached AUT's costume design teachers at the School of Art and Design. For his shirts, jeans, hoodie, rugby jersey and other items of clothing, especially large fabric had to be sourced and printed at AUT's Textile and Design Lab.

"We had to take into consideration his unique proportions," says AUT graduate Nadeesha Godamunne who designed Junior's wardrobe. "His arms come down to past his knees, and at five metres tall we couldn't find socks to fit."

Check out www.heartofthenation.co.nz for Junior's performance schedule. Junior will be on display at AUT in November.

Film by AUT academic accepted into international film festival

ASSOCIATE PROFESSOR of Graphic Design at AUT University, Welby Ings, has just had his newest short film, *Munted*, premiere in the World Cinema section of the prestigious Montreal World Film Festival.

This is Ings' second short film, which he describes as an "unusual story about a false accusation of paedophilia and its terrible consequences".

The film is set in 1961 in a remote

rural community and it tells the story of a 10-year-old girl and her friendship with a brain-damaged artist.

The story of this friendship is told through erosions between film and drawing; the film is a lyrical and brutal account of the cost of rumour and prejudice.

"The film is a fight between two ways of storytelling.

"Part of it is through film and part is through drawing," says Ings.

The film uses over 200 individual paintings and water stains that are animated so they bleed over filmed sequences in the story. In the course of the film the artist does his work by kerosene light so, to keep everything authentic, Ings worked in exactly the same way.

He describes the film as "dark and tender", and its contentious topic resonates with Ings.

"A story like this happened where I grew up in a rural area of the King Country. The accused man was badly beaten and hounded out of the district without being able to comprehend what he had been accused of. I chose to take the subject to film as a way of using innocence and pathos to reveal the brutality of what happens when sanctioned rumour is pitted against a truth that can't defend itself."

And it is a film that makes you think, says Ings, exactly what he says cinema should do.

"I'm quite shy," he says. "I love teaching and I can do that stuff but I make films to tell the stories that I can't tell in person.

"Stories are a way of showing us something about the human condition."

The Montreal World Film Festival also premiered his first short film *Boy* in 2005 before it went on to win the Best Short Narrative Film award at the 2005 Cinequest Film Festival. From there it was shortlisted for the 2006 Academy Awards.



Welby Ings with actress Ella Edwards during filming of *Munted*.

AUT Accounting and Finance ranked top 15 in NZ and Australia

THE ACCOUNTING and Finance programmes at AUT University have been ranked in the top 15 in Australia and New Zealand, according to a recent article in the AFFANZ (Accounting and Finance Association of Australia and NZ) Journal.

In the study, 'An analysis of the accounting and finance research productivity in Australia and New Zealand in 1991–2010', Chan et al studied the research quality and quantity of 53

accounting and finance departments at higher education institutions.

The authors ranked the departments at AUT University 15th in the period from 2000–2010, based on publications in the top 48 accounting and finance journals. Furthermore, when the authors looked at the quality of publications, based on only A* ranked journals (considered the most influential journals in the field), AUT University ranked 10th.

Professor and discipline chair of finance Alireza Tourani-Rad says he is delighted with the achievement of the department.

"Within only five years, we have managed to produce more world class research outputs than most established universities in Australia and New Zealand with their twenty years of history.

"This is an outstanding accomplishment for the accounting and finance departments here at the AUT Business School."

Invasive seaweed has export potential

UNDARIA *pinnatifida* is known to most of us as the bright green seaweed salad in our sushi.

But it's also a highly invasive and unwanted species, according to New Zealand biosecurity laws.

Until recently, that status has limited Undaria's potential as a commercial crop in New Zealand. But now that the moratorium on harvesting Undaria has been relaxed, AUT University seaweed biologist Dr Lindsey White says the seaweed has great export potential for New Zealand.

White is leading a team of researchers exploring Undaria's commercial and health-related uses and the market opportunities it could offer New Zealand's aquaculture sector.

"Undaria is only grown commercially in a few countries," says White. "Farming the seaweed is a multi-million dollar industry in Asia, and New Zealand could claim a piece of that pie."

Undaria was accidentally introduced to New Zealand waters in the 1980s, where it spread rapidly.

Concerns about its ecological impact led the government to impose a moratorium on its harvest and farming until late 2010. The seaweed is still classified as one of the top 100 global invasive species, but now that it is found on the East Coast from Stewart Island to the Hauraki Gulf, and as a pest on mussel farms, the government has decided that it can be harvested

commercially.

With the moratorium lifted, the time has come for seaweed-based industries in New Zealand, says White. "As a starting point, there is potentially tens of thousands of tonnes of Undaria going to waste every year, most of it growing like a weed on the lines of commercial mussel farms."

AUT, in partnership with Wakatu Corporation – one of New Zealand's largest mussel export companies – is researching the commercial and health applications of Undaria. Mark Allsopp, development manager at Wakatu, says the work is part of the organisation's commitment to explore new market opportunities.

"Wakatu was one of the first to be granted a harvesting licence when the moratorium on Undaria was lifted in 2010. A lot of Undaria already grows on our lines so we're interested in using it, rather than it being a pest."

White says that ongoing research is essential to increase the competitive edge of New Zealand's aquaculture sector.

Eight research projects are underway at AUT, exploring subjects from the differences in nutritional chemistry between New Zealand and Asian strands of Undaria to its potential anti-cancer properties.

There is an increasing demand for fresh seaweed in New Zealand, as our Asian population grows, along with a healthy local market for seaweed-based products including fertilisers, stock food

Dr Lindsey White says Undaria seaweed is an under-utilised resource in New Zealand's aquaculture sector



and produce for human consumption. Seaweed is also valued for traditional purposes amongst Māori.

"Undaria is such a valuable resource," says White. "My pick is that within the next few years we'll be farming Undaria, not just harvesting it."

PHOTO: KATH BLAKEMORE, DEPARTMENT OF CONSERVATION

Bargain times for diners, says report

IN THE LAST 10 years restaurant menu prices have increased roughly at the rate of inflation (2.7%) but food, electricity and gas costs have increased anywhere from 2.8% to 6%. These findings and more were announced in the AUT University and Restaurant Association of New Zealand annual report released in September.

This first-ever report suggested that food service outlets are absorbing increasing costs without passing them on to customers. Co-authors of the report, AUT senior lecturers David Williamson and Lindsay Neill, say the fact that restaurants

aren't passing on increased costs to customers is no surprise and it's resulting in bargain times for diners.

"Currently profitability levels in restaurants are low, a mere 5%," Williamson says. "And more than ever restaurants are running much leaner operations. Some of the other statistics collected tell us that while the number of food outlets in NZ is increasing, the number of employees is decreasing. This can only impact negatively on service."

More highlights from the report:

- In terms of food products that have seen the highest price increases, vegetables top

the chart with an average of 5.1% annual growth over the last 10 years

- Customers were asked about their eating habits over the last 12 months and whether the economic climate has had any impact on how often they eat out. 50% reported they eat out less frequently and 46% said it made no difference. 3% claim to eat out more often. Additionally two thirds of the population said GST increases at the end of 2010 have made no difference to how often they dine out
- The category which recorded the greatest reduction in spend is fine dining.



Student leaders from Waiuku College

Manukau students role models of youth leadership

BEING A Year 13 student is tough, but it's even more challenging when you are a role model of youth leadership for fellow students. But AUT University's Prefect Leadership Summit, which brought together more than 300 student leaders from across the Auckland region, offered students some support and advice.

Rebecca Davis, AUT University director of community engagement, says "the Leadership Summit is a key part of our prefect training programme. It allows us to really engage with the students and give them tools that enable them to provide sound leadership to their schools and for their own personal success."

The summit was of particular relevance to south and east Auckland students, as it had a Manukau focus, due to the growing youth population in the region and the importance of having models of youth leadership. The summit

was held at the Telstra Clear Pacific Events Centre, and was supported by the Manukau campus.

One of the highlights of the event for many of the students was hearing from rugby league great Graham Lowe, who shared his experiences of team and individual success. "Graham spoke a lot about success on the sports field, but the principles were relevant to everyday life as well, and really resonated with the students," says Davis.

The students were also treated to a presentation from local Manukau resident, barrister and business owner Ronji Tanielu, who spoke with humour and humility on achieving personal goals while maintaining spiritual faith. Wade Jackson, creator of the Improv Bandits and a successful life coach, used improv comedy to display different perspectives on achieving successful outcomes.



Gym opens at AUT Manukau

BODIES AND MINDS are set to be strengthened with the opening of a new gym on AUT's Manukau campus. Moetahi (Tahi) Clark (pictured) came on board recently as the centre's senior supervisor. The gym will be open for all AUT staff and students from 7.00am–7.00pm Monday to Thursday, and 7.00am–5.00pm on Friday.

"Our vision is to offer a facility for staff and students at Manukau that is equivalent to the North Shore and City campuses, and this is our first step towards realising that," says Himan Patel, manager of the sport and fitness centres at AUT.

Awards show off student skill

THE SCHOOL of Applied Sciences postgraduate awards ceremony recently celebrated the achievements of outstanding students including Melanie Adriaansen who received three awards, the New Zealand Institute of Medical Laboratory Science Prize for the most outstanding Bachelor of Medical Laboratory Science (BMLS) graduate, the Diagnostic Medlab Prize for the most outstanding BMLS graduate in Clinical Chemistry and the Beckman Coulter Prize for the most outstanding BMLS graduate in Haematology.

Kimberley Bernadette Bobby Suan was the other big winner, taking out the Fletcher Trust Award for the most outstanding Bachelor of Applied Science graduate, the Fletcher Trust Award for the best research project and the Macartney Prize for the most outstanding BAppSc graduate in Food Science.

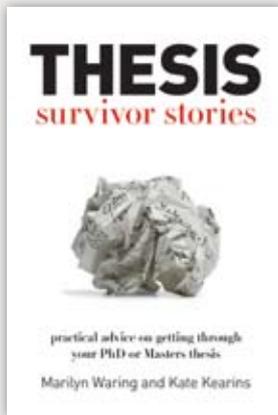


Melanie Adriaansen, pictured with Ross Anderson of Diagnostic Medlab, was a standout at the School of Applied Sciences postgraduate awards ceremony last month.

New book tells how to survive a thesis

THE REAL-LIFE experiences of students' journeys through their PhD and masters theses form the basis of a new book by Professors Marilyn Waring and Kate Kearins from AUT University.

Thesis Survivor Stories: practical advice on getting through your PhD or masters thesis was launched at Four Seasons Restaurant in September with publisher AUT Media. The book takes readers through 20 students' stories of the trials and tribulations of completing their theses as well as offering useful advice for students contemplating taking the next step in their tertiary education.



The sharing of PhD stories is something Waring incorporates in her supervising of thesis students, having monthly potluck dinners for them to meet others in the same process.

"There is collegiality in sharing stories. There is nothing out there at all that students could read to find the kind of support they get at the potluck meetings," says Waring.

Waring and Kearins' interest in thesis research and writing experiences come from their own experience as one-time PhD candidates and now as supervisors.

Changes in the School of Education

A NEW APPOINTMENT has been made in the School of Education with senior lecturer Lyn Lewis stepping into the role of associate head of school.

Lewis started at AUT University in 2008 coming from the Bethlehem Tertiary Institute in Tauranga where she had held a similar role.

"Having had three-and-a-half years of teaching and research has been great, but I'm now looking forward to moving back into leadership," she says.

However, leaving the school is business manager Johan Rall, who has now taken up a role as a psychologist with the Department of Correctional Services' Rehabilitation and Reintegration Services.

Academic flexibility for elite athletes

AT THE 2011 Women's Football World Cup pool game against Mexico, AUT University student Hannah Wilkinson scored with the final kick of the game. That goal earned the Kiwi side an historic 2-2 draw and precipitated a frenzied celebration.

The psychology student was able to concentrate 100 percent on the tournament thanks to a programme that allows elite athletes to focus on their sport while still achieving their academic goals. Signed by AUT in May this year, the University Protocol for Elite Athletes is a formal agreement that affords top sportspeople the flexibility to study and complete assignments and exams around their training and competition commitments. It largely formalises a process already in place at the university.

Athletes eligible for the programme include Prime Minister's Scholarship winners, those assisted by the New Zealand Academy of Sport and students who are competing in a national sport at the highest level. Wilkinson, one of 60 students benefiting from the programme this year, was able to complete an academic assessment early, prior to



Hannah Wilkinson (left) after scoring the last minute goal that earned NZ a draw.

leaving for the World Cup.

"The programme helped me concentrate on the games. It's really flexible," she says.

Athlete support manager Bruce Meyer acts as the conduit between elite athletes and academics. As the elite athlete coordinator at AUT, he meets with athletes at the beginning of the semester to determine what sporting

commitments they have and then works alongside students and academics to plan when and how assessments are completed. He also advocates on behalf of the athlete on written applications to the exam board.

He says that the programme improves the athlete's performance in their sport and their academic grades.



Final winemakers' dinner with Murdoch James vineyard

THE AUT winemakers' series concludes for this year on October 28 with Martinborough's Murdoch James vineyard in the spotlight.

As one of the pioneering wine producers of the region, Murdoch James was established over 20 years ago by Roger and Jill Fraser. The vineyard enjoys premium grape growing soil conditions and, true to their terroir, the wines of Murdoch James are rich in flavour and elegant in style. Winemaker Carl Fraser believes "the wine is made on the vine" so is meticulous with nurturing the grapes to get the best from them for his award-winning wines. His wines

are true to varietal characters being both concentrated and beautifully balanced, epitomising the best of Wairarapa wine.

Each winemakers' dinner features a five-course degustation menu matched with five wines from the vineyard.

Cost: \$95 per person

Time: 6pm for bubbles, 6.30pm for first course

Date: October 28

Venue: Four Seasons restaurant, AUT University, corner of Mayoral Drive and Wellesley Street

Bookings: (09) 921 9932

Marketer takes out national rookie award

AN AUT marketing manager was named as the winner of the Rookie of the Year at the TVNZ New Zealand Marketing Awards at the Langham Hotel in late August.



Max Woodhead, the Marketing Rookie of the Year winner (third from right) with AUT MarComms team members.

Max Woodhead, marketing manager for the School of Sport and Recreation and Applied Sciences, won the prestigious award for the development of the brand and marketing strategy for the university's 14 research institutes.

Woodhead, who has been leading the project since 2010, says winning the award was a surreal and humbling experience, given the strength of the other finalists and the number of entries.

"It was also great to celebrate it with my colleagues and I see it as recognition for the whole marketing team. I have great people around me who have always supported me not only in this project but in everything I do at AUT," he says.

"Also Nick [Swallow, head of marketing and communications] has to take a lot of the credit. I was not only able to draw on his marketing experience and expertise, but he has been a mentor for me throughout my time here at AUT."

Now in their 20th year, the awards are the marketing industry's premier awards

and celebrate excellence in marketing, judging entries on marketing thought, leadership and business success.

Since AUT became a university in 2000, the research institutes have grown organically with no overarching marketing strategy. Woodhead worked with advertising agency Consortium to develop new branding that enabled the research institutes to be integrated under the AUT banner.

Ultimately the aim is to improve the overall reputation of the university, attract high quality postgraduate students, bring in more funding and develop an environment conducive to more quality research.

Of the 14 research institutes, Woodhead has completed the brand development for half. It has been a challenging task, but one that he has thoroughly enjoyed.

"It's really exciting working with academics. You're dealing with people who are really passionate about what they're doing."