

## Hawkesbury CIC Local Section

April 11, 2012

### NOTICE OF MEETING

Members and guests are cordially invited to attend our upcoming meeting that will include dinner at Restaurant Carole in Hawkesbury, followed by a talk by Dr. Joe Schwarcz.

Dr. Schwarcz has received numerous awards for teaching chemistry and interpreting science to the public, and is well known for his entertaining lectures on a wide range of topics. "Dr. Joe" appears regularly on the Discovery Channel, and has a weekly radio show and a newspaper column. He has spoken to the Hawkesbury Section on several occasions over the past eleven years, and his audience can be assured of a highly entertaining evening. The following paragraph is Dr. Schwarcz's description of his upcoming talk.

#### **HEY! THERE ARE COCKROACHES IN MY CHOCOLATE ICE CREAM!**

No, there really are no cockroaches in chocolate ice cream. But one of my radio listeners did jump to this conclusion after misinterpreting what had been said about a certain food colorant. Being on one end of a microphone and in front of television cameras for over twenty years has afforded some fascinating insight into the public's perception of science. It has also provided an opportunity to separate sense from nonsense in areas ranging from nutrition and medications to cosmetics and pesticides. This highly visual and entertaining presentation examines some serious as well as some frivolous experiences in dealing with the public and emphasizes the importance of fostering critical thinking.

**DATE:** Wednesday April 18, 2012

**PLACE:** Restaurant Carole (2<sup>nd</sup> floor)  
292 Main Street East, Hawkesbury

**TIMES:** 5:30 PM Reception  
6:00 PM Dinner  
7:30 PM Lecture by Dr. Joe Schwarcz

Restaurant Carole is offering its regular menu selection. Please call one of the following by 2 pm on Tuesday, April 17th if you are planning to attend.

Don Mutton (613) 632-3331  
Jack Histed (613) 675-4553  
Brent Ball (450) 533-1268 (work) (450) 533-6556 (home)

CIC members are asked to remain after the lecture for the Section's Annual General Meeting.

Looking forward to seeing you on the 18th,  
Brent Ball