

# RED

A Publication for the Seneca College Community

News.  
Ideas.  
People.

2013

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**Soaring to a new location**

The School of Aviation and Flight Technology has found a new home in Peterborough.

---

**Building our alumni community**

Seneca Alumni Council volunteers are paying it forward as mentors and ambassadors.

## A caring generation

The academic programs at King Campus are addressing the needs of our growing population.



**Seneca**

# GROW YOUR CAREER



**Advance your career and your organization's success! Join Seneca's Green Citizen Campaign**

As Seneca alumni, you can obtain your personal Green Citizen Card and Green Citizen Learning Handbook. There's no charge.

*Add to your career portfolio by:*

1. Viewing the Green Citizen learning module at [www.thegreencitizen.ca](http://www.thegreencitizen.ca)
2. Registering with the Office of Eco-Seneca initiatives
3. Completing a few small exercises, and...
4. Applying for your Card

## **Why?**

**Going green in an organization is about adding to, not subtracting from, the bottom line, by:**

- Improving operational efficiencies
- Meeting regulatory requirements
- Transforming corporate opportunity, and...
- Building an employer's reputation to attract the top talent

*To register, contact:*

[bill.humber@senecacollege.ca](mailto:bill.humber@senecacollege.ca)

or

[amanda.legros@senecacollege.ca](mailto:amanda.legros@senecacollege.ca)



Scan to visit:

[www.thegreencitizen.ca](http://www.thegreencitizen.ca)

**Seneca**

# 2013

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“

I received the tools to be very successful in this extremely competitive industry. It was an easy transition because of what I learned at Seneca.

”

*Charlene Drummond, alumna*  
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### **A caring generation**

Supporting people in their most vulnerable circumstances requires professionals with special skills and the desire to make a difference.

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### **Alumni stories**

Graduates are combining their talents and ambition with the guidance they have received to build successful careers and mentor those following in their footsteps.

COVER:  
Bachelor of Child Development  
student Emma-Lynn White.



News. Ideas. People.

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# President's Message



**David Agnew**



At Seneca, we do our best to instill in our graduates that along with their new credentials comes the responsibility to make a difference.



Fall is a wonderful time of year at Seneca as we welcome thousands of new and returning students to our campuses. Their enthusiasm and energy is contagious.

Yet even as so many are starting their education at Seneca, we're also preparing for our fall convocation ceremonies where we celebrate our graduates' success with family and friends.

While we take access to postsecondary education for granted in Canada, it's a privilege enjoyed by less than 10 per cent of adults around the world. At Seneca, we do our best to instill in our graduates that along with their new credentials comes the responsibility to make a difference – not just in the workplace, but in the community as well.

As you'll see in this edition of *RED*, we're delighted to showcase the commitment to community service that you find from Seneca alumni. The cover story talks about the exceptional programs at King Campus and the many ways our graduates in nursing, early childhood education and social services are helping their communities.

The critical role King graduates play in supporting growing municipalities across the GTA cannot be understated, and over the next five years, we're expanding our King Campus to accommodate an additional 1,500 students. With government support, and a major fund-raising campaign, we'll be able to provide students with more classrooms, study space, athletics facilities and laboratories as well as improvements to the current buildings.

You'll also read about other exciting developments across the College, including our new aviation campus in Peterborough and two new graduate certificates in social media and nonprofit leadership. These new programs were developed largely through consultation with industry leaders on program advisory committees who identified the need for Seneca graduates with expertise in these areas.

It's no secret that program advisory committees play a critical role at Seneca. In fact, many of our alumni devote countless volunteer hours helping enrich and renew our curriculum and programs as members of these committees. Your expertise, insights and connections are

invaluable resources for our students, and your ongoing support of the College is greatly appreciated by faculty and students alike.

As always, the primary focus of *RED* is to celebrate the many successes of our alumni. No matter where I travel on behalf of the College, whether across town or to China, I run into someone with a connection to Seneca and a positive story to tell. Our impact is truly global.

As alumni, you are our best ambassadors. The slogan of our recent marketing campaign says it all: "The proof is in our graduates." Seneca stakes its reputation on your success. Time and time again, you've proved us right.

Thank you for staying in touch. We're proud that your accomplishments continue to inspire a new generation of students.

A handwritten signature in black ink, appearing to read 'David Agnew'.

*David Agnew*  
President

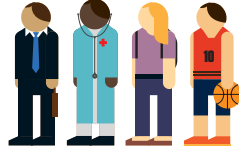


## AGENDA

A full slate of success and innovation



The Alumni Council will include representatives from each of the College's faculties, as well as athletics and student leadership.

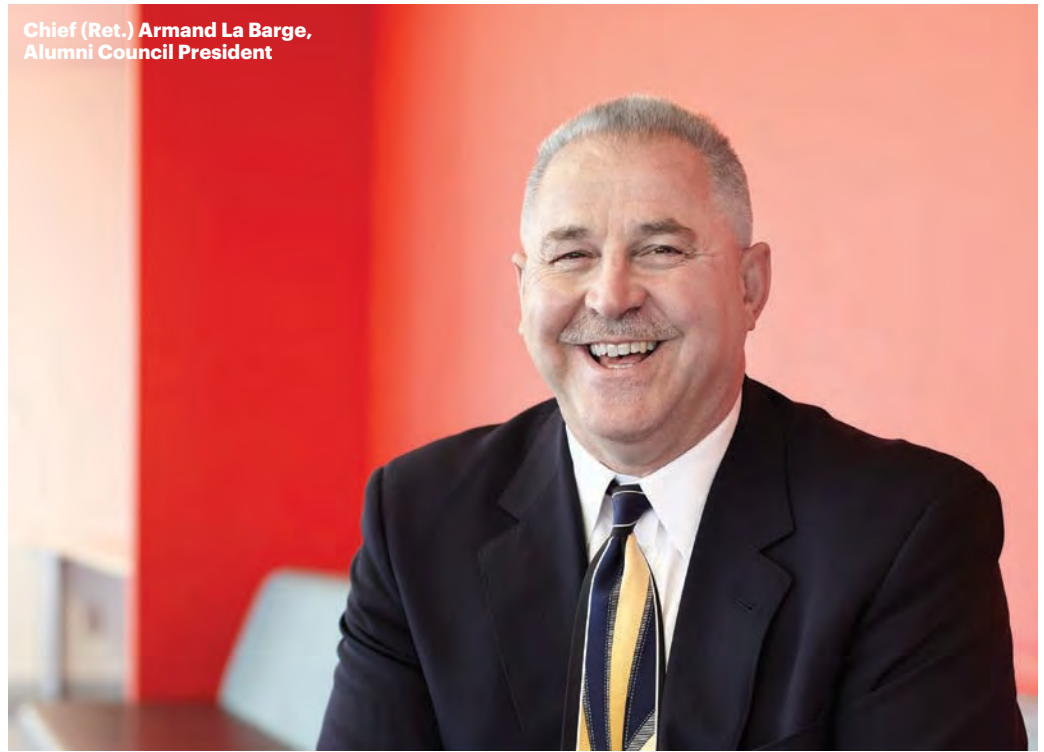


### NEWS FOR ALUMNI AND FRIENDS

Seneca is built on strong leadership in the classroom, workplace and community.



Chief (Ret.) Armand La Barge,  
Alumni Council President



**EACH YEAR**, we do our best to bring you stories that reflect who we are and what we do.

For me, each story of academic achievement, career milestones and generosity shares a common theme: leadership.

We see it in new grads, like Katelyn Forgione, who travelled overseas to talk about children's rights. And we see it in alumni like Marc Neeb, a senior executive at one of the world's most successful companies, who still finds time to volunteer in his community. There are no better role models out there for our students. And these are only two examples of what Seneca is all about.

We are very excited to be launching a new Alumni Council this year. Speaking of leaders, we could not ask for a better president than Armand La Barge, a graduate from our King Campus and the former chief of York Regional Police.

In the coming months, you'll hear more

about our plans for Seneca alumni. We hope to give a collective voice to our graduates and represent your interests at the College. We will also continue to support current students through mentoring opportunities and career guidance, while creating programs to help alumni advance in their careers.

Seneca has successful grads everywhere, in every industry. The stories in *RED* are just the tip of the iceberg. For us, it is so inspiring to hear about the great things you are doing. You make us proud every day.

We are also grateful to the countless donors who are helping our students reach their goals. As you'll see throughout these pages, Seneca has been fortunate to work with so many individuals and organizations that care for our students as much as we do.

We have a busy year ahead, and we look forward to welcoming you back to Seneca – whether you have time to drop by for a visit or attend one of our reunions or networking

events. Your input is always appreciated; we want to know where your career is taking you and how we can help you.

Thank you for the pride you bring to the College. Keep in touch.

*Daniel Atlin*  
Vice President  
Strategy and College Affairs  
@DanielAtlin

# \$110,000

The amount given by the SSF to support the 2013 Campaign for Students.

## SSF PRESIDENT'S MESSAGE

Developing programs that celebrate students' interests, talents and diversity.



More than 8,000 students graduate from Seneca each year.

**AS I BEGIN MY FIRST SCHOOL YEAR** as President of the Seneca Student Federation (SSF), it is my privilege to welcome you to the third edition of *RED*. Our alumni and community partners are integral parts of the Seneca family, along with our amazing, diverse group of students, faculty and staff.

Our mandate at the SSF is to provide services and activities that benefit our students. We have an outstanding team of student leaders and staff at the King, Markham, Newnham and Seneca@York campuses. All are dedicated to serving the student body and ensuring that our programs and advocacy efforts are on point.

As President of the SSF, it is my responsibility to lead efforts that prioritize students' academic and personal needs. Alumni will be pleased to know that our work is guided by a renewed sense of student engagement. For us, it is all about enhancing their experiences.

The stories in *RED* prove that our alumni are achieving success in a diverse set of careers and are more than willing to give us advice and guidance.

The continued growth of NetworkRED, the online mentorship program, is just one way alumni are helping us reach our goals. My sincere thanks to all of you who have taken a current student or recent grad under your wing.

During the school year, I invite you to stay in touch with the SSF. Your experience is invaluable, and we appreciate your support as we develop initiatives that celebrate our students' talents and countless interests.

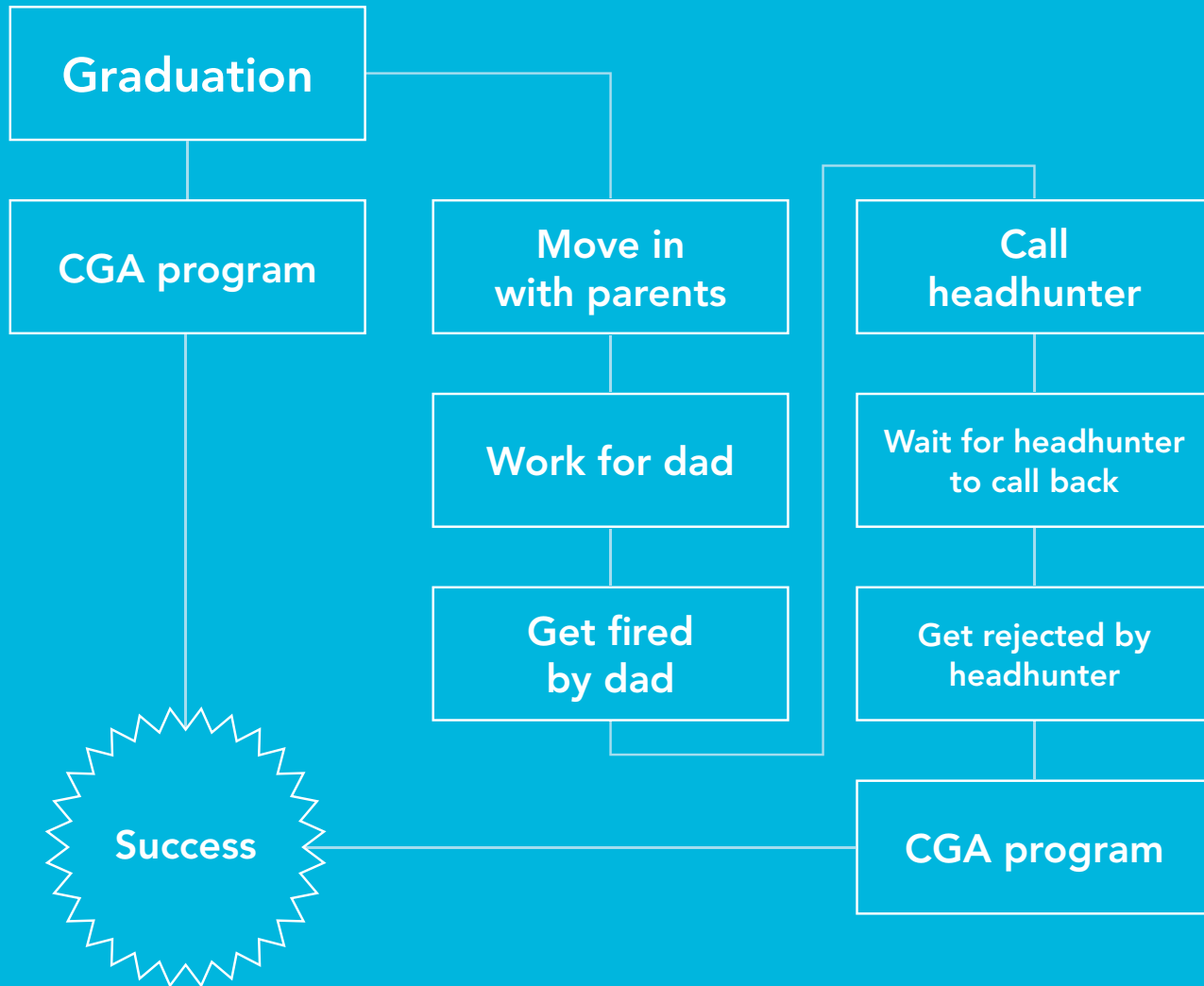
We also need your help with the annual Campaign for Students. As you may know, the SSF has been a key contributor to this fundraising campaign for financial aid. Over the past two years, the Federation has pitched in more than \$310,000 to help establish awards for students in need.

Part of our mandate is to ensure that no student has to quit school because of financial concerns. This is a tall order, considering that more than half of our students require financial support to pay for their studies. Your contributions to initiatives like the Campaign for Students are greatly appreciated. I am always available to discuss opportunities for you to get involved.

The SSF has an open door policy, and I welcome visits from our alumni and community partners. Thank you for all that you do to represent our College so well. You are an inspiration to our students, and I look forward to working with you in the year ahead.

*Maxfield Louis*  
President  
Seneca Student Federation

# Which path will you take?



**The CGA program lets you transfer credits so you can get ahead.**

You don't have to be the campus track star to fast track your way to success. The CGA program allows you to transfer credits from your post-secondary education towards your CGA designation, giving you a head start on the path to a fulfilling career.

See what CGA program courses you may be exempt from at [cga-domore.org/transfer](https://cga-domore.org/transfer)



# B

## BEYOND THE CLASSROOM

Career resources

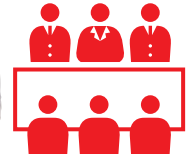


### David Common comes home

CBC correspondent is the new voice of *World Report*.  
p. 8

### Program Advisory Committees

Sound advice from those in the know.  
p. 9



### ONLINE RELATIONSHIP BUILDING

## Maximizing your potential through mentorship.

**HAVING ARRIVED IN CANADA** from China just two years ago, Monte Zhu, a father of three, could not find a job as a financial software programmer.

Monte eventually came to Seneca and graduated from the College's Accounting Techniques program. But he realized he needed some help to navigate the job application process and find options that fit his expertise and education. Monte needed a mentor.

That's when he turned to NetworkRED, Seneca's online mentorship community. Launched in 2012, this online portal matches seasoned alumni with recent graduates in need of professional guidance.

"After graduation, I found it difficult to find a job, especially since I didn't know the market," says Monte. "I didn't have any Canadian experience. Mentorship is really important because you need somebody who can teach you where to go."

To date, 700+ Seneca students, employees and graduates have joined NetworkRED, with an average of 50 new members building profiles each month. NetworkRED matched Monte with Aamir Iqbal, a graduate of the Computer Programmer Analyst program, who is now a Senior Project Lead at Scotiabank.

With Aamir's guidance, Monte received a job offer from Oracle Corporation, where he oversees their Outlook Enterprise Systems initiative.

"Aamir's mentorship has been very important to me," says Monte. "He encouraged me to build my career and have confidence in myself."



NetworkRED members (l to r) Aamir Iqbal and Monte Zhu.



PHOTO: JOANNE RATAJCZAK

#### NetworkRED benefits:



#### For Mentors

- Share your knowledge and experiences with fellow graduates
- Develop your leadership, communication and mentoring skills

#### For Mentees

- Receive advice, guidance, encouragement and inspiration
- Expand your professional network

The friendship between Monte and Aamir shows how just one person can make a big difference in the development of someone else's career. So how does one go about finding a mentor?

"You need to clearly define what it is you're looking for," says Aamir. "When you're approaching a mentor, don't go with the expectation that he or she will help you find a job. Mentorship is more than that: It's about you learning from others' experiences."

To join NetworkRED, simply create an account at [seneca.mentorcity.com](http://seneca.mentorcity.com)



ON EXPERIENCE

David Common  
Anchor, *World Report*  
CBC Radio One

Broadcasting grad David Common has covered stories everywhere from Haiti and Mali to Afghanistan and Iraq. As a CBC correspondent, he's seen it all and lives to tell about it. David has come home to anchor Radio One's *World Report*, and he reflects on suicide bombings, work-life balance and what new grads can do to stand out from the crowd.

**After so many years as a foreign correspondent, was it strange to come home and do *World Report*?** It is a different job. I was always on the road. I lived in airports, rental cars and hotels. You survived on adrenaline, and it was a killer for family life.

**How have you been able to maintain a work-life balance?** It's been a struggle. At the high end of any business, you're very busy, and you're in demand. You need to have a very understanding and supportive spouse. My wife was doing the job almost as much as I was. Like, when I called her in the middle of the night from Mali and said, "Get on the computer, and tell me if this road is safe."

**When did you realize that assignment work was for you?** During the joint York/Seneca program, I had the opportunity to do an exchange in Stockholm. That gave me the travel bug. As an intern, I met CBC reporters in London. These were the guys who were at the pinnacle of reporting,

dashing all over the world, doing incredible things. I thought, "I'd like to do what they're doing." It took me eight or nine years to get there.

**Of those "at the pinnacle," were there any who mentored you?** I continue to have people who influence me. But there was one who really stood out when I was first deployed: Patrick Brown, who was CBC's most prolific "bad place" journalist. He did the lead up to the war in Iraq. I was a reporter at the time in Regina, and they asked me to go too. It was an incredible experience. We went to Baghdad and to Saddam Hussein's palace. We experienced many close calls – suicide bombings.

**What other experiences have stayed with you?** In 2004, I went to Haiti. I learned a lot, not just about journalism, but also how to act on the road and how to deal with the nasty things we were seeing.

**When you're in those "bad places," and things are bleak, what have you done to persevere?** You just push through. You recognize the stakes in a hostile environment. While you don't want to endanger your life, you want to make the investment worth it. You end up talking it through with your colleagues at the end of each day.

**After the fact, when you've had time to deconstruct things, do the stories you produce help you reconcile what you've witnessed?** You get to see the impact of things later on. It helps when you begin to see a greater public understanding on an issue or governments take action.

**What do you remember about your time at Seneca?** The biggest thing for me was the technical aspect. It gave me a leg up because I entered the business at the dawn of video journalism. If you wanted an entry-level job, you had to bring more to the table. Those skills certainly helped.

**What words of wisdom would you share with a new grad?** You have to work extremely hard, and the investment doesn't return immediately. The biggest things are to get in the door and stand out from the rest.

Follow David @davidcommon

New jobs will require a postsecondary credential within the next 10 years.



PHOTO: ARISTEA RIZAKOS

The Event Marketing – Sports, Entertainment, Arts program advisory committee (l to r): Janice Price, CEO, Luminato Festival; Craig Sharp, Managing Director, Business Development & Partnerships, Golf Canada; Jennie DeMedicis, Events Supervisor, Arts & Culture Division, City of Brampton; Sam D’Uva, Owner, Dynamic Hospitality & Entertainment Group; Mark Ditmars, Vice President Corporate Partnerships, Toronto Blue Jays Baseball Club; Jordan Fogel, CEO, The Mint Agency; Erin Smyth, Director, Marketing, Live Nation Entertainment; and Chris Lang, President, LANG Marketing Network. Absent: Mark Harrison, President, Trojan One Experiential Marketing & Brand Activation.

**PROGRAM ADVISORY COMMITTEES**

Expert advice from a dedicated group of volunteers.

**NANCY BODI**, a professor in Seneca’s School of Marketing, is always networking with industry partners. But it’s not just because she is a “people person.”

Seneca’s marketing courses are favourites among students and employers alike. And to ensure curriculum resonates with industry trends, Nancy and her colleagues are always looking out for experts to join the School of Marketing’s program advisory committees.

Take for example the newest advisory committee for the Event Marketing – Sports, Entertainment, Arts program. The 11-member group is comprised of the who’s who in the event marketing industry, including the CEO of Luminato and the Vice President of Corporate Partnerships for the Toronto Blue Jays.

This new group of volunteers had its first meeting in May, and since then its members have helped reshape the curriculum for the program.

“With the help of this committee, we added subjects and changed some around,”

says Marianne Marando, Chair of the School of Marketing. “We took their recommendations and have already implemented changes.”

Since the late 1960s, program advisory committees have been important features of the Ontario college system. These committees help ensure program offerings are relevant and meet industry requirements.

Committees are generally made up of a cross-section of experts, who share their leadership and insights. Often, members include Seneca graduates.

Marianne says the 30+ volunteers that make up the College’s marketing and creative advertising advisory committees have had a tremendous impact on the School’s ability to stay current.

“For some time, our marketing committee has been discussing the importance of social media and they have complained about the shortage of social media expertise amongst current marketers,” she says. “This led to the development of our Social Media Graduate Certificate program. When our committees identify industry needs, we listen.”

Learn more about Seneca’s program advisory committees: [senecacollege.ca/pac](http://senecacollege.ca/pac)

**ABOUT PROGRAM ADVISORY COMMITTEES**



Members are invited as individuals to represent their industries, not their companies.



Members are generally appointed for a four-year term and may be re-appointed for one additional term, when appropriate.



Program advisory committees usually consist of six to 12 members.



Members attend one to two meetings per year.

Number of reunions and networking events held at the College each year.

Alumna Jessica Bebee (left) took part in the Flight Services pinning ceremony at Markham Campus.



PHOTO: STEPHANIE LAKE

## THE ALUMNI SPONSORSHIP PROGRAM

### Graduates return to inspire and motivate.

**“EARN YOUR WINGS.”** This is something that every Tourism and Travel – Flight Services student strives for when they come to Seneca. The wing pin is a traditional accessory for flight attendants when they start their careers. This past year, the School of Tourism hosted its inaugural Flight Services pinning ceremony. All graduating Flight Services students received their “Seneca wings” from alumni working at different airlines.

“The pinning ceremony was such a wonderful opportunity for both students and graduates,” says Seneca Professor Alyson Swarbrick, who is also an alumna

of the program. “It acknowledges the students’ accomplishments and gives them an opportunity to meet those who have successfully made the transition from college to the flight services industry.”

This is one of the many events the Seneca Alumni Council supports through its sponsorship program.

“This program funds activities that connect alumni and current students,” says Barry Naymark, Manager, Alumni. “Over the past two years, more than \$96,000 has been distributed.”

Another sponsored event that takes place each year is at Seneca@York, where alumni from the Pharmaceutical Regulatory Affairs and Quality Operations program return to speak to students about opportunities in the healthcare industry.

“At this event, alumni give presentations about different career paths,” says Paola Battiston, Professor, School of Biological Sciences and Applied Chemistry. “It also

“

The invitation to come back to Seneca and share my experience was humbling and flattering.

”

provides students with a chance to network and gain an appreciation of all the opportunities available to them.”

Similarly, alumni from the 911 and Emergency Services Communications program return to King Campus each year to mentor students and provide insight about emergency response careers. Professor Nycole Harding has maintained a strong connection with alumni working across the GTA, and many of them contact her directly to see how they can help.

“The invitation to come back to Seneca and share my experience was humbling and flattering,” says alumna Lauren MacDonald, Communications Officer at Markham Fire. “This experience was as enriching for me as it was for the students.”

For more information about initiatives sponsored by the Alumni Council, visit [senecacollege.ca/alumni](http://senecacollege.ca/alumni) or follow @SenecaAlumni



# CAMPUS NEWS

The latest from Seneca



**Worth repeating**  
Celebrating Seneca's award winners and rising stars.  
**pp. 12-13**

**Graduate certificates**  
New programs in nonprofit leadership and social media.  
**p. 15**



## Dominating the hardcourt and Hall of Fame

It's been another fine season for Seneca athletes. The Sting continued its tradition of success with accolades for current students and stars from the past.

**SENECA'S ATHLETES** had another successful year in 2012/2013.

Carol Dela Cerna was named one of the College's Athletes of the Year after winning her first Ontario Colleges Athletic Association (OCAA) women's singles title in badminton. Carol defeated her opponent from Collège Boréal to secure the gold medal and a berth in the 2013 Canadian Collegiate Athletic Association (CCAA) Badminton National Championships, where she won bronze.

The Sting also claimed the women's team championship title – the College's first – after Katie Liu and Chessy Jian won silver in women's doubles. On the men's side, Jimin Jung and Ian Tang defeated Humber in the finals to capture gold in doubles.

On the hardcourt, Felix Adjei was named the OCAA men's basketball Player of the Year. Felix led all players in scoring, averaging 22.1 points per game. An OCAA First Team All-Star and CCAA All-Canadian, Felix was also named a Seneca Athlete of the Year.

Rounding out Seneca's Athlete of the Year honours was golfer Mitchel Kennedy. Mitchel had one of Seneca's most successful seasons on the links, bringing home the Fleming and Niagara Invitational titles.



**OCAA Player of the Year and CCAA All-Canadian Felix Adjei**

He finished second at the OCAA championships and was named a CCAA All-Canadian. Thanks to the Sting's great season on the greens, Matthew Wilson was named OCAA golf coach of the year.

The varsity season ended on a high note when the OCAA honoured 13 former Seneca Sting at its annual Hall of Fame induction ceremony.

Lee Trempe, a former Seneca women's hockey coach, entered the Hall for leading the Sting to several titles during her years behind the bench in the 1980s.

Joining her were a number of former Sting men's and women's hockey players, who were named to the OCAA's All-Millennium Hockey teams.

Every player named to the All-Millennium team that was not already in the Hall also earned an induction.

Seneca is now the most represented college in the OCAA Hall of Fame with

40 members. The Hall is dedicated to recognizing extraordinary contributions and accomplishments within collegiate sports in Ontario. Honoured members include athletes, coaches and builders of the Association.

### Seneca athletes inducted into the OCAA Hall of Fame and All-Millennium Hockey team



**Coach**  
Lee Trempe



**Players**  
Steve Guyatt  
Geraldine Heaney  
Jan Hoover  
Angela James  
Colin March  
Jim McDonald  
D.J. Meloff

Debbie Northover (Coxworth)  
Christine Pellerin  
Lee-Ann Quinn  
Drake Turcotte  
Marina Zenk

PHOTO: JOSE ARMANDO VILLAVONA



Seneca alumnae July Black and Melanie Fiona received 2013 Juno nominations in the R&B/Soul Recording category. July, a graduate of the Law Enforcement program, was nominated for her single "Fugitive," while Melanie, a graduate of General Business, was nominated for her single "Change the Record."

# WORTH REPEATING

Throughout the year, students, faculty, staff and alumni are making a positive difference at the College and in the community. Awards, recognition and accomplishments abound. Here are few worth repeating.

COMPILED BY TOM BARTSIOKAS

#### • Rising star

Taylor Kurta, a 2013 Independent Music Production graduate, won the \$25,000 RBC Emerging Artist Music Mentorship Prize. Since then, she has had several recording opportunities and performed at Canada's Walk of Fame events.



**CAMPUS NEWS**



Technology magazine *InformationWeek*, named Popcorn Maker the number one app of 2012. Popcorn Maker is a free web application developed by Mozilla and Seneca's Centre for Development of Open Technology, which allows users to enhance, remix and share videos or audio files on the web.

Did you know Seneca's inter-campus shuttle buses now offer riders free Wi-Fi? For more on this and other news from the College, download Seneca's mobile app, follow @Seneca or "like" Seneca on Facebook.



**And the Emmy goes to...**

Adrian Sutherland, a 2010 graduate of the Visual Effects for Film and Television program, received an Emmy nomination in the category of "Special Visual Effects in a Supporting Role" for his work as a lead compositor on the critically-acclaimed Showtime series *The Borgias*.

**New United Way record set**

The College set a new fundraising record for the United Way. Students, faculty and staff raised \$156,000.



# CE

**Film showcases Seneca talent**

*Subconscious Password*, the latest animated short film by Oscar-winning director Chris Landreth, features the work of Seneca's Animation students, graduates and faculty. The film won "Best Short Film" at the Annecy International Animation Film Festival in France.



**Premier's Award winner**

Alumna and professor Jo Gomes received a Premier's Award for College Graduates. Jo has worked on the front lines assisting those dealing with mental health issues, homelessness, addiction and violence.



**National recognition**

Professor Gabriel Huston was honoured with the 2012 National Ethnic Press and Media Council of Canada's award for his report on community-based ethnic media.



**MTCU Minister lands at Seneca**

The Honourable Brad Duguid, Minister of Training, Colleges and Universities, visited Newnham Campus and piloted the College's new flight simulator.



**Markham Business Excellence Award**

Seneca received the Markham Board of Trade Business Excellence Award in recognition of its strong presence in the Markham community.

**Write stuff**

For the second year in a row, Creative Advertising graduate Steve Persico was ranked number one on *Strategy Magazine's* top Canadian copywriters list. Steve works as a writer for the global advertising agency Leo Burnett.

Seneca's School of Aviation and Flight Technology has partnered with the Department of National Defence to provide educational opportunities for members of the Canadian Forces.

**SOARING TO A NEW LOCATION**

The School of Aviation and Flight Technology's move to a purpose-built facility in Peterborough starts a new chapter in Seneca's rich flight history.

**SENECA'S** School of Aviation and Flight Technology is making the move from Buttonville Airport in Markham to the Peterborough Municipal Airport.

In October 2010, the owners of the Buttonville Airport – where the School has been based for more than 40 years – announced their intent to close the airport. To ensure the continuous delivery of the Bachelor of Aviation Technology program, Seneca set a timeline to find a new location, and completed a comprehensive analysis of airports across southern Ontario.

In April 2012, Seneca's Board of Governors approved the relocation of all flight training activities to Peterborough. Classes will begin at the new facility in January 2014.

"The Peterborough Municipal Airport is an excellent site for senior students in the Bachelor of Aviation Technology program," says Lynne McMullen, Chair, School of Aviation. "At this location, they will continue to receive high quality aviation education in a modern, purpose-built facility."

Flight training and classroom instruction for second, third and fourth year students will take place at the new Peterborough Campus. The first year of classroom instruction will remain at Newnham Campus.

Seneca is also partnering with Fleming College to support flight students through select course offerings and access to services and athletic facilities. Fleming's Peterborough Campus is just five kilometres from the new site.

Seneca and the City of Peterborough are overseeing the construction of the campus, with the municipality coordinating all of



PHOTO: SENECA COLLEGE

the infrastructure improvements. This follows the airport's \$28 million expansion, which was completed in 2011. It now has the longest runway of any airport between Toronto and Ottawa.

"The Bachelor of Aviation Technology program is the only one of its kind in Canada," says Lynne. "It prepares students to operate a complex aircraft. They also learn about business management, airport operation and air carrier administration."

**THE NEW PETERBOROUGH CAMPUS WILL INCLUDE:**



A main hangar to house 13 aircraft



A maintenance hangar



Flight line dispatch and operations offices



Two classrooms



Flight briefing rooms



An aircraft cold storage facility



Simulator training rooms

Learn more: [senecacollege.ca/aviation](http://senecacollege.ca/aviation)





ILLUSTRATION: JUAN TORRES

## GRADUATE CERTIFICATE PROGRAMS

New offerings are designed to meet sector demands.

**A GROWING NUMBER OF STUDENTS** are choosing Seneca to diversify their skills with graduate certificates. These programs prepare university and college graduates to enter the workforce with on-the-job experience and expertise.

Recently, Seneca launched two new graduate certificates to meet the demand for professionals in the nonprofit sector and in social media.

The Nonprofit Leadership and Management program prepares students to lead and manage nonprofit organizations

toward sustainable growth. Currently in Ontario, there are more than 45,000 of these organizations that mobilize five million volunteers and employ 600,000 people. Seasoned professionals with a desire to help are becoming valued assets.

“From my time at UNICEF Canada and other nonprofits, I know this is a program that will serve a large and growing gap in leadership education,” says President David Agnew. “It addresses these challenges and will set Seneca graduates apart with specialized skills.”

Seneca worked closely with representatives from the Canadian Breast Cancer Foundation, Epilepsy Ontario, United Way Toronto, the City of Markham and others to develop a unique curriculum that equips students to face the challenges of a very competitive sector.

Along with the growth in nonprofit leadership, Seneca has also recognized that the rise of social media is leading to an entirely new profession. This inspired the creation of the Social Media program, or “Seneca-SoMe” – the first of its kind in the GTA.

Social media penetration in Canada is at an all-time high, and businesses are looking for talented professionals to help manage their public relations activities across new and emerging social media channels.

“This program is perfect for dynamic and creative people looking to start an exciting career in this emerging field,” says Bhupesh Shah, Coordinator for the Social Media program. “It prepares graduates to step in and make an immediate difference for employers.”

Instructors in the Social Media program include experienced social media strategists, innovators and trendsetters, who possess industry experience and the energy, creativity and contacts to help students succeed.

“One of the program’s unique features is that it is conveniently offered on a Friday and Saturday schedule,” says Bhupesh. “This flexible delivery allows students to develop their social media skills while working or volunteering.”

Learn more about Seneca graduate certificate programs:  
[senecacollege.ca/gradcert](http://senecacollege.ca/gradcert)

# CARING GENERATION



Supporting people in their most vulnerable circumstances requires professionals with special skills and a desire to make a difference. Their journeys often begin in a college classroom.





**THE PROGRAMS AT SENECA'S** King Campus attract a certain kind of student.

They are not programs people fall into because they aren't sure what they want to do. Nor do they often lead to careers with six-digit salaries.

They appeal to those who want to make a difference and put others first; the ones who build strong communities – a caring generation.

"It's a calling," says Tina DiSimone, Dean, Faculty of Applied Arts and Health Sciences. "Students make the choice to study here because they are passionate about helping others."

King is home to programs that address the core needs of every community: nursing; policing; emergency response; therapeutic recreation; early childhood education (ECE); and social services.

Students there are natural community builders who are willing to give of themselves and devote their careers to improving the lives of others – friends and strangers alike. And this is where they obtain the skills and experiences needed to support and affect change in hospitals, classrooms, daycares and community centres.

The Campus also offers academic pathways to degree programs – both at Seneca and partner institutions like York University and the University of Toronto. As well, it provides a local postsecondary option for residents across York Region, in municipalities like Georgina and East Gwillimbury, who want to study close to home.

### **York Region's best kept secret**

All of King's 3,500 students learn in a natural environment that is nothing short of breathtaking. The Campus is situated on 700 acres of natural landscape, much of which is environmentally protected. It is also home to the iconic Eaton Hall, which was once Lady Flora Eaton's country estate, complete with servant quarters, a refurbished barn and horse track. This unique setting has become part of King's identity. Faculty, staff and students also share a commitment to environmental sustainability.

However, the Campus's natural beauty and the programs housed there tend to fly under the radar. When people think about Seneca, they picture Toronto and the bustling activity at the College's larger Newnham Campus on Finch Avenue East, or Markham Campus, which has become a landmark at highways 404 and 7.

Nestled against a combination of old growth forest, wetlands and lakes, King is hidden in the heart of York Region. Over the years, many local residents have taken their children to Seneca's summer camps and daycare, or walked and skied the many trails that are laced within the grounds.

Yet few people know the full extent of what King Campus offers the residents of York Region. Steve Hinder, Director of Community and Government Relations for The Stronach Group, calls Seneca "York Region's best kept secret."

In the coming years, that is going to change. The secret will be out.

### **Game-changing funding**

King Campus is busting at the seams. When the College purchased the Eaton estate in 1971 and constructed Garriock Hall (named after former Board Chair Norn Garriock), the buildings were designed to accommodate 1,500 students. Current enrollment is more than double that. With too many students in portables and makeshift classrooms, something had to give.

In 2010, the Ontario government invited postsecondary institutions to apply for funding to expand their campuses. Seneca submitted a proposal, which outlined a case for growth at King and the impact of its programs on the community. The good news came a year later when the College received word that \$43 million would be allocated for infrastructure expansion at King. This, along with funding from the Seneca Student Federation, Athletics Association and the College's fundraising efforts, will provide space for an additional 1,450 students to study there. The "footprints" for this expansion have been mapped out as part of the College's comprehensive, campus-based master plans, which were developed in 2011.

"When you're in a crowded environment, you feel emotionally crowded," says Tina. "We are proud of our campus, but the buildings are tired. Now, we can start thinking about creative ways to provide exciting learning opportunities on-site."

### **A thriving region with hidden needs**

"Not only is this an investment in education, it is an investment in the future prosperity of York Region," said Oak Ridges-Markham MPP Dr. Helena Jaczek, when she announced the funding in 2011.

York Region is certainly prospering and has some of the fastest growing municipalities in the GTA. Over the next 40 years, its population is projected to increase to 1.8 million – 60 per cent will be newcomers to Canada and 23 per cent over the age of 65.

Currently, the Region's nine municipalities are home to 516,000 jobs and 322,000 households. Intense growth has been seen in Vaughan, Markham, Newmarket and Richmond Hill.

Yet, some disturbing trends have accompanied York Region's rapid growth: According to the 2006 Census, York Region had the fifth highest median family income in Canada, but one in eight of its residents lives in a low income household. This translates to 112,165 people, almost 30 percent of whom are children.

“More and more people are struggling to make ends meet,” says Newmarket Regional Councillor John Taylor. “We’re seeing it in many ways. For example, our wait list for subsidized childcare is growing rapidly.”

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In its report, *Making Ends Meet*, the Human Services Planning Board of York Region identified a significant gap between household income and the cost of living in York Region, where the average re-sale price of a home is about \$638,000.

“More and more people are struggling to make ends meet,” says the Planning Board’s Co-Chair John Taylor, a Regional Councillor in Newmarket. “We’re seeing it in many ways. For example, our wait list for subsidized childcare spaces is growing rapidly.”

This vulnerability fuels the need for greater social and health services. The Region has identified several major concerns, including: limited access to education and childcare; health, social and community support; food security; and services for newcomers.

“When we think about human services, we should use the term ‘preventative medicine,’” says Regional Councillor Taylor. “We’re not fully prepared to meet the needs of our aging population and low income families. Our social infrastructure is not as robust as our physical infrastructure. We are aware of this, and we’re taking action. The Region has significantly increased its investment in social services over the last seven years, and we’re heading in the right direction.”

### **The opportunity to be a positive, supportive force in the community**

With a new space at King, Seneca is in a position to be a major contributor to the quality of life for York Region residents.

King’s programs offer solutions at every stage – from early childhood education to gerontology. Seneca’s faculty and students work together to develop holistic approaches for tackling health and wellness. This approach mirrors a College-wide commitment to interdisciplinary studies, which has been articulated in Seneca’s academic plan.

“We know, for example, there is a problem with youth obesity,” says Tina. “So we’re developing a new program that focuses on child and youth fitness – combining the expertise of our Early Childhood Education and Recreation and Leisure Studies programs. Wouldn’t it be amazing to have ECE grads teach the importance of fitness from an early age?”

A great deal of intelligence is gathered from the 3,100+ King students who are in co-op placements at hospitals, daycare centres, long-term care facilities and social service agencies.

Conversely, new facilities at King will expand opportunities to train students on-site. These “in house” co-op options might take place in a family drop-in centre for health and wellness or an applied research clinic.

“We want to give people a reason to spend time at King,” says Tina. “Providing health and wellness services to those in need would also help our students gain valuable experience.”

Planning documents like *Making Ends Meet* show that economic, health and social trends are at the forefront of York Region’s vision for sustained growth. Seneca has the expertise to be a key player in fostering healthy communities and nurturing “caring” professionals, who are ready to help.

“It’s critical that educational institutions like Seneca respond to these trends,” says Councillor Taylor. “The solutions for the future are partnership-based and multidisciplinary. And the more Seneca equips its students with diverse skills, the more successful we will be in addressing future community needs.” ✨

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Learn more about Seneca’s master plans for the King Campus at [senecacollege.ca/about/masterplan](https://senecacollege.ca/about/masterplan)  
Discover the many academic pathways available to Seneca students at King and beyond: [senecacollege.ca/degreetransfer/guide](https://senecacollege.ca/degreetransfer/guide)

# THE PROOF IS IN



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Everywhere you look, Seneca graduates are proving their merits. They combine their talents with the guidance they received in the classroom and dive headfirst into meaningful careers. Their accomplishments speak not just to their skills, but also their desire to go beyond what is expected.

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# OUR GRADUATES

**SUCCESS IS OFTEN THE RESULT OF SACRIFICE.** It also comes with the courage to take a chance and abandon what's comfortable.

Our alumni stories are all about success. And they highlight how people are willing to take a more difficult path: to leave home, change careers or turn negative experiences into motivation.

Often, success is a culmination of learning and influence: taking the advice of respected mentors and turning it into wisdom. The bigger responsibility is to then offer that wisdom to others.

Seneca graduates are generous. They openly share their expertise with those who follow them – on campus and in their communities.

They also find the time to volunteer, give back and continue their studies.

This dedication does not come without a price. It's a constant balancing act to keep moving ahead, while finding the time to make it home for dinner or to the kids' ball games and recitals.

Yet, successful people find balance, and Seneca grads are proof that you can be good at what you do while being good to others. Their stories are the stuff of inspiration and admiration.



Colin D'Mello  
Weekend Anchor, CTV News at Six

# Toronto anchor with a global perspective



**ONE OF COLIN D'MELLO'S** first childhood memories was of Iraqi troops marching past his family's home in Kuwait.

Colin was four, living with his father and brother. It was 1990 and the first Gulf War was about to begin. Colin's mother had already made her way to Mumbai, and the family was looking to join her there. But they had not been in touch with her for weeks. After a trip through the desert to Jordan they were finally reunited.

"My mom was standing on the balcony of my aunt's house looking down at us," says Colin. "And she just started crying. I'll never forget that."

Eight years later, Colin and his family came to Canada. Adjusting to a new culture and climate was difficult, and it took him a while to feel as though he fit in.

At the same time, he learned to observe and identify the nuances of Canadian culture – skills that he uses today as an award-winning journalist and the Weekend Anchor for CTV News at Six.

"When you're a reporter, you're always the outsider looking in," says Colin. "I've always felt like that. It helps to tell the story."

When Colin graduated from high school, he already had a passion for broadcasting, but wasn't sure where it would take him. He took a semester off, working as

Follow Colin's reports  
[@ColinDMello](https://twitter.com/ColinDMello)  
Learn more about Seneca's  
Broadcasting program at  
[senecacollege.ca/RTVR](http://senecacollege.ca/RTVR)

a cook at the Toronto Zoo, before enrolling in Seneca's Journalism – Broadcast program.

"When I got to Seneca, everything immediately clicked," says Colin. "We had the right people guiding us and I had a clear focus on where I wanted to go."

At the age of 19, Colin got his first break. Thanks to a great demo tape that he put together with former Seneca professor Kym Geddes, he was offered a news radio job in Moncton, New Brunswick. Colin jumped at the opportunity, and within a week packed up his entire life and prepared to live on his own for the first time.

"It was a first for everything," says Colin. "But it wasn't that difficult. I was not moving away from something. I was moving towards something."

Since his early days in Moncton, Colin's career has skyrocketed. He helped launch an all-news radio station in Ottawa and then returned to Toronto to work at 680News. Now as one of the most recognizable faces on Toronto television, the self-described "outsider" from Kuwait has found his place in the world.

"Toronto is my home," says Colin. "I live and breathe this city."



Geraldine Heaney  
Inductee, Hockey Hall of Fame



# Joining hockey's most prestigious club



Geraldine is also one of the three female members of the IIHF Hall of Fame.

**MORE THAN TWENTY YEARS AGO**, Ottawa hosted the inaugural International Ice Hockey Federation (IIHF) Women's World Championships. This historic tournament included two-time Olympian and Seneca alumna Geraldine Heaney. Geraldine – one of the country's top players – was almost left off the team.

When the first round of player selections was made, Geraldine was cut because she wasn't a Canadian citizen. Her parents immigrated to Canada from Ireland when Geraldine was just nine months old, but they hadn't filed the required paperwork to secure her citizenship. With her hockey dreams hanging in the balance, Geraldine scrambled to apply, which required her to write the citizenship exam.

"I never studied so much in my whole life," Geraldine confesses. "I didn't think I was going to get it in time."

Two days before Hockey Canada announced its final roster, Geraldine passed her exam, getting only one answer wrong. She was back on the team, and just like in a Hollywood movie, she scored the winning goal in the gold medal game versus the United States.

Over the next 15 years, Geraldine would lead Canada to six more world championships, along with silver and gold medals at the Olympics – all the while becoming one of the top defensemen in the world.

In 2013, she got the call hockey players dream of after

they retire from competition. The Seneca graduate, who was recently nominated for a Premier's Award, was informed that she was going to be inducted into the Hockey Hall of Fame.

"I woke up the next morning, thinking 'Wow. Did this really happen?'" says Geraldine. "It's just amazing. There are many other women who have helped put the women's game on the map. I'm just proud to be one of them."

Before donning the Team Canada jersey, Geraldine was an all-star athlete on Seneca's hockey team, which won an OCAA championship. Geraldine is the third woman in the Hockey Hall of Fame, joining Cammi Granato and fellow Seneca grad Angela James.

"As a young girl playing hockey, I never thought I'd be going into the Hall," says Geraldine. "It shows you how far the women's game has come and how much further it can go."



**Vivienne Poy**  
Designer, author, community leader

# Telling the stories of Chinese immigrant women



**SUMMARIZING VIVIENNE POY'S ACCOMPLISHMENTS** is no easy task. Her work and personal interests span a variety of sectors and industries – from fashion and business to community service and government. None of these ventures have been fair-weather projects either. Being an accomplished fashion designer, entrepreneur, author, university chancellor and serving in Canada's Senate take time and dedication.

Adding to this Fashion graduate's list of accomplishments is her latest book, *Passage to Promise Land*, a chronicle of the experiences of immigrant Chinese women in Canada over the last six decades, against the backdrop of changing immigration laws and regulations.

"Even though, technically speaking, this is a history book, the women I feature talk about struggle, perseverance, belonging and strength," says Vivienne. "These are issues that everyone can certainly relate to today."

*Passage to Promise Land* was based on Vivienne's doctoral research, which she completed in 2003 at the University of Toronto (before serving as the Chancellor of the University).

"I have always loved listening to people's stories," says Vivienne. "The PhD program was the perfect way for me to not only connect with women I can relate to on a personal level but also show how they, along

with scores of other immigrants, have helped build this country of ours."

When asked about how immigrants can make the transition to Canada easier, Vivienne responds with two simple words: Get involved.

"Canada is a promise land and opportunities abound," she says. "As people settle, they should take advantage of every opportunity to engage with the broader society."

As a noted philanthropist and volunteer, Vivienne has inspired many people to share their talents and resources for worthy causes in Canada and beyond. She has also been a long-time supporter of Seneca's Fashion program, establishing an award for students.

"I went to Seneca at one of the busiest times of my life," says Vivienne. "Going to school and taking care of my husband and young family was a careful balancing act. But I had this desire to explore the world of fashion and create wearable art. So when I was asked to help others achieve this goal, how could I pass up the opportunity?"

For Vivienne, one of the greatest lessons she has learned throughout her life – and from the women she featured in her book – is that we have much to be proud of and to share. Her advice is simply to "make the most of every day."

Thanks to Vivienne Poy's leadership, May is officially Asian Heritage Month in Canada.



**Marc Neeb**  
Executive Vice President, Global HR, Magna International

# A leader in every sector



**MARC NEEB**, Magna International's Executive Vice President, Global Human Resources, credits former King Campus Program Director Bill Hare for bringing him to Seneca.

Marc's father, who was in the field of parks and recreation, had known Bill from when he was the Commissioner of Parks and Recreation in Mississauga. Marc had been working his way through university as a lifeguard with plans to go to law school. Bill saw how much Marc enjoyed working in recreation, though, and told him about Seneca's Recreation Facilities Management program.

"In the summer I had a job at a law office and didn't like it so much," says Marc. "Coming to Seneca was a direct result of my conversations with Bill Hare, who told me, 'You really should be doing this. It's your calling.'"

After graduating with the Seneca Cup in hand, Marc spent a number of years working in municipal government, managing recreation complexes. Eventually he became the manager of operations for all the recreation centres in Mississauga.

Marc then had the opportunity to expand his professional experience, first as Brampton's Commissioner of Community Services, then as the Chief Administrative Officer (CAO) at the Town of Aurora.

Marc was the 1980 recipient of the Seneca Cup, the College's highest recognition for graduating students. Meet the 2013 winners: [senecacollege.ca/senecacup](http://senecacollege.ca/senecacup)

"As CAO, I had interactions with Magna, which was then planning to build its world headquarters in Aurora," says Marc. Afterwards, Frank Stronach provided him with an opportunity to join Magna.

Marc first joined the company as the Director of Administration, learning all he could about Magna's business and operations. He then moved to human resources, eventually becoming the Executive Vice President. His experiences in municipal government prepared him for his responsibilities, and his transition to the private sector was a smooth one.

"People often believe there's a difference between the public and private sectors. There is none," says Marc. "I've had the pleasure of working with Mississauga Mayor Hazel McCallion and Frank Stronach. The key attributes are the same: honesty, integrity, hard work and respect for developing good relationships."

Through his career and volunteer work, Marc has made a point of surrounding himself with mentors who have helped him along the way, including Bill Hare and politician Ian Scott. Marc developed his own philosophies by carefully observing and learning from those he respected.

"I don't think anybody has just one mentor," he says. "To be successful, you need opportunities to work with good people from whom you can learn."



Steve Linthwaite  
Vice President, Flight Operations, Jazz Aviation

# Encouraging a new generation of pilots



**STEVE LINTHWAITE KEEPS** a pretty close eye on his smartphone. As the Vice President of Flight Operations at Jazz Aviation, he is responsible for 127 aircraft and approximately 800 daily flights. Not only that, his son is currently backpacking in Africa, and the two are using Facebook to stay in touch.

“He posts updates every two or three days,” says Steve. “So I am always hovering around the phone.”

As a child, Steve made model airplanes and was interested in books about flying. Not knowing anyone in the business, he set his sights on becoming an engineer until he came across Seneca’s Aviation and Flight Technology program in a course guide.

“It was the only aviation program that I applied to, and Seneca was close to my home,” says Steve. “It was a very competitive program back then. However, we didn’t have to wear a shirt and tie like the students do today.”

Since graduating in 1985, Steve has served as a volunteer for the Bachelor of Aviation Technology program advisory committee. Recently, he helped build a unique cadet program between Seneca and Jazz. Through this initiative, Seneca graduates who achieve the necessary academic, flight and testing requirements, directly enter the Jazz’s hiring pool. News of the Jazz/Seneca cadet program has travelled south of the border,

and Steve has recently been contacted by several colleges in the United States that want to duplicate it.

“I’m very open about what we’re doing in the cadet program in the interest of promoting aviation,” says Steve. “Often, people from my generation got into flying because we knew someone who flew airplanes, perhaps even in World War II. There was a feeling of awe surrounding that. Then, 9/11 drove a lot of people out of aviation. The purpose of the cadet program is to raise the profile and get people interested in flying again.”

Steve has been a pilot for Jazz, under its various brands, since 1986. Today, there are 5,000 employees, including 1,300 pilots and 800 flight attendants. While Steve doesn’t currently get to fly as much as he’d like, given his many responsibilities, he and his wife recently purchased a cottage that is five minutes away from the Parry Sound Airport.

“It’d be perfect for a floatplane,” he says. “But I think I would have a hard time convincing my wife.”

Learn more about the Jazz/Seneca cadet program:  
[senecacollege.ca/jazz](http://senecacollege.ca/jazz)



**Marlene Torres-Terrero**  
 Founder, Helping Hands International

# Getting to know a helping hand



**MARLENE TORRES-TERRERO** faced many obstacles soon after immigrating to Canada from Jamaica. She has paired her personal experiences and Seneca education to lend a hand to new Canadians who have had similar struggles.

“We learned about the challenges of the settlement experience, and I am what you would call a textbook case,” says Marlene. “What I learned at Seneca cemented my knowledge of the field.”

When she first arrived in Canada, the only work Marlene could find was separating garbage for a disposal company. After spending years working in menial jobs to support her two daughters, Marlene decided to pursue a diploma in social services. As founder of the charity, Helping Hands International, Marlene knew that the Social Service Worker – Immigrant and Refugee (SSWI) program at Seneca would be the perfect fit.

“I chose Seneca because of the uniqueness of the program,” says Marlene. “I spent two hours each day commuting back and forth from Scarborough, but it was worth it.”

When Marlene began her first semester, her marriage ended, and she was left homeless. Marlene stayed with family and friends while studying and was so grateful for the support she received at Seneca that she decided to give back by signing up as a student mentor.

Learn more about Seneca's SSWI program at [senecacollege.ca/SSWI](http://senecacollege.ca/SSWI)

“I always told my mentees that you need a great support system when faced with a challenge,” she explains. “You need somebody to look up to (to help guide you), somebody who depends on you (to keep you motivated) and a confidante to talk to when you’re having a bad day.”

In February 2013, Marlene returned to Jamaica on an international field placement, as part of Seneca's SSWI Jamaica Project. She was able to counsel and empower people who had been deported.

With a SSWI diploma under her belt, Marlene is planning to go back to Jamaica to work with deportees.

“There is an overwhelming number of people in need, but resources are limited,” says Marlene. “In fact, there is only one social service facility in my old community.”

Marlene's journey in the classroom continues. She graduated from Seneca with honours and has since enrolled in the Community Development degree program at Algoma University.

“It's never too late to go back to school. The greatest challenge is just to start,” says Marlene. “Do whatever it takes and don't be afraid to fail. It's always worth it.”



Katelyn Forgione  
Seneca Cup recipient

# A child at heart



Keep an eye out for Katelyn, one of the faces of Seneca's new advertising campaign.

**KATELYN FORGIONE DROPS DOWN** to hug a young boy running towards her at Grace Church Daycare Centre. She completed her field placement at the Centre, then received a full-time position at its summer camp.

"The people at the Daycare are like my second family," she says. "I love it here."

Katelyn, a recent graduate of Seneca's Childhood Development degree program, doesn't know the definition of the word "stop." When she's not studying, she's teaching, speaking at conferences abroad or developing a new fundraising initiative, all in support of children. All of Katelyn's activities have aligned with her single career ambition.

"I want to teach junior kindergarten," says Katelyn. "Ever since I was in high school, I knew that was it."

During her time at Seneca, Katelyn's track record of activities and accomplishments has been remarkable. Prior to graduation, she was invited as one of four Canadians to speak on "rights respecting schools" at the Education Without Borders biennial conference in Dubai. Rights respecting schools is a UNICEF Canada initiative that helps to develop an inclusive and respectful school culture for children and adults.

"Children's rights are not always high on the priority list," says Katelyn. "Being able to have that experience and dialogue was incredible."

Katelyn came to Seneca with an honours degree in child studies. Before enrolling in teacher's college, she wanted a stronger background in childhood development – and Seneca happened to be the only college in Ontario that offered such a degree. During her four years at the College, Katelyn got straight A's, and was the recipient of the College's most prestigious student award, the Seneca Cup. She also founded King Campus' "Free the Children" chapter and accumulated 500 hours of volunteer work. Now, Katelyn is pursuing a Master of Teaching degree at the University of Toronto.

"Seneca has been phenomenal," says Katelyn. "It has really helped me reach my goals and has put all my learning into practice."

Katelyn's commitment to helping children stems from her own childhood experiences. She wanted to do her part to help kids facing hardship in their own lives.

"For me, it's about giving a voice to the voiceless," says Katelyn. "My hope is, like Gandhi said, 'To be the change you wish to see in the world.'"



Mark Climie-Elliott  
President, Climie-Elliott Consulting Agency

# Donor. Fundraiser. Championship swimmer.



**COMMUNITY-BASED VOLUNTEERING** is a staple in Mark Climie-Elliott's hometown of Tillsonburg. He grew up watching his dad volunteer at the town's parks and recreation department. It inspired Mark, a competitive masters swimmer, to study Recreation Facilities Management and build healthy communities, now as a professional fundraiser.

"Communities can build some amazing things when they have strong service clubs and philanthropic volunteers," says Mark. "At the time, Tillsonburg had a population of 10,000 – and a recreation complex that put larger communities in the surrounding areas to shame. The difference was a strong culture of philanthropy."

Mark fondly remembers the beauty of King Campus and how he looked forward to going to class each day. He also recalls all of the instructors who mentored him and offered opportunities to network and take on leadership roles.

Soon after graduation, Mark put his Seneca education to good use as Senior Supervisor with the Terry Fox Memorial Fitness & Aquatic Centre in Mississauga – a perfect fit for the keen swimmer. From there, it was a chance conversation with a squash partner that turned Mark's life upside down and led to a job in Riyadh, Saudi Arabia.

In 2006, Mark won gold and silver in the 50m and 100m breaststroke swimming competitions at the inaugural World OutGames in Montreal.

There, he served as Community Development Manager at King Fahad Hospital and King Khaled Eye Specialist Hospital. His work focused on promoting work-life balance for hospital employees and developing programs for all the Canadians working there.

When he returned to Canada, Mark was drawn to the idea of working as a volunteer coordinator and fundraiser. He landed a job as the Supervisor of the Recreation Therapy Department at the Hugh MacMillan Rehabilitation Centre (now the Holland Bloorview Kids Rehabilitation Hospital), then returning to Seneca as a Program Coordinator.

"It was seamless for me because of my experience in recreation," says Mark. "I did a lot of volunteer work, and I was always assigned to lead fundraising activities. I was also relying on volunteers every day."

Today, Mark owns Climie-Elliott, a consulting agency, whose clients include many leading charitable organizations, like Alzheimer Society of Canada and Toronto Humane Society. Recently, Mark and his partner, Joseph, established a student award that picks up on the philosophy Mark took from Tillsonburg:

"Discover your talents while you are in school, and let others help you bring them to light."

Charlene Drummond  
Vice President, Newell's Express Worldwide Logistics Ltd.



# Transporting the world over



Charlene is a graduate of two Seneca programs: Travel and Tourism Studies, and International Transportation and Customs.

**AS A TEENAGER,** Charlene Drummond was fascinated by the sight of steamships loading and unloading cargos at ports in New Orleans. Later, while travelling in Europe, she would experience the same joy at the many ports she visited.

Little did Charlene know that one day she would be in charge of these thousand-tonne international freights.

Charlene, Vice President of Newell's Express Worldwide Logistics Ltd., credits Seneca's International Transportation and Customs program for giving her the chance to live her childhood dream.

Despite her goal to work in the transportation industry, Charlene's academic journey took a bit of an extended cruise before she arrived at her true calling. After graduating from high school, she came to Seneca at the recommendation of her friends. Charlene then "program surfed," taking courses in business, accounting and tourism.

Driven by a desire to see the world, Charlene spent time in the travel industry after earning a Travel and Tourism Studies diploma. She soon found herself back at Seneca to focus on international transportation and customs. "The program sounded like everything I wanted," says Charlene. "It was perfect."

Upon graduation, Charlene was recruited as an export coordinator. She would rise through the ranks of various

organizations, eventually landing a position at Newell's – a company she helped build from the ground up.

Newell's owner decided to put Charlene in charge of the company's international development because of her excellent track record. Within a month of working for Newell's, she was promoted to Vice President.

"We started the company from scratch," says Charlene. "Now we have about 20 employees and some major accounts."

Among her various professional achievements, Charlene is most proud of personally overseeing Newell's rapid growth as a leading land-air-sea transportation provider. The company now serves clients such as Canadian Tire, Federal Mogul and ASA Alloys. There are plans to open up a Vancouver branch in 2014.

Charlene feels Seneca prepared her for all of the responsibilities she has at Newell's.

"I received the tools to be very successful in this extremely competitive industry," she says. "It was an easy transition because of what I learned at Seneca." ✨



# Seneca

“My hope is that investing in the well-being of students will inspire them to do the same in the future.”

**WINSTON STEWART**, Class of 1992.

Director of Operations, Wincon Security and Seneca donor.

## SUPPORT THE NEXT GENERATION OF STUDENTS

**Donate** to Seneca and help those in financial need complete their studies and change their lives for the better.

Visit [senecacollege.ca/donate](https://senecacollege.ca/donate) or call 416-491-5050 ext. 77285 to make your gift to the Campaign for Students Bursary, which supports students across the College.

You can also call us to learn more about establishing a named award.\* Help today's students achieve their goals and become leaders in their communities.

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[senecacollege.ca/donate](https://senecacollege.ca/donate)

\* Named awards can be established by an individual or organization and provide a great way to recognize an important milestone or to honour a cherished friend. **If you are a first-time donor, an additional 25% tax credit for donations up to \$1,000 is available through the First-Time Donor's Super Credit.** Learn more at [cra-arc.gc.ca](https://cra-arc.gc.ca). Seneca's charitable registration number is 107967168RR0001.

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# 2013

## PREMIER'S AWARD NOMINEES ✧

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Seneca is honoured to announce that six outstanding alumni have been recognized with a nomination for the Premier's Award for College Graduates.



**MICHELLE DAKIN**

**(Advanced Investigations and Enforcement)**

Michelle is the Emergency Management Coordinator at Baycrest Health Sciences. Under her leadership, Baycrest became the first healthcare facility in Ontario to have evacuation chairs onsite to help people with mobility issues during a crisis. Michelle is the recipient of the Rouge Valley Health System's Board of Directors Award for Outstanding Achievement in Patient Safety.



**COLIN D'MELLO**

**(Journalism-Broadcast)**

Colin is a multi-award-winning field reporter and the Weekend Co-Anchor for CTV News at Six in Toronto. Throughout his career, Colin has covered various major stories, including the G20 protests and VIA train derailment. He has helped launch two news radio stations and served as the City Hall reporter for 680News.



**GERALDINE HEANEY**

**(Recreation Facilities Management)**

In 2013, Geraldine became the third woman to be inducted into the Hockey Hall of Fame. As a member of the Women's National Team, she led Canada to seven consecutive World Championships, as well as two Olympic medals. Since retiring from competitive hockey, Geraldine has been coaching and mentoring the next generation of Canadian hockey players.



**DAVID JOHNSON**

**(Fire Protection Engineering Technology)**

David is the Senior Project Manager and an Associate at RBA Engineering Ltd. With more than 20 years of experience in the field of fire protection, David has worked on many high-profile projects, including the development of Absolute Condominiums, Trump Hotel and Residences and the re-development of the former Maple Leaf Gardens.



**GORDON SCHEEL**

**(International Business Management)**

Gordon is the Business Development Advisor for the Regional Municipality of York, where he is responsible for promoting the Region as a desirable investment destination for international companies. As part of York Region's economic development investment team, Gordon has helped to facilitate more than 500 new jobs across the Region.



**HENRY ZHANG**

**(Computer Networking and Technical Support)**

Henry is the Vice President of Landpower Real Estate Ltd. Brokerage, where he oversees multimillion-dollar property transactions in the Greater Toronto Area. He is the recipient of more than 20 industry awards of excellence, including HomeLife Realty's Salesperson of the Year Award and WowTV's Top Real Estate Agent Award.

# D

## DONORS

Building a culture of philanthropy



**Canadian flying ace**  
Honouring Russell Bannock.  
**p. 38**

**Donor listing**  
Our thanks to Seneca's donors and friends.  
**pp. 40-41**

### HYATT FAMILY FOUNDATION

## Entrepreneurial family establishes awards to help students who help themselves.

**IN 2011**, Nigel and Susan Hyatt, along with their sons, Michael, Richard and Jonathan established a foundation to support education, healthcare and international development programs.

The Hyatt Family Foundation has chosen to support Seneca students through the establishment of an annual bursary and award program. Seneca is the first post-secondary institution to receive a gift from the Foundation.

"We decided to start our educational philanthropy at a practical institution, like Seneca, to increase students' chance of success after they graduate," says Michael. "We knew that someone graduating from the College would be ready for a career. And if they want to go to university afterward, they will have started down the right path."

The *Hyatt Family Foundation Award* will assist a number of students with tuition and living expenses. Recipients will have the opportunity to renew the award for the duration of their studies – provided they demonstrate a commitment to educational excellence through good grades, extracurricular activities and part-time work.

"Giving back is very rewarding," says Michael. "The program will be successful if it helps students graduate and go on to have productive, fulfilling lives. It is important for us to be involved and know the stories of the people we are supporting."

The Foundation is one of many successful Hyatt family collaborations. For 20 years, the family has been a driving force in the



(L to r) Jonathan, Richard, Michael, Susan and Nigel Hyatt.

technology sector, building two of the fastest growing companies in Canada. In the 1990s, the Hyatts co-founded Dyadem, a successful risk assessment software company, which the brothers originally designed for their father, a chemical engineer. Dyadem was acquired by IHS in 2011. Their current company, BlueCat, is a four-time winner of "Deloitte's Fast 50" award and is a leading provider of IP address management platforms globally. BlueCat solutions are designed to provide a smarter way to connect mobile devices, applications, virtual environments and clouds.

"We realize that people sometimes need a little bit of help to beat the odds and succeed," says Susan. "But this is not a hand-out. These awards are meant to encourage people to work hard, dream big and improve their lives and the lives of others."

The *Hyatt Family Foundation Bursary* will provide a tuition assistance grant to 10 students each year.

"We want students to take charge of the opportunity we are giving them," says Michael. "The objective of these awards is to have people graduate, become productive citizens, make positive contributions to their communities and enjoy a better life."



**CERTIFIED GENERAL ACCOUNTANTS OF ONTARIO**

**Student success is on the ledger.**

Celebrating the launch of the CGA Ontario Learning Centre (l to r), J.D. Clarke, Senior Vice President, Operations, CGA Ontario; Parminder Bhatthal, Manager, Seneca Learning Centres; Karen Murkar, Chair, School of Accounting and Financial Services; President David Agnew; CGA Ontario CEO Doug Brooks and Vice President, Academic Joy McKinnon.

**CERTIFIED GENERAL ACCOUNTANTS OF ONTARIO**

(CGA Ontario) has provided Seneca’s accounting and financial services students a space to call their own by establishing the CGA Ontario Learning Centre.

The Centre, which officially opened at Newnham Campus earlier this year, includes a dedicated study area for students in accounting courses to work on group projects and receive tutoring.

CGA Ontario is also providing faculty support from accounting professionals, sponsorships and a student outreach program to build awareness of the career pathways available to CGAs.

“This donation will help our accounting and finance students to succeed by providing initiatives that motivate and support them during their time at Seneca,” says President David Agnew. “Our students will benefit from this donation for years to come, thanks to CGA Ontario’s commitment and generosity.”

“We’re pleased to have the opportunity to offer funding to Seneca, one of Ontario’s leading colleges,” says Doug Brooks, CEO of CGA Ontario. “The impact of this type of partnership is significant. We’re proud to be part of that.”



**TSN RADIO 1050: FEEDING A PASSION FOR SPORTS BROADCASTING**

Most Canadians are incredibly knowledgeable and passionate about sports. And TSN, Canada’s first all-sports broadcaster, expects nothing less of its staff.

“We want people who love sports, can talk about it, live and breathe it, and have the same enthusiasm that our listeners have,” says Greg McIsaac, Director of Communications, TSN and Bell Media. “You can’t fake that.”

Seneca’s School of Media has been a great source of professional talent for TSN, which recently launched an all-sports radio station in Toronto. To attract more people to the broadcasting industry, TSN Radio 1050 has established a scholarship for full-time students in the Broadcasting-Radio program. This donation was matched by the Seneca Student Federation.

“Seneca’s got a great reputation,” says Greg. “It was natural for us to support the College.”

When sports news breaks, fans know they can stay up-to-date by tuning in to TSN Radio 1050 during their commutes, and watching *SportsCentre* in the evening. And now, thanks to TSN Radio 1050, Seneca students with a passion for sports will get the support they need to start their careers – perhaps in the TSN studios.

LEFT PHOTO: JOANNE RATAJCZAK

Number of new awards established in 2012/2013, a 36 per cent increase from the previous year.



Hatch's Lead Structural Designer Charlie McGowan

## A "WIN-WIN" RELATIONSHIP WITH HATCH Recruiting civil engineering scholars.

**SIX YEARS AGO**, Hatch – a global engineering firm – lost a number of key employees in the middle of a major project. When it was time to hire new people, the company realized that there was a knowledge gap concerning the specialized software that Hatch uses. Lead Structural Designer Charlie McGowan was concerned about hiring in the years ahead, so he began building a software training program for college students. Charlie attended career fairs and met with professors across Ontario to propose the benefits of bringing this software – including Bentley's MicroStation, InRoads and OpenPlant

PowerPID – into program curriculum.

Seneca has embraced this technology and will introduce the software to Civil Engineering Technology students in 2014.

"It's a win-win situation," says Charlie. "Students will be using industry-leading engineering software, and Hatch will have a sustainable pool from which to recruit employees."

Charlie brought Amar Grewel, Hatch's Campus Recruitment Manager, on board to engage Seneca students before the software launches. Since 2012, Bentley has provided all Civil Engineering Technology students with OnDemand training and home usage,

available via Bentley's STUDENTserver.

Hatch has also established a scholarship at Seneca, specifically for technologist students. Hatch engineering scholarships can be found at several universities across Ontario, Quebec and Western Canada, but this is the first time that it has provided financial support at the college level.

"We hire many graduates from technology and technician programs," says Charlie. "We felt it was valuable to identify the good work that Seneca graduates are doing for us as 3D modelers by setting up this scholarship program."

This unique award for Civil Engineering Technology students includes a paid work placement during the summer semester following their first or second year of studies. If they secure a minimum grade point average of 3.0 in their second year, their scholarship will be renewed. Seneca professors will also play a key role in the selection process by providing input on each student's leadership qualities and ability to work in teams.

"I wanted to recreate the system they have in the U.K. and many other European countries, where the trainees spend four years after college gaining on-the-job experience," says Charlie. "This results in a well-rounded background in engineering."

Learn more about Hatch's initiatives at [www.hatch.ca](http://www.hatch.ca)

## DONORS

The *Judge John Kerr Award* will support a second year student enrolled in the Paralegal program with high aptitude, good grades and participation in extracurricular activities.



POINTTS founder Brian Lawrie



Seneca is ahead of its time when it comes to teaching legal services.

### PARALEGAL PIONEER

## Honouring a judge in a ground breaking case.

**BRIAN LAWRIE LEFT THE ESSEX POLICE FORCE** in England and moved to Canada more than 40 years ago. He joined Metro Toronto Police and gained a wealth of knowledge in Canadian traffic law enforcement.

It became evident to Brian that many people who appeared in traffic courts had difficulty presenting their own cases because of complex court procedures. This didn't sit well with him.

"I remember seeing someone in court who was given a ticket while visiting Toronto," says Brian. "He brought photographs his brother took showing how a stop sign was obscured. But what he did not know was that his brother had to present the evidence. The man was found guilty."

Cases like this influenced Brian's decision to start a paralegal service where he would appear on behalf of defendants

in traffic court. Today, Brian owns a firm of traffic court agents and paralegals, called "POINTTS" (which stands for Provincial Offences Information and Traffic Ticket Services). For close to 30 years, POINTTS has been representing motorists charged under various provincial traffic laws.

POINTTS got off to a rocky start. The Law Society of Upper Canada charged Brian with "unlawfully acting as a barrister and solicitor." Brian successfully defended the case in court, leading to a landmark "not guilty" decision by Provincial Court Judge John Kerr. His decision paved the way for paralegals to be licensed and regulated in Ontario.

"Judge Kerr did a brave thing," says Brian. "It could have been a dangerous and expensive precedent when it comes to the administration of justice. But he was convinced the need was there."

When he decided to support the next generation of paralegal students, Brian chose Seneca. He established the *Judge John Kerr Award*, for those in the Paralegal program.

"Seneca is ahead of its time when it comes to teaching legal services," says Brian. "I wanted to assist people looking to start in the profession. They may have the ability, but not the finances to enroll and go forward."

**\$246,000**

Total gifts and pledges made by students, employees, alumni and retirees in 2012/2013



Campaign for Students contributors (l to r): Karen Spiers and Susan Horne.

**CAMPAIGN FOR STUDENTS**

## Continuing Education means continued support.

**IT'S WELL KNOWN** that winter is the season of giving at Seneca.

An annual tradition continues to grow every February among faculty, staff and alumni who make donations in support of student bursaries during the College's Campaign for Students fundraising drive.

In 2013, a \$110,000 goal was set, matching the amount raised the year before. With everyone's generosity, we eclipsed this

target by \$26,000. In addition, a landmark gift from the Seneca Student Federation brought the Campaign total to \$246,000.

While each department did its part to support the Campaign, the Faculty of Continuing Education and Training (FCET) took it to the next level.

FCET raised more than \$5,200 through a full slate of events, including coin drives, book and chocolate sales. This doesn't

include all of the individual faculty and staff donations.

"The Campaign is an opportunity to do some fun things and for a good cause," says Susan Horne, recently retired FCET Chair. "We have many students who are juggling family and jobs while at school. Lots of those students need financial support."

Continuing Education at Seneca is a 24/7 enterprise, and students often arrive to class after finishing work or getting the kids to the babysitter. The Campaign allowed FCET staff to extend their support of these students. They know that for many, financial barriers are real, and every little bit helps.

"I advise students and hear about their hardships firsthand," says Karen Spiers, Program Coordinator. "Many wonder how they are going to pay for their courses. School means a world of difference between where they are right now and where they want to go."

Already, FCET is thinking about initiatives for next year's Campaign. As much as they want to raise funds to help students, raising awareness about the financial aid opportunities is equally important.

"Many students don't realize that scholarships and bursaries are available to part-time learners," said Susan. "We want them to know that Seneca supports them too."

Learn more about the Campaign for Students: [senecacollege.ca/campaign](http://senecacollege.ca/campaign)

Number of honorary degree recipients at Seneca since 2006.



Flying son and father (l to r):  
Michael and Russell Bannock.

## ROYAL CANADIAN FLYING ACE

### Honouring Russell Bannock's legacy of flying excellence.

**WHEN MICHAEL BANNOCK** was considering all of the ways he could honour his father, aviation legend Russell Bannock, he kept returning to the idea of setting up a scholarship at Seneca.

Russell had already received countless awards and accolades, including an entire symphony named after him. However, few pilots today knew his incredible story and how he helped shape the Canadian aviation industry.

Five years ago, Michael decided to remedy that by announcing the establishment of the *Russell Bannock Award* at one of the College's convocation ceremonies. To the surprise of his father (who was recognized that day with an honorary degree), Michael explained that a \$2,500 award would be presented annually to a graduating Flight student who demonstrates high academic achievement, leadership skills and participates in extracurricular activities.

"It's quite the honour," says Russell. "There are so many awards that are given out every year at the College, and I'm humbled that one of them is mine."

Russell, who started flying when he was 18 years old, served as a World War II pilot. His many overseas victories earned him the nickname "Saviour of London."

He joined the Royal Canadian Air Force (RCAF) in 1939 as a pilot officer and was posted overseas in 1944, flying night missions in a de Havilland Mosquito – one of the few aircraft that could intercept German buzz bombs.

Russell was so successful that he became the RCAF's second highest scoring Canadian fighter pilot. He received the Distinguished Service Order and the Distinguished Flying Cross and Bar. Michael says his father's efforts during the war even earned him regular praise at Buckingham Palace.

"He stood before the King four times," says Michael. "When he went to Buckingham Palace, the King recognized him."

Following the war, Russell became a test pilot for de Havilland Aircraft of Canada Ltd., eventually becoming the President and CEO of the company.

Michael, like his father, has carved out a successful career in aviation. He is the Founder and President of Worldwide Aircraft Ferrying Ltd., which has been operating for more than 30 years.

What makes the award particularly special for Michael is that his father, who turned 93 this year, gets to present it each year. Amazingly enough, up until last year, Russell still had his pilot's license. However, after 75 years in the air, he finally decided to give up his wings and let his license expire – at least for now.

Learn more about Seneca's Flight degree program  
[senecacollege.ca/flight](http://senecacollege.ca/flight)



## DONORS

Eaton Hall, formerly a summer estate for the Eaton family, is now a learning facility for students in the College's Hospitality Management program at King Campus.



Starwalk Buffet founders (l to r):  
Pengju Zhao and Yingxin Zhang

### THE WINNHART EDUCATION SCHOLARSHIP

## From Beijing to Toronto: hospitality and inspiration

**YINGXIN ZHANG** and her husband Pengju Zhao have many talents.

Yingxin holds a PhD in biological sciences and Pengju studied oil painting at university and has worked as an artist. Both also have extraordinary business sense.

In Beijing, they started a very successful chain of fine dining restaurants located in the heart of the financial district surrounding Tiananmen Square. While both enjoy cooking and experimenting with different

cuisine at home, it was the opportunity of owning restaurants that first attracted Pengju.

"My husband has been in the restaurant business for 20 years," says Yingxin. "He started with his sisters, and they did very well. They had the vision and creativity to give the restaurants their own unique style."

With 12 locations in Beijing, the couple decided to expand their enterprise to North America. They immigrated to Toronto and

opened Starwalk Buffet – a large banquet hall, which can serve more than 400 guests and includes six private dining rooms. Word is quickly spreading about this beautiful facility.

Soon after arriving in Canada, Yingxin began to look for college graduates with a hospitality management background. She kept hearing great things about Seneca from friends and employees at Starwalk and decided to establish an award for students in the College's Hospitality Management – Hotel and Restaurant program.

"I've known about Seneca for a long time," she says. "We have many employees who graduated from the Hospitality Management program."

The *Winnhart Education Scholarship* (Winnhart plays on the English translation of "Yingxin," win + heart) will be awarded to second year Hospitality Management students who demonstrate a passion for the restaurant industry and have high academic standing.

Yingxin's aspiration to set up this scholarship came from her own academic studies, when she witnessed first-hand the difference financial support can make. She and Pengju wanted to do the same for those interested in the same industry that has been so good to them.

"I was thinking about establishing this scholarship for a while," says Yingxin. "I wanted to give students a chance to learn and help build the industry. It's not about money. It's about inspiration."

**\$550K**

The amount of scholarships and bursaries awarded to Seneca students in 2012/2013.

**RED DONOR LIST 2013**

Thank you to the generous donors who are committed to supporting Seneca students. This list recognizes receipted gifts, pledges or gifts-in-kind of \$100 and above from April 1, 2012 to March 31, 2013.

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Percentage of gifts received  
in 2012/2013 were from Seneca  
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The accuracy of this list is important to us. If you notice any omissions or errors, please contact Katie Colvin, Annual Fund and Stewardship Officer, at 416-491-5050 ext. 77285 or katie.colvin@senecacollege.ca.

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Teresita Lopez-Rabson  
Lorne Park Jewellers  
Gennady &  
Lyudmyla Lyashenko  
John MacBride  
MacDonald Faber Ltd.  
Tracy MacMaster  
Florence Mak  
Sandra Margerrison  
Catherine Marostica  
Marcel Martel  
Maureen Massicot  
Nancy Maxwell  
Elaine & Geoffrey Mayo  
Elizabeth McCartney  
Andrew & Rose  
McConnell  
McCray Optical  
Supply Inc.  
Nancy Mcgee  
Martha McKay  
Cynthia McKeich  
Joy McKinnon  
Lynne McMullen  
Iain McNab  
Cintia Medeiros  
Valerie Miceli  
Claire Moane  
Vickie Morgado  
Joy Muller  
Shivani Naidoo  
Barry Naymark  
Hymie Negin  
Adriana Neil  
John & Mary Ann Nelson  
Maia Nenkova  
John Newell  
William Newnham  
Leslie Noble  
Karen Nolan  
OACETT York Chapter  
Denise Olah  
Jon Olinski  
Alanna O'Neill  
Case Ootes

Daniel & Eva O'Sullivan  
Naki Osutei  
Carol Page-Heyding  
Papaya Market  
Research Inc.  
Janice Parker  
William Parkin  
Dale Peers  
Matthew Pierson  
Philip & Lisa Pomeroy  
The PR Department  
James & Alison Prentice  
David Pritchard  
Jenni Prodanovic  
Linda Quinn  
Fazal Rahamut  
Karima Rahamut  
Gail Ramdath  
Jagdis Ramdath  
Angelie Ramirez  
Chanrouti Ramnarine  
Loma Rattigan  
Editha Rayo-Renkema  
Avtar & Sushma Riat  
William Riddell  
Allison Roach  
Frank Robbins  
Stephanie Robinson  
Laura Rutledge  
Jacqueline Sadi  
Gladys Saenz  
Ivan Samila  
Parbatee Samlalsingh  
Cheryl Sams  
Susan Savoie  
Heidi Schellhorn  
Sabine Schleese  
Kevin Schulz  
Dennis & Wendy Scolnik  
Robert Scott  
Second Chance  
Scholarship  
Foundation  
Heather Semkowski  
Senator O'Connor  
College School  
Seneca Choir  
Seven Continents Corp.

Majid Shahravan  
Barbara Shannon  
Michael Shaver  
Paul & Marilyn  
Shepherd  
Dan Sibley  
Anirudh & Silar Singh  
Jennifer Singh  
Kaimraj Singh  
SIR Corp.  
Joan Smith  
Smithers-Oasis  
Canada Ltd.  
Ashif Somani  
Camille Soucie  
Michael Sparling  
Karen Spiers  
Daniel Stageman  
Joyce Stanley  
Karl Steer  
Sharon Stibbard  
Judy Stoffman  
James Streeter  
John Struthers  
Bill Summers  
Hung-En Sung  
Maureen Szeto  
Helen Szumigaj  
Peter Tam  
Terrence Tam  
Chris Tannis  
Bernice Tao  
TEVA Canada Ltd.  
Thompson Municipal  
Tax Consultants  
Three Valleys  
Children's Centre  
Dominic Totino  
Sharon Tracy  
Kathy Traikoff  
Andrei & Iva Traikovski  
Linda Tremble  
Victor Trotman  
Victoria Tung  
Eulogio Valer  
Donna Verity  
Amanda Vieira  
Clare Vozza

Margot Wassenaar-Faber  
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Jean Webster  
Jesse Weis  
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Luke Westfall  
William Westfall  
Edward & Karen White  
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Angela Williams  
Denise Williams  
Lois Willson  
Olgiero & Ann  
Wodzianski  
Sharon Wong  
Phillip Woolf  
Yap Films Inc.  
Tan-Ling Young  
Shelley Young  
Pierre Yuen  
Ali Zahedi & Farnoosh  
Droodgar  
Angela Zigras  
Sorina Zota  
Anonymous (12)



## RESILIENCY AND EMBRACING CHANGE

Mike Sparling  
Dean of Business

In February 2013, Mike Sparling joined Seneca as Dean of Business. With a career spanning over 25 years in technology, education, research and consulting, Mike is responsible for leading the Faculty of Business, with a focus on student success, new programs, research and partnership development. He shares his thoughts on Seneca, business fundamentals and what he wishes he'd learned in high school.

**What brought you to Seneca?** I began teaching seven years ago at the University of Ottawa's Telfer School of Management and became enamoured with the post-secondary system. When I started at Algonquin College, I identified that my next big career step was to be a dean at a business school. The opportunity to join Seneca came, and it was a pretty straightforward decision: Big college, big opportunity, great people – right in the heart of Canada's business community.

**Keeping with the theme of “big,” you are heading up Seneca's largest academic area. What have you discovered so far?**

Probably realizing how much I don't know yet. But what you do as a leader and how you manage doesn't change whether it's six people or 6,000 people. Your role is to create a vision around which others can rally.

**What intrigues you about teaching business?** I grew up in an engineering household, and I began my career in computer science. I never really understood what the word “business” meant until I established my first start-up. Then the blinders came off. During my MBA studies, I became quite interested in the science of business, which led me to teaching.

**What is the most important thing you've learned about business?** That the science of business drives every other role in an organization. I wish back in high school someone would have put an arm around me and said, “Let me explain economics and commerce.” Every employee needs to understand how finance works. It's the foundation of everything else an organization does.

I've also learned, painfully I would add, that businesses run purely by the accounting data (profit and loss) rarely succeed and often completely fail. You become blind to invention, competition and strategy – the whole creative aspect.

**What fundamentals do you want Seneca students to obtain, as future business leaders and entrepreneurs?** Having resiliency and embracing change are crucial. If you're not prepared to recognize each morning that you need to learn something new, you'll struggle to remain current in our global, interconnected economy.

**What have been your first impressions of Seneca?** That we're big! I'm humbled by how open people are. I've also been struck by how ready we are to follow the vision laid out in our strategic and academic plans. There's a strong understanding of what we need to do and passion to get there. It is great to be part of a leadership team in that kind of environment.

Follow Mike @mike\_sparling

**SENECA'S LEADERS**

Seneca is proud to welcome a new Chair and five new members to its Board of Governors. We would also like to give a heartfelt thank you to those who have recently retired after many years of distinguished service.

**NEW CHAIR, VICE CHAIRS AND RETIRING MEMBERS**

The Seneca Board has elected **Colleen Fleming** as Chair for a three-year term. She previously served as Board Vice Chair and Chair of the College Affairs sub-committee. Colleen took over the position from **Bill Hogarth**, who retired from the Board earlier this year after completing his term.

Also retired from the Board this year are **Phil Pomeroy**, **Helen Szumigaj** and **Tina Tehranchian**. **Nitish Verma** is the outgoing student representative. **Donna Duncan**, **Richard Goyder** and **Ashif Somani** are the Board's new Vice Chairs.

**NEW MEMBERS**

Seneca has welcomed five new Board members:

**Doug Brooks** is the Chief Executive Officer of the Certified General Accountants of Ontario. Throughout his career, Doug has held various leadership roles in operations, sales and marketing with companies like Coca-Cola Canada, CBC Television and NHL Enterprises.

**John Honderich** serves as Chair of the Board of Torstar Corporation and the Torstar Voting Trust. He has also held the positions of President and Publisher at Torstar. John is a member of both the Order of Canada and the Order of Ontario and has served as a Special Advisor to the Premier of Ontario.

**Alice Keung** is Chief Operating Officer at eHealth Ontario. Previously, she served as eHealth's Senior Vice President, Development and Delivery. Alice has more than 20 years of experience across various industries and has twice been recognized on Canada's "Top 100 Most Influential Women" list.

**Ibrahima Sow** is Seneca's student representative on the Board of Governors. He is studying in the General Business program and will serve a one-year term on the Board.

**Stanley White** joins the Board as Seneca's support staff representative. A longtime employee of the College, Stanley is an International Student Services Coordinator. He has also worked in the printing and vehicle services departments.

**ARRIVALS AND APPOINTMENTS**

Over the past year, the College has welcomed the following individuals to the Seneca community in new administrative roles:

**Christine Blake-Durie**  
Dean of Students

**Colin Cheung**  
Director of Facilities Management

**Mike Dubé**  
Director of Security and Safety

**Sharon Kinasz**  
Registrar

**Tobin Kunju**  
Director of Enterprise Architecture

**Jeff Luddington**  
Associate Director of Marketing

**Elizabeth McCartney**  
Director of College Services

**Naaz Mohamed**  
Director of Finance

**Ted Moriarty**  
Director of Leadership and Employee Development

**Mona Nouroozifar**  
Chair, Faculty of Applied Arts and Health Sciences

**Mike Sparling**  
Dean of Business

**Mark Solomon**  
Director of Student Conduct

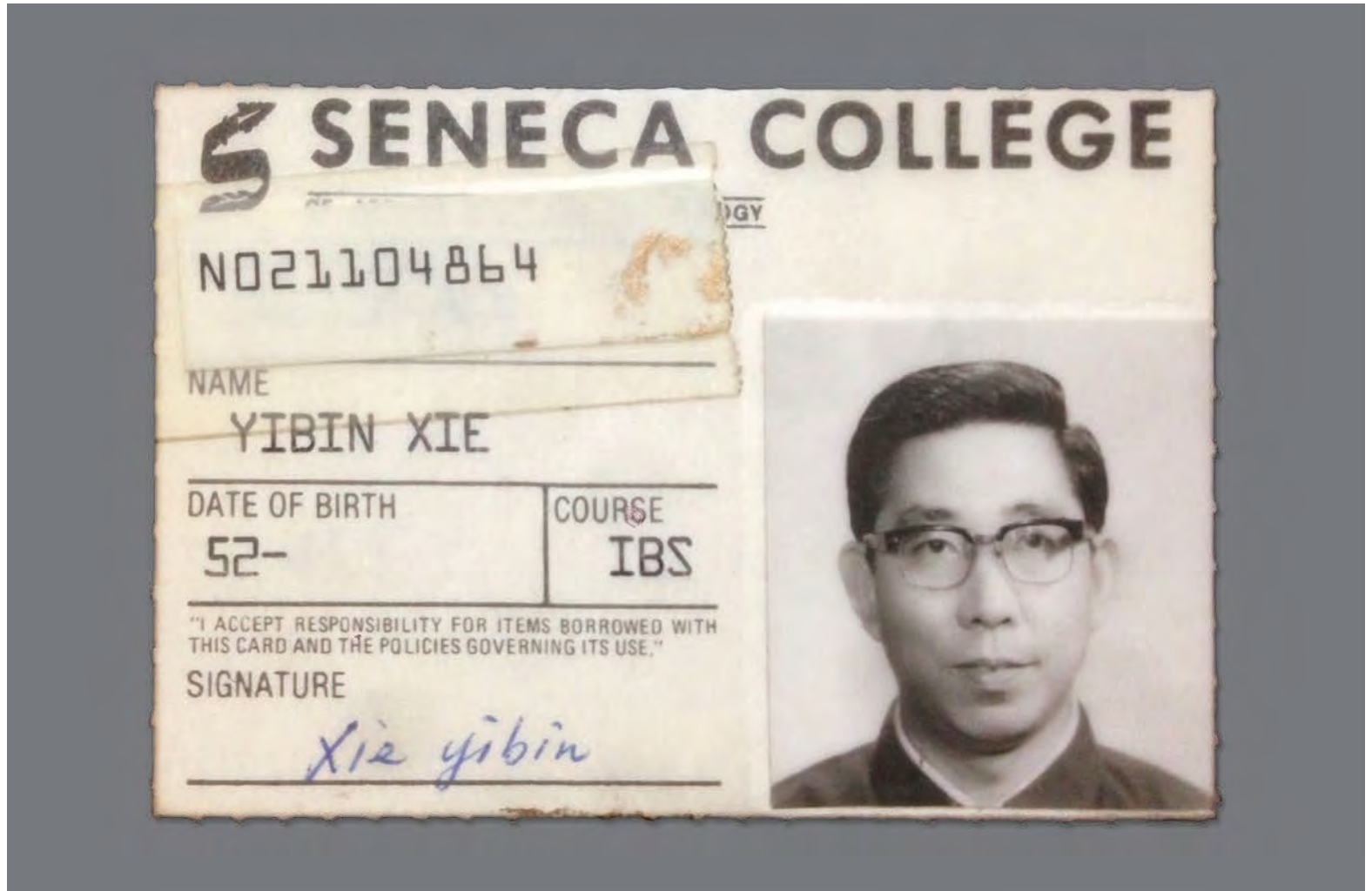
**Dr. James Watzke**  
Dean of Applied Research and Innovation

**Sam Wong**  
Director of Enterprise Projects, Information Technology Services

For more information about Seneca's Board of Governors, visit: [senecacollege.ca/about](http://senecacollege.ca/about)

**BACK IN THE DAY**

President Agnew reconnects with Seneca's first student from mainland China.



**A WIDE GRIN SPREADS ACROSS** his face as he roots around in the top drawer of a well-seasoned desk in his office. With a quiet, satisfied cry of exclamation, he produces the slightly battered laminated card.

It's a Seneca College student card, old enough to still have the flint and feather logo we replaced years ago. Also on the card: a student number, date of birth, program name, signature and a picture of a young and studious-looking Yibin Xie, Seneca's first student from mainland China.

Dr. Xie is retired now, having had a distinguished career at the University of International Business and Economics in Beijing, China's leading economics university. I'm meeting him in his office at the university, where as a former Dean he continues to play an active role in the adult education sector, leading a Chinese association of education and training providers.

Dr. Xie is a proud Seneca alumnus, and remembers with great fondness his experience as a pioneering student from China in Canada. In 1968, as part of the improving of relations between Canada and China, a federal government program made it possible for a limited number of Chinese students to be sponsored to study in Canada.

A teacher, Dr. Xie wanted to study in Canada and chose the International Business graduate certificate program at Seneca. As our students do today, his first focus was to first improve his English, and then successfully complete his program. He recalls with genuine warmth the welcome he was given by Seneca faculty and staff and remembers well his trips to Niagara Falls, among other places.

With a successful and busy career at the University of International Business and Economics, Dr. Xie hasn't had an opportunity to return to his alma mater. But before I leave, he wants to be sure to give me something to remember him by. One of Dr. Xie's hobbies is calligraphy, and he proudly unfurls his gift of a traditional Chinese scroll he has penned, expressing his appreciation to Seneca, which he calls home.

And on my return to Canada, I arranged to fill a gap in Dr. Xie's records: After graduation, he misplaced his official graduate certificate. We have sent him another one, and I have no doubt it is now hanging in a place of great pride in his office.

*David Agnew*  
President  
@SenecaPresident



## Partners for your future

### ALUMNI INSURANCE PLANS

As a Seneca graduate, you can take advantage of valuable protection at affordable group rates through Manulife Financial. That's security you can count on as you build your dreams and prepare for your future.

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The proof is in  
our graduates.

**Seneca**  
UNIQUELY  
QUALIFIED.

**25000** full-time students  
**8000** graduates every year  
**500+** career options  
**95%** employer satisfaction  
**#1** in University - College pathways